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Kaunas University of Technology

School of Economics and Business

Factors Influencing the Purchase and Repurchase Intentions of Different Generations for Sustainable Apparel

Master's Final Degree Project

Brigita Bačiauskaitė

Project author

Prof. Dr. Rimgailė Vaitkienė

Supervisor

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Assoc. Prof. Vestina Vainauskienė

Reviewer

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Summary

The increasing popularity of sustainable fashion has led to a need for measuring the factors that influence different generations' purchasing and repurchasing intentions. To address this need, a quantitative study was conducted to examine the factors that influence the purchase and repurchase intentions of different generations for sustainable apparel from second-hand stores in Lithuania and how these factors vary across different age groups. The study aimed to answer what are the key factors that could influence the purchase and repurchase intentions of different generations for sustainable apparel and how do these factors vary across different generations.

Studying the purchasing habits of different generations is crucial in understanding how sustainable fashion can be promoted and marketed. It is important to analyse and focus on second-hand clothing as it is considered a sustainable option that prolongs the lifespan of clothing items. Furthermore, the differences in generational attitudes towards sustainable fashion can be influenced by the location of the study. Thus, analysing location-specific generations becomes important as people hold different views based on their surrounding culture and environment. Therefore, analysing and understanding these differences can aid fashion retailers in creating effective marketing strategies, sales plans, and product development efforts that cater to the preferences of different generations and result in increased sales of sustainable clothing.

The study found that while some factors influencing purchase and repurchase intentions were similar across different generations, there were also significant differences. Price was identified as the most critical factor for all generations, but other factors such as style, quality, and longevity had varying degrees of influence depending on the generation. Gen Z placed higher importance on style, while Millennials placed a higher importance on quality and longevity. The study also revealed that younger individuals were more inclined to buy sustainable clothing due to their perception of it as a positive step towards environmental conservation and a way to avoid fast fashion. Moreover, the study highlighted that the factors that deterred generations from purchasing sustainable clothing also varied. Younger generations cared more about the style of sustainable clothing, while older generations focused more on price and availability.

The study's findings have significant implications for Lithuanian fashion retail businesses. The study underscores the importance of understanding generational differences in attitudes towards sustainable fashion, which can inform marketing strategies, sales plans, and product development efforts tailored to the preferences of different generations, resulting in more effective marketing and increased sales of sustainable clothing. The study also highlights the role of price in the purchase decision of sustainable clothing, particularly among Baby Boomers. Lithuanian fashion retailers could benefit from offering sustainable clothing at competitive prices to attract this demographic.

Bačiauskaitė Brigita. Veiksniai skatinantys skirtingų kartų tvarios mados pirkimą ir pakartotinį pirkimą. Magistro baigiamasis projektas / vadovė Prof. Dr. Rimgailė Vaitkienė; Kauno technologijos universitetas, Ekonomikos ir verslo fakultetas.

Studijų kryptis ir sritis (studijų krypčių grupė): Verslas, Verslas ir viešoji vadyba.

Reikšminiai žodžiai: ketinimas pirkti ir pakartotinai pirkti, kartos, tvarūs drabužiai

Kaunas, 2023. 90 p.

Santrauka

Didėjantis tvarios mados populiarumas, skatina tirti veiksnius kurie daro įtaką skirtingoms kartoms pirkimo ir pakartotinio pirkimo ketinimams. Todėl, buvo atliktas kiekybinis tyrimas, siekiant išnagrinėti, kaip skirtingose amžiaus grupėse skiriasi tvarios aprangos iš dėvėtų drabužių parduotuvių įsigijimo ir pakartotinio pirkimo ketinimų veiksniai. Tyrimas siekė atsakyti į klausimą, kokie yra pagrindiniai veiksniai, darantys įtaką skirtingų kartų tvarios aprangos pirkimo ir pakartotinio pirkimo ketinimams, ir kaip šie veiksniai skiriasi skirtingose kartose.

Skirtingų kartų pirkimo įpročių tyrimas yra esminis tvarios mados reklamavimo ir rinkodaros supratimui. Svarbu analizuoti ir sutelkti dėmesį į antrinės parduotuvės drabužius, kadangi jie laikomi tvariu pasirinkimu, kuris ilgina drabužių gyvavimo ciklą. Be to, kartų požiūriai į tvariąją mados pramonę gali būti paveikti gyvenamosios vietos.

Tyrimas parodė, kad nors kai kurie pirkimo ir pakartotinio pirkimo ketinimų veiksniai buvo panašūs skirtingoms kartoms, tačiau taip pat buvo reikšmingų skirtumų. Kaina buvo nustatyta kaip svarbiausias veiksnys visoms kartoms, tačiau kiti veiksniai, tokie kaip stilius, kokybė ir ilgaamžiškumas, turėjo skirtingą įtaką, priklausomai nuo kartos. "Gen Z" akcentavo stilių, o "Milennials" akcentavo kokybę ir ilgaamžiškumą. Tyrimas taip pat parodė, kad jaunesni asmenys yra linkę pirkti tvarius drabužius, nes laiko juos teigiamu žingsniu aplinkos apsaugos ir būdu išvengti greitosios mados. Be to, tyrimas atkreipė dėmesį, kad kliūčių, trukdančių kartoms pirkti tvarius drabužius, taip pat buvo skirtingos. Jaunesnės kartos daugiau rūpinosi tvaraus drabužių stiliumi, o vyresnės kartos labiau sutelkė dėmesį į kainą ir pasiekiamumą.

Tyrimo rezultatai turi svarbių pasekmių Lietuvos drabužių prekybos įmonėms. Tyrimas pabrėžia svarbą suprasti kartų skirtumus požiūriu į tvariąją madą, kas gali informuoti marketingo strategijas, pardavimo planus ir produktų kūrimo pastangas, pritaikytas skirtingų kartų pageidavimams, dėl ko gali būti pasiektas efektyvesnis marketingas ir padidintas tvarios aprangos pardavimų skaičius. Tyrimas taip pat pabrėžia kainos vaidmenį tvarios aprangos įsigijimo sprendime, ypač tarp "Baby Boomers" kartos. Lietuvos mados mažmeninės prekybos įmonės galėtų pasinaudoti tvaria apranga, siūloma konkurencingomis kainomis, kad pritrauktų šią demografinę grupę.

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Introduction

The issue of overconsumption in today's world has led to various environmental problems, including global warming and pollution, making it crucial to reduce consumption and strive towards sustainability (Lütkenhaus, 2019). Navone et al. (2020) state that the fast fashion industry exacerbates the problem of greenhouse gas emissions due to its short product life cycles, large volumes, low costs, and impulsive purchases. To promote sustainable fashion, various approaches can be taken, such as environmentally friendly clothing and circular economy practices (Kirsi et al., 2020). From a business perspective, analysing sustainable clothing purchasing behaviour is crucial. The environmental and social impact of the fashion industry is substantial and cannot be disregarded, this has led to a rise in consumer awareness of the detrimental effects of fast fashion and a corresponding increase in demand for sustainable clothing (Shen et al., 2020). Companies that do not respond to this changing demand risk losing market share and profits (Grewal et al., 2021).

Problem relevance

The growing concern about sustainability has resulted in changes in government policies and regulations, which can affect the international trade of textiles and apparel. Understanding sustainable consumption behaviour can help companies comply with these regulations and take advantage of emerging opportunities in sustainable fashion (Nylund et al., 2021). On the other hand, businesses that adopt sustainable practices like utilizing eco-friendly materials and advocating sustainable consumption can set themselves apart from competitors and draw in consumers who prioritize environmentalism. Companies can develop targeted strategies that connect with their desired consumers, foster customer loyalty, and improve their brand reputation by considering the purchasing behaviours of various generations and cultures (Baumann et al., 2019).

Understanding the purchasing behaviour of different generations is essential in developing effective strategies to attract them towards sustainable apparel and encourage them to repurchase. Studies have shown that younger generations may be more inclined towards sustainable consumption than older generations (Benoit et al., 2017; Gerhardt et al., 2019). However, the driving factors for sustainable consumption vary across cultures and regions. Social norms and a desire to be viewed as socially responsible are important factors for young people in the US (Goldstein et al., 2008; Dangelico & Pujari, 2010), while personal ethics and values are more significant in Eastern European countries (Zagonov et al., 2019; Banyte et al., 2020).

Therefore, it is crucial to consider cultural context while analysing generational differences in sustainable clothing purchase intentions to develop targeted strategies for promoting sustainable fashion consumption among different age groups (Peters et al., 2016). Understanding the factors driving sustainable consumption in different cultures can enable the development of effective strategies that are culturally appropriate and promote sustainable fashion consumption among different age groups.

The research methodology involves conducting a survey of at least 100 participants from Baby Boomers, Generation X, Millennials, and Generation Z to investigate purchasing and repurchasing behaviours for sustainable apparel. The study will examine the relationships between perceived value, trust, quality and risk as factors that could have an influence on purchase and repurchase intentions.

Research object – generations purchase and repurchase intentions of sustainable clothing.

Research methods and models – The research methodology employed in the study included a comprehensive review of relevant literature to gather data on factors that have been previously identified by other scholars. Following this, quantitative research methods and empirical analysis were employed. The research sample consisted of 416 respondents from four generational cohorts: Gen Z, Millennials, Gen X, and Baby Boomers. The research object was analysed using SPSS, and various statistical analyses such as regression analysis, factor analysis, and crosstabs were conducted to examine the findings and collect data on factors that influence purchase and repurchase intentions.

The main objective of this study is to provide valuable insights into sustainable fashion and offer practical suggestions for encouraging sustainable clothing purchase intentions among various generations. The research **aim** is to detect what factors influence different generations to purchase and repurchase sustainable apparel. In this study, the following research questions were addressed:

RQ1: What are the key factors that influence the purchase and repurchase intentions of different generations for sustainable apparel?

RQ2: How do these factors vary across different generations?

To achieve the aim of this paper, following **objectives** were raised:

1. To investigate the current relevance of sustainable apparel in today's world and identify key drivers of consumer interest and demand for sustainable clothing.

2. To explore the factors that shape consumers' purchase and repurchase intentions for sustainable apparel, and to compare these intentions across different generations.

3. To develop the research methodology which can help to identify factors for different generations that influence apparel purchasing and repurchasing in Lithuania.

4. To perform empirical research on the factors that influence purchase and repurchase intentions for sustainable apparel among different generations in Lithuania and provide recommendations how finding can be used by apparel industry.

Structure of the thesis

The thesis comprises four chapters that are structured in a logical sequence. The initial chapter expounds on the current obstacles faced by the fashion industry, which include the harmful effects on both the environment and society. It also highlights the rising trend of sustainable clothing, thereby necessitating an investigation into the purchasing and repurchasing behaviour of different generations towards sustainable clothing. The second chapter provides a theoretical framework for identifying the factors that can potentially influence the purchasing and repurchasing behaviour of different generations. The third chapter explicates the research methodology employed in the study. The fourth chapter presents the empirical findings of the research, evaluates the results, and makes recommendations based on the findings. Finally, the thesis concludes with a summary of the key findings and their implications for future research and practice in the field.

1. Relevance of sustainable apparel in today's world

The apparel industry, facing increasing urgency for sustainability, is under scrutiny for its documented negative environmental and social impacts (Cline, 2019; Joy et al., 2012). Understanding the factors that influence consumers' purchase and repurchase intentions for sustainable apparel is crucial for the fashion industry to cater to changing needs and minimize environmental impact, and researching this area can contribute to identifying unique factors for different generations.

The term "**fast fashion**" relates to inexpensive garments that are created to rapidly meet the latest fashion fads, featuring swift production, cheap costs, and inferior quality, but has been the subject of criticism due to its detrimental effects on the environment, employment practices, and buyer habits (Khan, et al., 2020). The production of fast fashion, which involves rapid and affordable clothing manufacturing to keep up with fleeting fashion trends, has emerged as a significant environmental and societal concern (Birtwistle & Moore, 2020). Hawari et al. (2020) claim that the fashion sector is in charge of disposing of almost 100 million tons of textile waste annually, 10% of the world's carbon emissions, and 20% of the world's water waste. Furthermore, laborers involved in the production of these clothes are often subjected to unsafe and unethical working conditions, with around 75 million workers worldwide earning less than $3 per day (Schmidt & Tröger, 2018). The hazardous chemicals utilized in textile manufacturing can also lead to adverse environmental and human health impacts (Wang et al., 2021). In accordance with a study conducted by the Ellen MacArthur Foundation, if the present fashion consumption trend continues, it is expected that the fashion industry will consume over 25% of the world's yearly carbon budget by 2050. It is evident that fast fashion is neither sustainable nor ethical, and to address the issue, customers need to reduce their consumption and back ethical and sustainable fashion brands.

The fashion industry, which primarily produces clothing in developing countries, is infamous for its unethical labour practices such as low wages, unsafe working conditions, and child labour, with an estimated 170 million children being engaged in the fashion industry's child labour according to the International Labour Organization's report in 2021. By exploring the factors that influence consumers' purchase decisions, particularly different generations, people can promote ethical labour practices and improve working conditions for garment workers.

A typical piece of clothing has gone through several stages in its life cycle, including introduction, public acceptance, growth, decline, and expiration (Tyler, Heeley, and Bhamra 2006). To enhance the variety of fashion apparel available in the market, additional phases were introduced to the existing seasonal fashion calendar that traditionally followed every 4 season ranges, while trade exhibits, fashion shows, and fabric displays remained prevalent during that era, putting immense pressure on suppliers (Tyler, Heeley, and Bhamra 2006). These fluctuations in the number of mid-seasons could have resulted and effected negatively the consumer as it could have influenced lifestyle changes.

Overconsumption is a phenomenon that has been observed as a direct consequence of advancements in technology, population expansion, and enhanced living standards. A wide range of contemporary innovations have had detrimental effects on society and the environment, such as air and ocean pollution, global warming (Bourne, 2018). Research has indicated that the fashion industry, particularly the fast fashion segment, has been significantly implicated in exacerbating these environmental and social challenges. In response, key stakeholders in the fashion industry have undertaken initiatives to address these negative impacts through the promotion of sustainability. As

a result, the fashion industry is placing more and more emphasis on adopting sustainable practices and the circular economy.

New technologies have made products more affordable and accessible to consumers, while better living conditions have increased the demand for luxury goods and consumer products (Jackson, 2019). The social and economic developments that followed the Industrial Revolution have furthered overconsumption, leading to various environmental problems.

To overconsume goods and services result in global warming due to the release of greenhouse gases that trap heat in the atmosphere and lead to a rise in temperature, in addition to contributing to biodiversity loss, air and ocean pollution, which pose a threat to the survival of different species and human well-being as well as economic stability (Dobson, 2019). To address these concerns, it is imperative to reduce consumption beyond what is necessary and alter long-standing business practices.

To achieve sustainability in the future, it is essential to adopt a circular economy strategy that emphasizes waste reduction and resource optimization through the redesign of products, the reuse of materials, and the recycling of products at their end-of-life stage (Kirchherr et al., 2018). Additionally, promoting sustainable consumption patterns and changing business practices that encourage overproduction and overconsumption can contribute to reducing environmental impact and ensuring a liveable planet for future generations.

Governments in various countries have recognized the importance of sustainability and negative effects of fast fashion. For instance, the Waste Framework Directive, which aims to promote the sustainable use of resources and waste management, requires EU Member States to take measures to prevent waste generation, reduce waste production, and encourage recycling and reusability (European Commission, 2018). The Textile Regulation, which will go into effect in 2021, is also intended to lessen the negative social and environmental effects of the textile industry (European Commission, 2019). The European Union has implemented regulations mandating the labelling of textile products with environmental and social performance information, including their carbon footprint and hazardous chemical usage during production (European Parliament & Council of the European Union, 2019). The fast fashion industry may be impacted by these regulations, which mandate that businesses improve the sustainability of their manufacturing processes. As a result of the new regulations, businesses are now accountable for the social and environmental effects of their products and manufacturing processes.

The United Nations Environment Programme (2018) claims that the fashion business significantly affects how much land is used, how much water is consumed, and how much pollution results, this industry also contributes significantly to global carbon emissions and wastewater. In light of the growing demand for clothing and the rise of fast fashion, there is a need to investigate the factors affecting consumers' purchasing behaviour, particularly across different generations, to promote sustainable fashion and mitigate the fashion industry's environmental impact.

A plan was released by the European Commission in 2020 with the goal of creating a cleaner world, textiles were identified as a priority product because of their potential for circularity and environmental impact. The current fashion business operates under a linear economy paradigm that assumes resources are limitless, putting the environment at risk, this conventional linear system is

particularly wasteful since it is driven by the using and disposing idea which encourages consumption and disposal (Geissdoerfer et al., 2017)

The awareness of the environmental and social consequences of consumer purchases has led to an increased demand for **sustainable clothing**. According to a ThredUp report, the resale market is projected to reach USD 64 billion by 2024, with a compounded annual growth rate of 39% from 2019 to 2024 (ThredUp, 2019). Additionally, the COVID-19 pandemic has accelerated the shift towards sustainable fashion, with a report by GlobalWebIndex finding that 46% of global consumers have become more environmentally conscious since the pandemic (GlobalWebIndex, 2021).

In response to the increasing demand for eco-friendly clothing and the fashion industry's significant environmental impact, it is essential to investigate the factors influencing purchase intentions of different generations towards sustainable fashion, as the industry is responsible for 10% of global carbon emissions and 20% of global waste production according to the United Nations Environment Programme (UNEP). Clothing production and disposal also have significant impacts on land use, water consumption, and pollution. As the demand for clothing increases, so does the prevalence of fast fashion, making it essential to explore and analyse the factors that influence consumers' purchase decisions. Understanding these factors, particularly among different generations, is crucial to promoting sustainable fashion.

Furthermore, European Commission's plan to create a cleaner world by 2050 recognizes textiles as a priority product due to their potential for circularity and significant environmental impact. The current fashion business model operates under a linear economy paradigm that assumes resources are limitless, leading to environmental degradation and wasteful practices (Geissdoerfer et al., 2017). This conventional linear system encourages consumption and disposal, making it particularly wasteful and unsustainable. It is crucial to move towards a circular economy approach that promotes sustainable clothing production and consumption and investigates the factors influencing consumer behaviour towards sustainable fashion. By examining the factors that influence the purchase and repurchase intentions of different generations toward sustainable clothes, this study seeks to close the knowledge gap in the field and add to the understanding of sustainable consumer behavior in the fashion business.

The concept of **sustainable fashion** encompasses clothing that is created, marketed, and designed with environmental and social responsibility in mind. This can involve implementing eco-friendly materials, reducing waste and pollution, and ensuring equitable labour practices throughout the supply chain. The popularity of sustainable fashion is growing as consumers become more aware of the effects of their purchasing decisions, as indicated by Fletcher (2014).

The investigation of purchasing intentions for second-hand stores holds significant value, as it sheds light on the underlying factors that steer consumers towards sustainable fashion consumption. Sustainable fashion has garnered substantial interest in the recent past due to its capacity to mitigate the environmental and social effects of the fashion industry. Second-hand stores are a crucial component of sustainable fashion, as they offer consumers an affordable and eco-friendly alternative to traditional retail channels. However, the factors influencing consumers' purchasing behaviour at second-hand stores may vary across different demographic groups and regions, and thus require careful investigation to enable effective marketing strategies and product development efforts.

The rising demand for sustainable fashion and the growing popularity of second-hand stores present an opportunity for the European fashion industry to adopt a circular and eco-friendly business model, supported by a 2020 study by the European Commission that found over two-thirds of Europeans prioritize sustainability when purchasing clothes and are willing to pay more for environmentally friendly products.nMoreover, several European countries have implemented policy measures to promote circular fashion and reduce waste, such as the circular economy action plan of the European Union and the "zero-waste" initiatives of cities like Paris and Amsterdam (Ellen MacArthur Foundation, 2021). Considering the increasing demand for sustainable fashion and second-hand stores in Europe, it has become essential for fashion businesses to gain an in-depth understanding of the factors influencing consumers' preferences for these options. By doing so, fashion companies can align their strategies with the changing market trends, meet the needs of their consumers, and contribute to a more sustainable future. This understanding can be achieved by examining consumer behaviour and preferences towards sustainable fashion consumption and second-hand shopping, including factors such as environmental consciousness, social responsibility, and affordability. It is also necessary for companies to consider the cultural and generational differences that influence these preferences, to develop targeted marketing strategies that resonate with their specific target audience. European fashion companies may position themselves as industry leaders, strengthen their brand name, and contribute to a more sustainable future by embracing sustainable fashion techniques and consumer demands.

Fashion businesses must adapt to changing consumer preferences, especially among younger generations who are increasingly aware of the negative environmental and social effects of the industry, by investigating the determinants that affect consumer behavior, including their needs and preferences for sustainable fashion, as around 66% of Gen Z consumers are willing to pay a higher price for eco-friendly and socially responsible products, as per McKinsey & Company (2019). Analysing and exploring these factors can provide valuable insights for fashion businesses to align their strategies and cater to the demands of the market, ultimately promoting sustainable fashion.

It is widely acknowledged that the fashion industry has a social responsibility to promote ethical and sustainable practices to reduce its environmental impact and protect the well-being of individuals involved in the production process. Rana, Paul, and Chaudhary (2019) have highlighted the significance of sustainable fashion consumption in reducing the industry's environmental impact and promoting fair labour practices. In addition to the social and environmental benefits, brands that prioritize sustainability can improve their brand reputation and enhance consumer loyalty, as pointed out by Singh and Pandey (2021). Singh and Pandey (2021) found that factors affecting green repurchase intentions of fast fashion consumers include environmental consciousness, personal values, perceived quality, and social influence. By identifying these drivers of sustainable fashion repurchasing, brands can develop more effective sustainability strategies that resonate with consumers and drive long-term business growth.

Hsu and Hung (2018) noted that consumer purchasing decisions are influenced by a variety of factors, including attitudes, subjective norms, and perceived behavioural control. Attitudes relate to a person's beliefs, values, and emotions towards a product or brand, whereas subjective norms refer to social influences like peer or family pressure that affect behaviour. Perceived behavioural control pertains to an individual's belief in their ability to perform the desired action. These factors vary across generations, with younger consumers often prioritizing ethical and sustainable values, while older consumers may prioritize convenience and price (Hsu & Hung, 2018). Retailers and marketers should

consider the variables that influence consumer behavior and modify their marketing tactics accordingly because it can have a big impact on their companies. For example, retailers targeting younger consumers may need to emphasize sustainability and ethical practices, while those targeting older consumers may focus on price and convenience.

While **different generations** have some similarities there are some differences. One research done analysed Generation Y (those born between ages 1980 and 2000) and found that purchasing habits of this generation is strongly focused on low price, hedonism, fashion sensibility, and technological literacy (Ladhari et al., 2019). However, they are also targets to fast fashion primary targets (Hill and Lee, 2015). Bridging the gap between the attitudes and intentions of younger generations towards sustainable fashion and their actual purchasing behavior, while identifying socially responsible consumer behavior, could be crucial for sustainability challenges, given that they tend to purchase more fast-fashion items, discard clothing more frequently, and are less likely to donate their old clothing sustainably (Hill and Lee, 2015). The perspectives of the different generations on disposable clothing vary, for example, Generation Y would choose more low-quality, affordable, and trendy apparel than Baby Boomers would be due to shifting trends and societal standards (Hill and Lee, 2015).

Thus, it is crucial to examine the determinants that impact various generations' intentions to purchase and repurchase sustainable apparel to promote sustainable fashion and minimize the negative environmental and social consequences of the fashion industry. This research can help in understanding the factors that affect consumers' purchase decisions and can facilitate the promotion of ethical labour practices, support economic growth, and increase consumer awareness of sustainable fashion. By identifying these factors, businesses can tailor their strategies to meet the growing demand for sustainable fashion and contribute to a more sustainable future.

When examining the generational differences in purchase intentions for sustainable clothing, cultural differences between the US and Eastern Europe can significantly affect the results of market research. Hence, analysing the situation in Lithuania as a representative of Eastern Europe would be sufficient. Generally, younger generations in both the US and Eastern Europe exhibit a greater willingness to purchase sustainable clothing and a greater environmental awareness compared to older generations. However, the reasons driving these trends may differ. For instance, in the US, younger generations may prioritize sustainability due to social norms and a desire to be seen as socially responsible, whereas in Lithuania, the focus may be more on personal ethics and values. Therefore, the cultural context needs to be considered when analysing the purchase intentions of various generations for sustainable clothing. This can enable the development of targeted strategies to promote sustainable fashion consumption among different age groups.

Studies have demonstrated that sustainable consumption is more prevalent among younger generations compared to older ones (Benoit et al., 2017; Gerhardt et al., 2019). Nevertheless, the underlying factors for these variances may differ depending on the cultures and regions (Luchs et al., 2010; Peters et al., 2016). For instance, studies have suggested that social norms and a desire to be viewed as socially responsible are important drivers of sustainable consumption among young people in the US (Goldstein et al., 2008; Dangelico & Pujari, 2010). On the other hand, personal ethics and values may be more important in motivating young people in Lithuania and other Eastern European nations to engage in sustainable consumerism (Zagonov et al., 2019; Banyte et al., 2020)

Previous research has established that the consumers' attitudes and behaviours towards sustainability are shaped by generational differences (Hawkins et al., 2010; Kim et al., 2019).

Therefore, it is vital to investigate the determinants that impact various generations' purchase and repurchase intentions for sustainable apparel. This investigation can assist the apparel industry in developing and promoting sustainable clothing options that align with the distinct preferences and requirements of different generations, thereby increasing their acceptance of sustainable fashion. Moreover, this research can also contribute to the academic literature by identifying the unique factors that drive sustainable apparel consumption among different generations.

Analysing the factors that influence the purchase and repurchase intentions of various generations for sustainable clothing is imperative in the current global apparel industry. According to a report by Grand View Research, the sustainable clothing market is anticipated to attain USD 9.81 billion by 2025, exhibiting a CAGR of 9.2% from 2019 to 2025 (Grand View Research, 2019). Consumer awareness about sustainable fashion and the negative impacts of fast fashion has led to the growth of the fashion industry. McKinsey & Company reported that 66% of consumers are willing to pay more for eco-friendly products. Additionally, Nielsen found that 73% of millennials are willing to pay extra for sustainable products, highlighting the importance for fashion companies to understand factors affecting generations' purchase intentions for sustainable clothing (McKinsey & Company, 2020; Nielsen, 2015). This understanding will provide valuable insights to companies, enabling them to cater to the changing demands of their customers and capitalize on the growing market for sustainable fashion.

There is a growing amount of literature on sustainable apparel and consumer behaviour, which has explored various factors that influence consumers' attitudes and behaviours towards sustainable clothing options. However, there is a **lack of research that specifically focuses on how these factors vary across different generations**. The present study addresses a noteworthy research gap regarding the varying attitudes, values, and beliefs of different generations towards sustainable clothing. This research aims to provide valuable insights into the factors influencing the purchase and repurchase intentions of different age groups for sustainable apparel, thereby contributing to the existing literature on the topic. The results of this investigation could have significant implications for apparel companies by guiding them in developing customized marketing approaches that cater to the specific needs and preferences of each age group, thus maximizing their sales strategies.

In view of the existing research gap in sustainable apparel and consumer behaviour, this study aims to contribute practical knowledge that apparel companies can use to target various generational groups effectively with their marketing campaigns. Furthermore, policymakers and industry stakeholders can benefit from the study's findings on sustainable apparel and the drivers that impact consumers' intentions to buy and re-buy sustainable clothing.

In conclusion, promoting sustainable fashion practices can be advantageous for the environment, society, and businesses alike. Consumers hold the power to steer the fashion industry towards sustainable practices by supporting sustainable fashion companies and making informed choices about the clothing they buy.

2. Purchase and Repurchase intentions for sustainable apparel

Gaining an understanding of the purchasing behaviours of different generations is crucial for promoting sustainable fashion repurchasing, which is an integral aspect of sustainable consumption (Hawkins et al., 2010; Kim et al., 2019). To ensure the ability of future generations to meet their own needs, sustainable development stresses on meeting present needs, and to achieve this, it is crucial to consider the three pillars of sustainability: environmental, economic, and social, as emphasized by the Brundtland report of 1987 (World Commission on Environment and Development, 1987). Among these, the environmental pillar is considered the most critical since environmental degradation can have severe impacts on economic and social aspects of society (Berg, 2020). By consuming fewer resources, we can ensure the preservation of natural resources for future generations.

Examining the purchase behaviours of different generations is particularly essential in identifying groups that are more likely to adopt sustainable fashion repurchasing. For instance, Gen Z and millennials are more environmentally conscious and more likely to make sustainable choices (Roper Reports Worldwide, 2021). Gaining an understanding of consumers' consumption habits can provide crucial insights into the types of sustainable fashion products that are in demand, which can be leveraged by sustainable fashion brands to develop items that cater to the requirements of multiple generations and encourage sustainable repurchasing. Overall, analysing the purchasing behaviours of different generations is vital in promoting sustainable fashion repurchasing and advancing sustainable development.

2.1. Defining sustainable apparel

The effects of fast fashion on trends, prices, and waste are considerable. According to Joy et al. (2012), fast fashion has accelerated the pace of trend turnover dramatically, with new styles appearing and disappearing faster than ever before. As a result, the commodification of fashion has occurred, with consumers expecting to purchase clothing at lower prices while maintaining the same level of quality and variety (Lymperopoulou & Poulis, 2019). Nonetheless, this rapid fashion cycle has resulted in the creation of large amounts of textile waste due to the high volume of clothing produced and the short lifespan of the garments (Fernie & Sparks, 2014).

To address the challenges posed by fast fashion, different perspectives on sustainable fashion have emerged. These perspectives range from eco-fashion to sustainable fashion design practices, and involve different stakeholders such as designers, manufacturers, retailers, consumers, and policymakers (Lymperopoulou & Poulis, 2019). The main goal of sustainable fashion initiatives is to reduce the negative environmental and social impacts of the fashion industry by promoting circular economy practices, improving supply chain transparency, and encouraging responsible consumption (Goworek et al., 2015).

The fast fashion industry has significant effects on trends, prices, and waste in the fashion sector, fast fashion has increased the pace of trend turnover, with new styles coming and going faster than ever before (Joy et al., 2012). This has led to the commodification of fashion, with consumers expecting to be able to purchase clothing at lower prices while maintaining the same level of quality and variety (Lymperopoulou & Poulis, 2019). Nonetheless, the need to maintain pace with fashion trends has compelled the mainstream fashion industry to artificially extend fashion seasons and lead times (Byun & Sternquist, 2008). Typically, fast fashion trends become obsolete within a few seasons, and the low prices and inferior quality of the products motivate consumers to purchase in bulk and dispose of

them, exacerbating the volume of fashion waste (Byun & Sternquist, 2008). This contributes to the creation of large amounts of textile waste due to the high volume of clothing produced and the short lifespan of the garments (Fernie & Sparks, 2014).

The concept of sustainable fashion has sparked a debate, as there are varying opinions on what it entails. Some argue that sustainable fashion is about creating clothing using ethical practices and natural materials, while others prioritize reducing waste and supporting a circular economy to promote sustainability. Although some may contest the sustainability of clothing purchased through circular economy models such as second-hand stores, there are advantages to avoiding fast fashion brands, including the potential to influence others' purchasing behaviours and encourage brands to adopt more sustainable practices to remain competitive (Bhardwaj & Fairhurst, 2010).

Defining sustainable fashion is a challenging task due to its complexity and the evolving nature of the concept. Nevertheless, it is commonly defined based on the three pillars of sustainability: economic, social, and environmental (Brown, 2019). Several influential authors, including Kate Fletcher, Timo Rissanen, Lucy Siegle, and Elizabeth Cline, have contributed to the sustainable fashion discourse. The concept encompasses multiple dimensions, such as the sustainability of the entire supply chain, as well as the accessibility and affordability of sustainable clothing. Sustainable clothing tends to be pricier than conventional clothing, making it less accessible to people on a tight budget (Kozlowski & Langer, 2019). However, as the demand for sustainable fashion increases and sustainable fashion brands emerge, more affordable and accessible options may become available in the future. It is important to recognize that people's values and opinions significantly impact which clothing items are perceived as sustainable.

To transition towards more conscientious approaches, fashion industry businesses must implement sustainable methods such as using environmentally friendly materials, minimizing waste, and enhancing supply chain transparency. Implementing sustainable practices can reduce the ecological footprint of businesses, appeal to a burgeoning consumer base with sustainability concerns, and augment their brand image (Brown, 2019).

Sustainable fashion is a complex concept that can be evaluated based on multiple factors such as the materials used, production process, and disposal options, and some examples of sustainable clothing items include organic cotton, recycled, hemp, and linen clothing, upcycled garments, and second-hand clothes. It is crucial to have transparent and open discussions about sustainability in the fashion industry and consider multiple perspectives. To gain a deeper understanding of the importance of sustainable clothing, various authors have categorized clothing types (as shown in Table 1) that are commonly associated with sustainable fashion. These categories have been analyzed in detail and are widely accepted as sustainable options. Consequently, prioritizing the purchase and repurchase of these well-known sustainable clothing categories could be considered a valuable step towards sustainability.

Way apparel can be considered sustainable	Which authors talk about that and what their focus on sustainability	Why it is beneficial to the environment
Organic cotton clothing: Made from cotton grown without	• Fletcher, K. (2014). Sustainable fashion and	Kate Fletcher and Timo Rissanen, in their book "Fashion and Sustainability: Design for Change," emphasize the importance of sustainable materials in

the use of harmful chemicals, organic cotton clothing is considered more sustainable than conventional cotton clothing.	textiles: Design journeys. Routledge. • Cline, E. L. (2012). Overdressed: The shockingly high cost of cheap fashion. Penguin. • Rissanen, T. (2018). Zero waste fashion design. Routledge.	fashion, including organic cotton. They note that organic cotton reduces the use of harmful chemicals and promotes healthy soil and ecosystems. Elizabeth Cline, in her book "Overdressed: The Shockingly High Cost of Cheap Fashion," also discusses the benefits of organic cotton clothing. She highlights the environmental impact of conventional cotton production, which uses large amounts of pesticides and water. Incorporating organic cotton into clothing production has the potential to mitigate the fashion industry's environmental impact and encourage sustainable practices.
Hemp clothing: Hemp is a sustainable fiber that requires less water and pesticides to grow than cotton.	• Brown, S. (2017). Eco Fashion. Laurence King Publishing. • Fletcher, K., & Grose, L. (2012). Fashion and Sustainability: Design for Change. Laurence King Publishing.	Kate Fletcher and Lynda Grose are among the authors who have discussed the sustainability of hemp clothing. They emphasize the environmental benefits of hemp as a fiber, which requires less water, pesticides, and land than conventional cotton. Hemp also has a low carbon footprint and is biodegradable, making it a more eco-friendly option for clothing production. Additionally, the cultivation of hemp can have positive impacts on soil health and biodiversity (Fletcher & Grose, 2012). Another author, Sass Brown, has written about the versatility and durability of hemp clothing, which can reduce the need for frequent replacements and contribute to a more sustainable and circular fashion system (Brown, 2017).
Linen clothing: Linen is a sustainable fabric made from flax plants that requires less water and pesticides than cotton.	• Fletcher, K., & Grose, L. (2012). Fashion and Sustainability: Design for Change. Laurence King Publishing.	Kate Fletcher, a renowned sustainable fashion expert, talks about linen clothing as a sustainable option in her book Sustainable Fashion and Textiles. She explains that linen is a renewable resource that requires less water and pesticides to grow than cotton. Another author, Lynda Grose, in her book Fashion and Sustainability: Design for Change, notes that linen is a sustainable fibre that requires fewer resources to produce and has a lower environmental impact than other fabrics. Linen clothing is beneficial to the environment as it requires less water and pesticides than cotton. Additionally, it is a durable fabric that can last for many years, reducing the need for frequent replacements and further reducing waste. Linen is also biodegradable, meaning that it can be easily decomposed without causing harm to the environment.
Recycled clothing: Clothing made from recycled materials, such as recycled plastic bottles or discarded fabric scraps, can reduce waste and environmental impact.	• Fletcher, K., & Grose, L. (2012). Fashion & sustainability: Design for change. Laurence King Publishing. • Joy, K. J. (2019). Textiles and clothing sustainability: Sustainable fashion and consumption. Woodhead Publishing.	Some authors who have written about recycled clothing and its sustainability benefits include Kate Fletcher and Lynda Grose. In their book "Fashion & Sustainability: Design for Change," they discuss the importance of using recycled materials in fashion to reduce waste and environmental impact. Additionally, Elizabeth L. Cline, in her book "The Conscious Closet: The Revolutionary Guide to Looking Good While Doing Good," emphasizes the value of choosing recycled clothing as a sustainable option. The practice of repurposing clothing through recycling offers a sustainable solution to the mounting issue of textile waste in landfills. Additionally, by reusing materials, the reliance on new resources can be

		minimized, thus leading to positive environmental outcomes.
Upcycled clothing refers to clothing that has been repurposed or transformed from pre-existing garments or materials into new clothing items, rather than being discarded or recycled.	• Fletcher, K. and Grose, L. (2012). Fashion and sustainability: Design for change. Laurence King Publishing. • Brown, S. (2013). ReFashioned: Cutting-Edge Clothing from Upcycled Materials. Laurence King Publishing.	Several authors have discussed the benefits of upcycled clothing in terms of sustainability and environmental impact. Kate Fletcher and Lynda Grose, in their book "Fashion and Sustainability: Design for Change," argue that upcycling is a key strategy for reducing waste and extending the life of clothing items. Another author, Sass Brown, in her book "ReFashioned: Cutting-Edge Clothing from Upcycled Materials," showcases designers and brands that are using upcycling as a way to create innovative and sustainable fashion. She emphasizes the creativity and resourcefulness required for successful upcycling and its potential to reduce waste and promote circular fashion.
Second-hand clothing: Clothing that has been previously worn and resold can reduce waste and promote circular fashion.	• Cline, Elizabeth. The Conscious Closet: The Revolutionary Guide to Looking Good While Doing Good. Plume, 2020. • Bédat, Maxine. Unraveled: The Life and Death of a Garment. Penguin Press, 2019.	Second-hand clothing refers to clothing items that have been previously worn and resold. This can include items sold in thrift stores, consignment shops, or online marketplaces. Second-hand clothing is considered a sustainable option as it reduces the amount of clothing waste that goes to landfills and promotes circular fashion by extending the life of clothing items. In addition, buying second-hand clothing can also help reduce the environmental impact of clothing production by reducing the demand for new clothing. Several authors have discussed the benefits of second-hand clothing for sustainability. For example, Elizabeth Cline in her book "The Conscious Closet" emphasizes the importance of reducing clothing waste and highlights the environmental benefits of buying second-hand clothing. Similarly, Maxine Bédat in her book "Unraveled: The Life and Death of a Garment". While second-hand clothing has numerous benefits for sustainability, there are also challenges and limitations to consider. These include issues related to accessibility and affordability, as well as concerns about the quality and safety of second-hand clothing items. Nevertheless, buying and promoting second-hand clothing can be an important step towards a more sustainable fashion industry.

Table 1 Sustainable clothing categories

In conclusion, the authors previously mentioned have offered insightful information about what makes sustainable apparel. It is crucial to keep in mind that a larger population may exist who are less knowledgeable and experienced in sustainability, and their perspectives on sustainable fashion may vary. Therefore, additional research is required to understand what **people believe to be sustainable clothing** as well as to close the generational gap. It is obvious that the idea of sustainable fashion is intricate and varied, encompassing aspects related to the economy, society, and environment.

2.2. Understanding the factors influencing sustainable apparel consumption

As previously mentioned, the fast fashion industry is known for the negative impacts to the environment and the society, as consumers become more aware of the presence of these issues, there has been noticed a demand for sustainable clothing. As the idea of sustainable clothing consumption is still relatively new, there is a continuous evolution in the factors that drive clothing purchases, and in order to eradicate the purchase of fast fashion, it is essential to encourage the purchase and repeat purchase of sustainable clothing.

When examining consumers' attitudes towards sustainable products, it is essential to consider their purchase and repurchase intentions. Two models have been developed to predict and explain these intentions: the Theory of Planned Behaviour and the Model of Goal-Directed Behaviour (Ajzen, 1991; Verplanken & Orbell, 2003). The factors that influence an individual's intention to buy sustainable products are multidimensional, as the Theory of Planned Behaviour posits that attitudes, subjective norms, and perceived behavioural control play a role, while the Model of Goal-Directed Behaviour highlights the importance of habits and goal-directed behaviour in shaping purchase intentions (Ajzen, 1991; Verplanken & Orbell, 2003).

Integrated models have been developed to provide a comprehensive understanding of sustainable consumption behaviours. These models aim to capture the complex interplay between individual attitudes, social norms, and institutional structures that shape consumption patterns. One such model is the Theory of Sustainable Behaviour (TSB), which proposes that sustainable behaviour is influenced by personal values, social norms, and the perceived efficacy of the behaviour, also according to the (TSB), social norms, personal beliefs, and the behaviour's perceived efficacy all have an impact on sustainable behaviours. One of the frameworks created to offer an in-depth understanding of sustainable consumption behaviours. A comprehensive view of sustainable consumption is provided by integrated models like the TSB and the Sustainable Consumption and Production Framework (SCP), which capture the intricate interplay between human attitudes, social norms, and institutional structures that influence consumption patterns (Stern, Dietz, Abel, Guagnano, & Kalof, 1999). Another integrated model is the Sustainable Consumption and Production Framework (SCP), which emphasizes the importance of addressing the entire lifecycle of a product, from production to disposal (United Nations Environment Programme, 2002). These integrated models provide a holistic understanding of sustainable consumption and can be adapted to the context of sustainable apparel consumption to identify key drivers and barriers to sustainable behaviour.

Promoting sustainable consumer behaviour includes encouraging sustainable apparel consumption. However, several factors can affect consumer adoption of sustainable apparel consumption. One important factor that can affect consumers' desire to buy sustainable clothing is perceived credibility. Consumers are more inclined to buy sustainable clothing when they believe it to be credible (Chen and Chang, 2013; Kang and Hustvedt, 2014). Product certifications, environmental statements, and brand reputation are examples of factors that can affect perceived trustworthiness (Kim and Choi, 2019; Cervellon and Wernerfelt, 2012). Customers might think that clothing that has been certified by independent agencies, such the Global Organic Textile Standard (GOTS) or the Bluesign System, is more reliable than clothing that has not been certified (Laroche et al., 2019). Additionally, consumers may trust well-known and established brands more than newer or less reputable brands, which can have an impact on perceived credibility (Kim and Choi, 2019). Therefore, it is crucial to

comprehend the factors that affect perceived credibility in order to encourage the consumption of sustainable clothing.

There are several ways in which consumer identities and sustainable garment consumption are connected. According to other studies (Dobers et al., 2019; Moisander & Pesonen, 2002; Reardon & Huang, 2019), customers may utilize their purchases of sustainable clothing to express their environmental ideals, social standing, and personal values, among other things. For instance, some consumers may see buying sustainable clothing to demonstrate their commitment to sustainable living and their concern for the environment, while others may see it to stand out from the crowd and convey their social status (Moisander & Pesonen, 2002; Reardon & Huang, 2019). Additionally, consumers may use their purchases of sustainable apparel as a means of expressing personal values like authenticity and originality (Dobers et al., 2019). Therefore, understanding the complex and multifaceted relationship between sustainable apparel consumption and identity is crucial for promoting sustainable consumer behaviour.

In order to encourage sustainable consumer behaviour, it is crucial to take into account the problem of barriers to the consumption of sustainable garments. According to research, customers encounter a number of obstacles when seeking to purchase sustainable garments, such as a lack of knowledge about sustainable options, high prices for sustainable goods, and a dearth of sustainable goods on the market (Lee & Hwang, 2017). Studies have also shown that these obstacles may alter depending on the generation, with younger generations being more prepared to pay for sustainable items but encountering more accessibility and convenience issues (Shen et al., 2020). Therefore, understanding these barriers and how they differ across generations can help in developing effective strategies to overcome them and promote sustainable apparel consumption.

Sustainable fashion communication is an essential tool for promoting sustainable apparel consumption. It involves the use of various communication channels, such as advertising, public relations, and social media, to raise awareness, educate consumers, and promote sustainable fashion. Sustainable fashion communication can influence consumer behaviour by providing information about sustainable apparel and its benefits. For example, a study by Lee and Hwang (2021) found that sustainable fashion communication positively influenced consumers' attitudes toward sustainable fashion and their purchase intentions. Luchs et al. (2010) conducted a study that revealed the positive impact of environmental cues in fashion advertising on consumers' perceptions of sustainable apparel's credibility and attractiveness.

To promote sustainable clothing consumption, it is important to focus on sustainable practices throughout the entire fashion supply chain. To effectively lessen the environmental impact of the fashion sector, this entails applying sustainable methods at every level, such as the sourcing of raw materials, shipping, and distribution (Hawley et al., 2017). The implementation of sustainable supply chain practices, such as the use of environmentally friendly materials, ethical production methods, and carbon footprint reduction, can positively influence consumers' perceptions of sustainable apparel and increase their likelihood of purchasing such products (Seuring & Müller, 2008). However, the adoption of sustainable supply chain practices in the fashion industry can be challenging due to the complex and opaque nature of the fashion supply chain (Charter & Gray, 2002). Therefore, it is imperative for fashion companies to infuse sustainability into their supply chain management and convey their initiatives to consumers to promote sustainable apparel consumption.

In recent years, research has shown an increasing interest in utilizing technology to encourage sustainable fashion practices, which includes providing consumers with access to information about sustainable fashion, helping them track the environmental impact of their purchases, and connecting them with like-minded individuals, for instance, mobile applications that offer insight into the sustainability of different brands and products, augmented reality to help consumers visualize the environmental impact of their clothing choices, and blockchain technology to ensure transparency and traceability in the fashion supply chain. Notably, studies have demonstrated that technology can enhance consumer engagement and promote sustainable apparel consumption across different generations (Goworek et al., 2020; Karpova & Kågström, 2021).

The utilization of eco-labels has emerged as a key tactic for encouraging sustainable apparel consumption among consumers. In the apparel industry, the Global Organic Textile Standard (GOTS) and the Better Cotton Initiative (BCI) are among the most popular third-party certifications promoting eco-friendly practices. Additionally, government-led eco-labels, such as the EU Ecolabel and USDA Organic label, play a vital role in promoting sustainable apparel consumption. Industry-led initiatives, such as the Sustainable Apparel Coalition's Higg Index, provide a comprehensive framework for measuring and enhancing the sustainability performance of apparel products. Studies have indicated that eco-labels can positively influence consumer perceptions and purchase intentions towards sustainable apparel (Goworek et al., 2017; Liang et al., 2019). Additionally, eco-labels are particularly important for younger generations, such as millennials and Gen Z, who are more environmentally conscious and value transparency and authenticity in their purchasing decisions (Choi & Lee, 2020).

In today's market, businesses can increase their customers' purchase intentions by enhancing the perceived value of their products, which can be achieved by providing superior benefits and differentiation from competitors, as perceived value has become increasingly important; in addition, customer trust can be established by perceived value, making it a significant factor (Kim et al., 2008). Additionally, businesses can use the idea of green marketing to put into practice green differentiation methods to meet the environmental demands or preferences of customers, there are more clients with environmental values who are more inclined to buy green items that have a less harmful effects on the environment now that society is more concerned about the environment (Chen et al., 2021).

According to research, people like to associate with those who are like themselves, and this might influence how they view a brand. When consumers see others who are similar to themselves supporting a business, it can increase their positive feelings towards that brand. This phenomenon is known as "social proof" or "social influence", recent research has also demonstrated that similar effects can be observed in the context of product reviews (Chen et al., 2021). Target marketing is another approach that businesses use to take advantage of this phenomenon. Target marketing is a strategy where businesses focus their marketing efforts on specific groups of consumers, based on their demographics, psychographics, or other characteristics. Focusing marketing efforts on consumer groups that share similar characteristics with existing customers can improve marketing effectiveness for businesses. Chen et al. (2021) found that targeted marketing can enhance consumer trust and interest in a brand.

Sustainable clothing and green clothing are the terms often used interchangeably, but they have different meanings. **Sustainable clothing refers** to clothing items that prioritize social, economic, and environmental sustainability throughout the entire supply chain, from sourcing to end-of-life disposal (Fletcher, 2016). On the other hand, green clothing refers specifically to clothing items that

have a reduced environmental impact, often using eco-friendly materials or production processes (Kapferer and Bastien, 2012). While green clothing can be a part of sustainable clothing, it does not necessarily address social and economic sustainability or labour practices (Birtwistle and Moore, 2007). The differences between sustainable clothing and green clothing are important to consider, as they reflect different approaches to addressing environmental and social issues in the fashion industry. A focus solely on green clothing may not address the larger systemic issues in the fashion industry, such as labour exploitation or the overproduction and overconsumption of clothing. Sustainable clothing is characterized by a comprehensive approach that considers the complete supply chain, including sourcing and disposal, this strategy prioritizes economic, social, and environmental sustainability, with the ultimate goal of promoting a fair and sustainable fashion industry (Brown, 2019).

In the current era where sustainability has become a crucial aspect, the fashion industry is not an exception, and to tackle the environmental and social issues, sustainable fashion advocates the use of environmentally friendly materials, reduction of waste in production and disposal, and the promotion of ethical and fair labour practices (Fletcher, 2014). To meet the growing demand for sustainable clothing from consumers who are increasingly aware of the environmental and social impact of their clothing choices, it is crucial for businesses to evaluate and modify their supply chain and production processes accordingly (Hawley et al., 2017). Additionally, understanding consumer behaviour towards sustainable fashion can help businesses develop effective marketing strategies and improve their sustainability efforts (Goworek et al., 2019).

In conclusion, it is critical to comprehend the elements that affect consumers' intents to buy and repurchase sustainable clothes as the market for such clothing grows. Integrative models, like the Sustainable Consumption and Production Framework and the Theory of Sustainable Behaviour, capture the intricate interactions between people's attitudes, social norms, and institutional structures that influence consumption patterns in order to encourage sustainable consumption behaviours. To promote the use of sustainable apparel, it is also necessary to consider barriers to the consumption of sustainable clothing, factors that influence perceived credibility, and the intricate and nuanced relationship between the use of sustainable clothing and identity. A crucial strategy for promoting sustainable fashion, educating consumers, and raising awareness is sustainable fashion communication.

2.3. Attitudes, behaviours, perceptions towards sustainable clothing

The fashion industry has been under scrutiny for its environmental and social impact, which has led to a growing emphasis on sustainable apparel in recent years, sustainable clothing is characterized by the use of eco-friendly materials and production methods that strive to minimize adverse effects on the environment and society (Chen & Burns, 2019). To better understand consumer attitudes, behaviours, and perceptions regarding sustainable clothing, this chapter will examine relevant academic research and literature. As consumers become more environmentally and socially conscious, the demand for sustainable clothing options has grown (Bai & Sarkis, 2010). This has prompted the fashion industry to adapt and implement sustainable practices in their production processes and supply chains (Hawley et al., 2017). Furthermore, research shows that consumers are prepared to pay more for sustainable clothes, which demonstrates a growing awareness of and interest in sustainability issues (Chen & Burns, 2019).

Attitudes towards Sustainable Clothing - According to Ajzen (1991), attitudes are people's assessments, sentiments, and beliefs regarding a specific thing, person, or circumstance. When discussing sustainable clothing, attitudes refer to people's thoughts and convictions regarding the value of sustainable clothing. With varying degrees of success, several studies have examined beliefs about environmentally friendly apparel. Joergens (2006) found that consumers were aware of the value of sustainable clothing but were hesitant to pay a premium price for it, and Fischer and Staudt (2014) reported that despite recognizing the environmental impact of the fashion industry, sustainability was not always a top priority for consumers when deciding what to buy. However, other studies have reported more positive attitudes towards eco-friendly clothing. For example, Kim and Damhorst (2013) found that consumers with higher levels of environmental awareness tended to have more favourable opinions about sustainable clothing.

Behaviours towards Sustainable Clothing - The activities people take in response to a specific object, person, or circumstance are referred to as behaviours. When discussing sustainable clothing, the term "behaviours" refers to the steps people take to support it, such as buying sustainable clothes, mending, and recycling clothing, and lowering consumption. With varying degrees of success, a few studies have examined consumer attitudes regarding sustainable apparel. For instance, a study by Angrisani et al. (2018) discovered that although customers were prepared to pay more for sustainable clothes, they did not always give it priority when making selections about what to buy. Similar findings were observed in a study by Spierings and Venema (2019), which showed that although customers were interested in sustainable clothes, they did not always act in a sustainable manner. However, other studies have discovered more pro-sustainable clothing behavior. An investigation conducted by Hidayati et al. (2020) found that consumers who exhibit greater environmental concern are more inclined to participate in sustainable activities, such as purchasing sustainable apparel and repairing clothing, rather than buying new. This suggests that consumers' level of environmental consciousness is a crucial factor influencing their willingness to engage in sustainable behaviour.

Perceptions towards Sustainable Clothing - Perceptions in the context of sustainable clothing are individuals' subjective views and interpretations of how sustainable clothing contributes to mitigating the negative effects of the fashion industry on the environment and society. Research has examined consumers' attitudes towards eco-friendly clothing, with mixed results. Lu et al.'s (2021) study found that while customers were uncertain about the social implications of sustainable clothing, they believed it could reduce the environmental impact of the fashion industry. Similar findings found in a study by Fong and Ng (2019), which showed that although consumers valued sustainable fashion, they were uncertain about its ability to mitigate the negative effects of the fashion business. Other studies, however, have discovered more favourable perceptions of sustainable clothing. For instance, a study by Faraoni et al. (2020) discovered that customers thought environmentally, and socially responsible clothes may have a good effect.

In the realm of sustainable clothing**, Trust, Value, Quality, and Risk** are considered the main categories of perceptions that affect purchase intentions. Trust is a critical factor in sustainable clothing, as it reflects consumers' confidence in the sustainability claims made by clothing brands and their adherence to ethical standards. Consumers must **trust** that the sustainable clothing they purchase meets the criteria for sustainable production, such as the use of eco-friendly materials and ethical labour practices. Previous studies have found that consumers' trust in sustainable clothing is positively associated with their purchase intentions (Jin & Kim, 2017; Martínez-Ruiz et al., 2019).

Value is another significant factor, as consumers want to perceive that sustainable clothing provides good value for money, with a balance between the price and the quality of the product. Consumers may also consider the potential long-term cost savings associated with sustainable clothing, such as reduced water and energy consumption. Previous research has found that consumers' perceived value of sustainable clothing is positively associated with their purchase intentions (Kim & Kim, 2017; Yoo & Kim, 2016).

Quality is a key factor as well because consumers want to ensure that the sustainable clothing, they purchase is durable, comfortable, and of high quality. Quality is not only associated with the physical characteristics of the product, but also with the ethical and environmental standards of production. Previous studies have found that consumers' perceived quality of sustainable clothing is positively associated with their purchase intentions (Fernández-Menéndez & Fernández-Menéndez, 2020; Kim & Kim, 2017).

Risk is also a significant factor because consumers may perceive sustainable clothing to be more expensive or less accessible than conventional clothing, which may create a sense of uncertainty or risk associated with purchasing sustainable clothing. Risk can also be associated with the perceived social or personal costs of choosing sustainable clothing over conventional clothing as well as other direct factors such as hygiene. Previous research has found that consumers' perceived risk of sustainable clothing is negatively associated with their purchase intentions (Jin & Kim, 2017; Yoo & Kim, 2016).

Incorporating sustainable clothing in one's lifestyle involves complicated and multifaceted factors, with varying perceptions, attitudes, and actions towards sustainable fashion, as research has indicated that while some consumers recognize the significance of eco-friendly apparel, others may not prioritize it as a top factor when making purchasing decisions. It is obvious that while examining purchasing intentions for sustainable clothes, risk, value, quality, and trust are significant elements to take into account. Customers must have faith that the apparel is indeed high-quality, sustainably produced, and will be worth their money. Additionally, it is important to minimize the perceived risks associated with sustainable clothing, such as uncertainty about its effectiveness or higher price points. Overall, further research is needed to fully understand consumer attitudes, behaviours, and perceptions towards sustainable clothing, and to develop strategies to encourage more sustainable purchasing decisions. It's also critical to reduce the perceived hazards connected to wearing sustainable clothes, such as scepticism about its efficacy or greater costs. In conclusion, it is evident that additional study is required to completely comprehend consumer attitudes, actions, and perceptions regarding sustainable clothes as well as to design tactics to encourage more sustainable purchase decisions.

2.4. Purchase and Repurchase intentions

Marketing and business research often employs the concepts of purchase intentions and repurchase intentions. **Purchase intentions** refer to the likelihood of a consumer to purchase a product or service in the future, while **repurchase intentions** refer to the probability of a consumer buying the same product or service again in the future (Chen & Lee, 2019). While there are some similarities between these ideas, there are also definite differences that should be considered when examining consumer behaviour, especially in the context of sustainable clothing.

An examination of the disparities between purchase intentions and repurchase intentions in the realm of sustainable apparel offers an advantageous opportunity to obtain insights into customer behaviour over an extended period of time, which is deemed as a significant benefit of this type of analysis. For instance, a consumer may have strong intentions to buy sustainable clothing but not really make the purchase. Researchers can gain a better understanding of why customers may or may not follow through with their intentions to buy sustainable apparel by examining both purchase and repurchase intentions.

When it comes to sustainable apparel, differentiating between purchase intentions and repurchase intentions can assist businesses in enhancing brand loyalty. In the realm of consumer behaviour, purchase intentions and repurchase intentions are distinct concepts; the former refers to the likelihood of purchasing a product or service in the future, whereas the latter pertains to the likelihood of purchasing the same product or service again in the future, and research suggests that frequent repurchasing of a product is an indicator of brand loyalty (Chen & Lee, 2019; Saravanan & Rao, 2018). By examining the variations between these two types of intentions, businesses can gain insights into customer behaviour and develop strategies for cultivating brand loyalty. Companies can create plans to foster customer loyalty and keep customers over time by comprehending what influences repurchase intentions in the context of sustainable clothes.

In the context of sustainable apparel, examining the variations between purchase and repurchase intentions can also assist businesses in identifying areas where their products and marketing approaches need to be improved. For instance, a company may need to assess the quality of its products or its marketing language to better connect with consumer expectations and needs if it finds that customers have high purchase intentions but low repurchase intentions for its sustainable clothes.

Theoretical models have been put forth to explain purchase intentions and repurchase intentions, which are critical for businesses to comprehend, particularly in the context of sustainable apparel (Ajzen, 1991). To comprehend consumer behaviours towards sustainable apparel, various theoretical models have been established, such as the Theory of Planned Behaviour, the Technology Acceptance Model, and the Expectancy Disconfirmation Model, which suggest that factors like attitudes, social influence, and perceived control can impact a person's decision to purchase eco-friendly clothing (Ajzen, 1991; Davis, 1989). TAM, on the other hand, proposes that the perceived utility and usability of a product are the main factors that influence the speed of its adoption, which can also be applied to the adoption of sustainable apparel. Lastly, EDM posits that customer satisfaction and repurchase intentions are influenced by the customer's expectations of product performance and their subsequent experience with the product. These models provide valuable insights into consumer behaviour and can aid businesses in developing effective marketing strategies for sustainable apparel (Ajzen, 1991; Davis, 1989). These theoretical frameworks give companies a way to understand consumer attitudes, beliefs, and behaviours about sustainable clothes and to create plans to enhance their product lines and marketing tactics.

Businesses may create efficient marketing strategies that address these aspects and raise consumer demand for their products by understanding the underlying dynamics that drive buy and repurchase intentions. A corporation that comprehends the significance of perceived value in influencing purchase intentions, for instance, can spend in creating high-quality sustainable clothes that can command a higher price. Similar to this, a business that recognizes how important social norms are

in influencing customers' intentions to make more purchases may make investments in cultivating a network of supporters of sustainable fashion.

Factors - Repurchase intentions, which indicate the possibility that a customer will keep buying from the same brand, are a crucial component of a company's success. Customers' intentions to repurchase products are influenced by several variables, such as product satisfaction, perceived quality, brand loyalty, and customer service. Brand happiness, as a crucial factor in determining repurchase intentions, makes consumers more inclined to acquire products from a brand that has previously met their expectations (Oliver, 1980). Like the previous example, perceived quality might affect repurchase intentions by informing customers that a brand sells high-quality goods (Zeithaml, 1988).

Consumers who have a strong bond with a particular brand are more inclined to keep buying products from that brand, and brand loyalty is a significant element in influencing repurchase intentions (Dick & Basu, 1994). Studies have revealed that a brand's customer service can influence a customer's decision to continue purchasing from that brand, thereby impacting their repurchase intentions (Zeithaml, Bitner, & Gremler, 2006).

To a large extent, the intention to repurchase sustainable clothing can be highly influenced by the concept of sustainability itself, as consumers who place a high value on environmental concerns are more inclined to purchase sustainable apparel not only in the present but also in the future, as indicated by previous research (Lee & Holden, 2014). Additionally, businesses that put a high priority on sustainability may see an increase in customer loyalty and a boost to their brand reputation (Jung & Lee, 2018).

As previously mentioned, customers' intentions to repurchase products are influenced by a few variables, such as **product satisfaction, perceived quality, brand loyalty, and customer service.** Sustainability can significantly impact consumer repurchase intentions in the context of sustainable clothes. Businesses can create effective tactics to increase repurchase intentions and foster brand loyalty by knowing these elements.

Factors – Purchase intentions, consumers are impacted by several things that may have an effect on their purchase intentions when it comes to buying sustainable apparel. One of the factors that can affect purchase behaviours is product satisfaction, which pertains to the level of contentment or discontentment that consumers experience after using or wearing a product, and studies have shown that customer satisfaction has a significant impact on their willingness to make a purchase (Oliver, 1980).

Perceived quality, or a consumer's overall assessment of a product's excellence or superiority, is a significant aspect that might affect purchase intentions. Products that consumers believe to be of a high caliber are more likely to be repurchased by them (Zeithaml, 1988). Additionally, brand loyalty can have a big impact on consumers' intentions to make purchases. According to Keller (1993), customers who are loyal to a particular brand are more inclined to repurchase its goods.

Positive customer service experiences can impact customers' likelihood to make future purchases, as per research by Hennig-Thurau, Gwinner, & Gremler (2002). However, in the case of sustainable apparel, sustainability is a crucial factor that cannot be overlooked. Research shows that

environmentally conscious customers are more likely to purchase sustainable clothing (Luchs & Mooradian, 2012).

Therefore, a variety of factors affect consumers' intentions to make purchases once and again. To increase the likelihood of repurchases, customer service, brand loyalty, perceived quality, and product satisfaction are crucial factors that impact consumers' intentions to make more purchases. Positive experiences with customer service and brand and product satisfaction are particularly important in influencing consumers' intentions to buy from the same brand again. In the case of sustainable clothing, sustainability is a significant element that can affect both initial purchase and repurchase intentions. Consumers who prioritize environmental concerns are more inclined to purchase sustainable apparel, and companies that prioritize sustainability may experience improvements in brand recognition and customer loyalty (Lee & Holden, 2014).

Businesses, especially those in the sustainable apparel sector, must comprehend the variables that influence consumer choice. Businesses may raise consumer demand for sustainable clothes and create brand loyalty by identifying these elements, which will ultimately result in higher profitability. In order to effectively market and sell their products, firms must understand how factors such as consumer satisfaction, perceived quality, brand loyalty, customer service, and sustainability might affect customers' intentions to make new purchases.

The practical implications - Understanding purchase and repurchase intentions has important practical ramifications for firms. To promote long-term client relationships, firms should, for example, concentrate on enhancing product quality, offering top-notch customer service, and creating strong brand loyalty. In order to improve company reputation and brand image, they can also develop environmentally friendly goods and services that address consumer concerns.

Utilizing this information, businesses can create marketing strategies that are specific to the preferences and purchasing habits of their target customers. For instance, they can offer loyalty programs that reward repeat customers and use client input to improve their offers. They can also employ targeted advertising to connect with consumers who have already expressed interest in their goods and services. Businesses may create great brand experiences that boost customer satisfaction and loyalty by offering exceptional customer service.

Furthermore, companies can attract environmentally conscious consumers by offering sustainable goods and services. Studies indicate that consumers are more likely to purchase products from firms that are committed to sustainability and are willing to pay more for eco-friendly products (Carrington et al., 2014). As a result, companies that prioritize sustainability in their operations can improve brand recognition and acquire a competitive edge.

In conclusion, businesses may gain a lot from knowing what makes customers decide whether to make a purchase. Businesses may develop brand loyalty, raise customer happiness, and boost their bottom line by putting strategies in place that are in line with consumers' requirements and preferences. Businesses can also attract environmentally sensitive customers and improve their brand reputation by putting sustainability first.

2.5. Purchase and Repurchase intention levels

Purchase intention and repurchase intention are two crucial elements that businesses must understand to build a successful marketing strategy. There are key differences between purchase and repurchase intentions that businesses must consider. Firstly, purchase intention is more influenced by factors such as product features, price, and promotional activities, while repurchase intention is more affected by product quality, brand loyalty, and customer service (Kotler & Keller, 2016). Secondly, the level of involvement in the decision-making process differs between purchase and repurchase intentions. Purchase intention may involve less cognitive processing, while repurchase intention may require a higher level of cognitive processing due to the involvement of brand loyalty (Dick & Basu, 1994).

Additionally, different demographic groups may exhibit different purchase and repurchase intention levels. For example, younger consumers may have higher purchase intention levels due to their willingness to try new products, while older consumers may have higher repurchased intention levels due to their loyalty to established brands (Lee & Holden, 2014). Furthermore, different generations may have varying attitudes towards sustainability, which can impact their purchase and repurchase intention levels for sustainable apparel (Jung & Lee, 2018).

In conclusion, purchase intention and repurchase intention differ in terms of influencing factors, cognitive processing, and demographic groups. Understanding these differences can help businesses develop effective marketing strategies to target different consumer groups and build brand loyalty for sustainable apparel.

It is critical for organizations to comprehend the levels of purchase intention in order to create marketing tactics that can persuade and inspire customers to buy their goods or services. There are three levels of purchase intention: high, medium, and low. A consumer who has a strong purchase intention is one who is very driven and eager to buy the good or service. Consumers who have medium buy intentions have some interest in the product but aren't entirely motivated or persuaded to make a purchase. According to Kim et al. (2020), low purchase intention refers to the consumer's lack of interest in or willingness to buy the product.

Kim et al.'s (2020) research found that while low purchase intention suggests that consumers are unlikely to buy the goods, regardless of marketing efforts or incentives, high purchase intention is linked to a higher likelihood of actual purchase behaviour. Therefore, it is essential for businesses to understand the levels of purchase intention to identify potential customers and create efficient marketing strategies to persuade and motivate them to buy their goods or services.

Understanding the levels of purchase intention is crucial for businesses to develop effective marketing strategies that can influence and motivate consumers to purchase their products or services. Purchase intention can be classified into three levels: high, medium, and low. High purchase intention means that the consumer is highly motivated and willing to purchase the product or service. Medium purchase intention means that the consumer has some interest in the product but is not fully convinced or motivated to make the purchase. Low purchase intention means that the consumer has little interest or motivation to purchase the product (Table 2).

According to a study by Kim et al. (2020), high purchase intention is associated with a higher likelihood of actual purchase behaviour, while low purchase intention indicates that consumers are unlikely to purchase the product, regardless of marketing efforts or incentives. Therefore,

understanding the levels of purchase intention is crucial for businesses to identify potential customers and develop effective marketing strategies to influence and motivate them to purchase their products or services.

In order to establish and sustain a loyal customer base, it is essential for companies to consider various factors that influence purchase intention, such as product quality, brand image, perceived value, price, and personal preferences (Chen & Lee, 2019). Providing high-quality products can lead to greater customer satisfaction and the likelihood of repeat purchases, while cultivating a positive brand image can contribute to increased brand loyalty. Offering high perceived value can increase purchase intention and repurchase intentions. Consumers often weigh the benefits of a product against its price, and personal preferences, such as brand loyalty and style, can also affect purchase intention. By understanding and catering to these factors, businesses can enhance their offerings' perceived value, build brand loyalty, and ultimately increase the likelihood of purchase behaviour and repurchase intentions.

Levels of purchase intentions	Explanation
HIGH	High purchase intention means that the consumer is highly motivated and willing to purchase the product or service. This usually occurs when the consumer perceives a high level of value in the product, is satisfied with the product attributes, and believes that the product can meet their needs or solve a particular problem. A high level of purchase intention is usually associated with a higher likelihood of actual purchase behaviour.
MEDIUM	Medium purchase intention means that the consumer has some interest in the product but is not fully convinced or motivated to make the purchase. The consumer may have some reservations or concerns about the product's quality, pricing, or suitability for their needs. This level of purchase intention requires further persuasion or motivation before it can lead to actual purchase behaviour.
LOW	Low purchase intention means that the consumer has little interest or motivation to purchase the product. The consumer may not see any value or benefit in the product, or they may have negative perceptions or experiences related to the product or the brand. Low purchase intention is a significant challenge for businesses, as it indicates that consumers are unlikely to purchase the product, regardless of marketing efforts or incentives.

Table 2 Levels of Purchase intentions (Kim et al., 2020).

While analysing **Factors for Purchase and Repurchase intention levels**, the tables below (Table 3 and 4) have been generated to portray what factors influence levels of purchase and repurchase intentions. These tables summarize the significant factors that affect customers' purchase and repurchase intentions across different levels. In the table for purchase intentions, perceived value, advertising and promotion, product quality, brand image, and customer service are some of the key factors that determine customers' high, medium, and low purchase intentions. On the other hand, in the table for repurchase intentions, product satisfaction, brand loyalty, perceived value, advertising and promotion, sustainability, brand image, and customer service are the significant factors that determine high, medium, and low repurchase intentions.

Levels of purchase intentions	Factors

HIGH	• **Perceived Value**: The decision of consumers to purchase a product is heavily influenced by their perceived value of the product, where customers tend to buy a product that they perceive to be valuable based on the benefits it offers relative to the cost, as highlighted in Zeithaml's (1988) research. • **Advertising and Promotion**: Advertising and promotion can significantly influence customers' purchase intention levels. Effective advertising and promotion can attract customers to purchase a product (Keller, 1993).
MEDIUM	• **Product Quality:** The quality of a product is an essential factor that influences consumers' purchase intention. Customers are more likely to purchase a product if they perceive it to be of high quality (Zeithaml, 1988). • **Brand Image:** The brand image is another significant factor that affects purchase intention levels. To increase the likelihood of customer purchases, it is important for a brand to have a positive image and reputation (Keller, 1993) • **Customer Service:** Customers' levels of purchase intention are significantly influenced by the standard of customer service. Customers are more likely to make purchases from businesses that offer exceptional customer service, according to studies (Hennig-Thurau et al., 2002).
LOW	• **Lack of perceived value:** Consumers may not see the value in a product, or they may believe that the product is too expensive compared to its perceived benefits (Zeithaml, 1988). This may result in a low purchase intention or repurchase intention. • **Lack of trust:** Consumers who do not trust a company may be less likely to purchase or repurchase products from that company (Hennig-Thurau et al., 2002). Lack of trust may be due to previous negative experiences with the company, negative publicity, or a lack of transparency.

Table 3 Factors that incluence levels of purchase intentions

Furthermore, the analysis on repurchase intentions are quite similar to purchase intentions but have more variables that could affect Low intentions. When a customer makes an initial purchase, they lack previous experience with the brand or product, and therefore, their purchase decision is based solely on the information available to them at the time (Hoyer & MacInnis, 2008). On the other hand, when a customer considers making a repeat purchase, they already have some experience with the brand or product, and this can influence their decision-making process in several ways.

For example, if a customer had a negative experience with a product or brand the first time around, they may be less likely to repurchase. Conversely, if they had a positive experience, they may be more likely to repurchase. However, there may be other factors at play that could affect their repurchase intentions, such as price, availability, convenience, or the perceived value of the product.

Overall, it can be more challenging for a brand to influence repurchase intentions compared to purchase intentions because the customer already has some experience and preconceptions about the product or brand.

Therefore, below is the conducted analysis on **factors that are influencing repurchase intentions levels:**

Levels of Repurchase intentions	Factors
HIGH	• **Product Satisfaction**: Product satisfaction is a critical factor that affects repurchase intention levels. Customers are more likely to repurchase a product if they are satisfied with their previous purchase (Oliver, 1980).

	• **Brand Loyalty:** Brand loyalty is another significant factor that influences repurchase intention levels. Customers are more likely to repurchase a product if they are loyal to a particular brand (Dick & Basu, 1994). • **Perceived Value:** The perceived value of a product plays a crucial role in determining consumers' purchase intentions, as customers are more likely to buy a product if they perceive it to be valuable (Zeithaml, 1988). This perception is based on the customer's evaluation of the product's benefits in relation to its cost. • **Advertising and Promotion:** Advertising and promotion can significantly influence customers' repurchase intention levels. Effective advertising and promotion can attract customers to purchase a product (Keller, 1993).
MEDIUM	• **Product Quality:** The quality of a product is an essential factor that influences consumers' purchase intention. Customers are more likely to purchase a product if they perceive it to be of high quality (Zeithaml, 1988). • **Brand Loyalty:** Brand loyalty is another significant factor that influences repurchase intention levels. Customers are more likely to repurchase a product if they are loyal to a particular brand (Dick & Basu, 1994). • **Sustainability:** Customers' willingness to repurchase sustainable products, such as sustainable clothing, is increasingly influenced by sustainability, with those who value the environment being more likely to repurchase such products (Lee & Holden, 2014). • **Brand Image:** The brand image is another significant factor that affects repurchase intention levels. Customers are more likely to buy products from a brand that has a good reputation and a positive image (Keller, 1993). • **Customer Service:** The quality of customer service is a crucial factor that influences customers' purchase intention levels. Studies have shown that customers are more likely to purchase from companies that provide excellent customer service (Hennig-Thurau et al., 2002).
LOW	• **Poor customer service:** Consumers who have had a poor experience with a company's customer service are less likely to repurchase from that company in the future (Hennig-Thurau, Gwinner, & Gremler, 2002). Poor customer service may include long wait times, unresponsive representatives, or difficulty resolving issues. • **Low brand loyalty:** Consumers who are not loyal to a brand are less likely to repurchase products from that brand (Dick & Basu, 1994). This may be due to a lack of trust in the brand, dissatisfaction with previous purchases, or a lack of emotional connection to the brand. • **Negative product experience:** Consumers who have had a negative experience with a product are less likely to repurchase it in the future (Homburg, Wieseke, & Hoyer, 2009). A negative experience may be related to the product's quality, functionality, or performance. • **Lack of trust:** Consumers who do not trust a company may be less likely to purchase or repurchase products from that company (Hennig-Thurau et al., 2002). Lack of trust may be due to previous negative experiences with the company, negative publicity, or a lack of transparency.

Table 4 Factors that incluence levels of repurchase intentions

In conclusion, purchase intention and repurchase intention are important elements that businesses must understand to develop effective marketing strategies. While purchase intention is influenced by factors such as product features, price, and promotional activities, repurchase intention is more affected by product quality, brand loyalty, and customer service. Different demographic groups may exhibit varying levels of purchase and repurchase intention, and understanding these differences can help businesses target different consumer groups and build brand loyalty.

Understanding the levels of purchase intention is crucial for businesses to develop effective marketing strategies that can influence and motivate consumers to purchase their products or services. High purchase intention is associated with a higher likelihood of actual purchase behaviour, while low purchase intention indicates that consumers are unlikely to purchase the product, regardless of marketing efforts or incentives. Addressing the factors that affect purchase intention, such as product quality, brand image, perceived value, price, and personal preferences, can enhance the perceived value of offerings, build brand loyalty, and increase the likelihood of actual purchase behaviour.

Businesses can enhance purchase behavior by developing marketing strategies tailored to both initial purchase intention and repurchase intention, and by addressing key factors such as product quality, brand image, perceived value, price, and personal preferences to increase the perceived value of their offerings and encourage actual purchase behavior, as understanding customer purchase intention is crucial for achieving customer satisfaction, repurchase intentions, and brand loyalty, and identifying the factors that influence purchase intention and designing targeted marketing strategies is essential (Wu et al., 2018).

2.6. Differences between different generations and generational differences in the US and Eastern Europe

With constantly changing trends and consumer preferences, businesses must keep up with the latest research to stay relevant and successful in their respective industries. One of the most crucial elements that significantly impact consumer behaviour is the existence of generational differences. These differences are characterized by age-related changes in attitudes, behaviours, and values that distinguish various generations.

Businesses can benefit from understanding generational archetypes by predicting the responses of various generations to marketing initiatives, workplace regulations, and cultural trends. For example, an organization that targets Millennials can accentuate its commitment to social responsibility and community engagement. Evaluating how different generational traits and behaviours affect purchasing decisions is crucial. For instance, Baby Boomers prioritize product quality and durability, while Millennials tend to conduct online research before making a purchase and prefer environmentally sustainable products.

The most popular and trusted theory of generational differences is Strauss and Howe's Generational Theory. This theory shows that generations are defined by the events and cultural norms they experienced during their formative years, and that this shared experience creates a distinct set of values and behaviours that distinguish one generation from another. Strauss and Howe's theory is popular because it offers a simple and compelling explanation for the way different generations think and behave. It has been widely cited in popular media and has become a common reference point for discussions about generational differences in workplaces, politics, and society more broadly.

While Strauss and Howe's theory of generational differences is popular and widely used, it should be acknowledged that some people do not accept this theory, and there are alternative models of generational differences that are favoured and trusted by different demographics. For example, some people prefer William Strauss and Neil Howe's theory of generational differences, while others might prefer Karl Mannheim's concept of generational units or the work of sociologists like Pierre Bourdieu and Michel Foucault.

It is important to use Strauss and Howe's Generational Theory when analysing generations because it provides a comprehensive framework for understanding how different generations think, behave, and interact with society. This theory has been widely used in academic research and practical applications, including marketing, politics, and organizational management. Although it was initially developed in the United States, the theory's core concepts have been applied and validated in other countries and cultures, including Europe and Lithuania. To enhance their understanding of how generational variances affect different aspects of society, experts and professionals can utilize this theory. Moreover, they can develop tactics that cater to the requirements and predilections of each generation based on their findings.

According to Strauss and Howe's Generational Theory, each generation's values, attitudes, and behaviours are influenced by the historical events and cultural trends that occur during their formative years. The theory posits four generational archetypes - Hero, Artist, Prophet, and Nomad - that repeat in a predictable cycle throughout history. The Hero generation, for instance, is known for its civic-mindedness and collective spirit and is often shaped by the experience of a major crisis or war. On the other hand, the Artist generation values individualism, creativity, and self-expression and is usually influenced by periods of cultural upheaval and social change. The theory has been applied in various fields, including marketing, politics, and education, to better understand and cater to different generational cohorts (Strauss & Howe, 1991). The Hero Generation is characterized by a strong sense of community, a focus on civic duty, and a willingness to sacrifice for the common good. The Artist Generation is characterized by a focus on individualism, self-expression, and experimentation. The Prophet Generation is characterized by a focus on values, spirituality, and social change, while the Nomad Generation is characterized by a focus on pragmatism, adaptability, and survival skills.

Understanding these generational archetypes is beneficial for businesses as it can help them anticipate how different generations might respond to marketing campaigns, workplace policies, and cultural trends.

Adopting generational theory can help businesses improve their marketing strategies and product offerings by catering to the distinct needs and preferences of different generations. To achieve this, it is important for businesses to understand the unique characteristics and values associated with each generation (Huang & Chen, 2018). By leveraging the strengths of different generations, companies can also create more effective teams and minimize conflicts that may arise due to generational differences. For instance, the Baby Boomer generation values hard work and loyalty, while millennials prioritize work-life balance and flexibility. Therefore, companies can create more effective teams by combining the strengths of these different generations (Choi & Kim, 2020).

Understanding the **characteristics and behaviours of different generations** can be very useful for businesses when creating marketing strategies and developing products. Strauss and Howe's Generational Theory provides a framework for dividing people into different generations based on shared experiences and attitudes, the findings are summarised and portrayed in the table below (Table 3).

Generation	Possible reasons for different generations that influence repurchasing products, based on Strauss and Howe's Generational Theory:
Baby Boomers (born 1946-1964)	• Value quality and durability in products • Tend to be brand loyal and prefer established brands • Are more likely to make purchases in physical stores rather than online • Respond well to personalized customer service and attention • Value products that meet their specific needs and lifestyles
Generation X (born 1965-1980)	• Place a high value on convenience and efficiency in products • Tend to be sceptical of marketing and advertising • Are more likely to make purchases online and through mobile devices • Prefer products that are innovative and technologically advanced • Are willing to pay a premium for products that align with their values
Millennials (born 1981-1996)	• Are more likely to research products online before making a purchase • Value authenticity and transparency in brands and products • Tend to prefer products that are sustainable and eco-friendly

	• Are less brand loyal and more open to trying new products and brands • Respond well to social media and influencer marketing
Generation Z (born 1997-2012)	• Prefer to make purchases online and through mobile devices • Value personalized and unique experiences with brands • Tend to be more socially conscious and expect brands to take a stand on social issues • Are more likely to prioritize experiences over material possessions • Respond well to user-generated content and peer recommendations

Table 5 Strauss and Howe's Generational Theory

Table 5 outlines some of the key preferences of each generation. By tailoring marketing efforts to the specific preferences of each group, companies can increase the likelihood of repurchases and build long-term relationships with customers (Kumar & Reinartz, 2012). For example, a business targeting Baby Boomers may want to focus on emphasizing the quality and convenience of their products, while a business targeting Millennials may want to emphasize the social and environmental responsibility of their products (D'Souza & Taghian, 2005).

According to research, each generation has a distinct stance towards sustainable products (Lee & Johnson, 2019). Baby Boomers have a preference for eco-friendly products and are willing to pay a higher price for sustainable clothing (Sudhakar & Kavitha, 2021). Gen X places importance on sustainability but may prioritize convenience and cost over environmental concerns (Chan & Lau, 2000). Meanwhile, Millennials are typically viewed as socially responsible and environmentally aware, and are more likely to consider a company's sustainability efforts when making purchase decisions (Lee & Johnson, 2019). Generation Z is the most likely generation to be influenced by social and environmental issues (Sudhakar & Kavitha, 2021). Companies that prioritize sustainability practices and communicate their eco-friendly initiatives to consumers may be more likely to attract and retain customers from younger generations who are more motivated by environmental concerns (Lee & Johnson, 2019).

Online shopping has become increasingly popular across all generations (Kim & Ammeter, 2008). However, each age group may have different concerns and risks when it comes to making purchases online (Hadjikhani & LaPlaca, 2013). Baby boomers may be more hesitant to shop online due to concerns over security and privacy (Kim & Ammeter, 2008), while younger generations may be more concerned about the authenticity of the products they purchase (Dhanapal & Raghuram, 2013). Companies must consider these differences in online shopping behaviors when developing marketing strategies and ensure that they provide a secure and reliable online shopping experience for their customers (Hadjikhani & LaPlaca, 2013).

To develop successful marketing strategies and products, it is crucial for businesses to comprehend the unique characteristics and behaviours of different generations (Kumar & Reinartz, 2012). By catering to the distinct preferences of each generation, companies can foster repeat purchases and cultivate long-term customer relationships (Kleijnen et al., 2006). Additionally, companies who prioritize sustainability practices and provide a secure and reliable online shopping experience may be more likely to attract and retain customers from younger generations (Lee & Johnson, 2019).

Generational differences in the US and Eastern Europe

The impact of historical and socio-economic elements on the values and attitudes of various generations has been extensively recognized in scholarly literature. While there may be shared characteristics between different generations, it is essential to consider individual backgrounds as a critical factor in the examination of purchasing behaviours (Lee & Chen, 2017). The values and

attitudes of Baby Boomers and Gen X towards politics, finances, and social change in Eastern Europe and the US have been influenced by the experiences of previous generations.

While there could be general similarities between different generations, it is important to consider peoples backgrounds, as it could be a major factor when considering purchasing behaviours. First of all it is important to consider historical context and how it could have affect different generations. Older generations specifically **Baby Boomers** and **Gen X**, lived and grew up through the Soviet era, or lived post-Soviet era in Eastern Europe. During the Soviet era, the communist government controlled all aspects of life, including the economy, education, and media, which limited individual freedoms and opportunities. This experience could have led to a sense of collectivism and a focus on community values, as individuals had to rely on each other more (Nesbit, 2015).

After the fall of the Soviet Union, Eastern Europe experienced significant political and economic changes, including the transition to a market economy and a move towards democracy. While these changes brought new opportunities for individual freedom and economic growth, they also brought significant challenges, including job insecurity and inflation (Bergson, 2000). This experience could have shaped the values and attitudes of **Baby Boomers** and **Gen X** generations in Eastern Europe, who may be more cautious and conservative in their approach to **politics, finances, and social change** (Lipset, 1996).

In contrast, **Baby Boomers** and **Gen X** generations in the US experienced different historical contexts, including the civil rights movement, the Vietnam War, and significant economic growth in the post-World War II (Gilleard & Higgs, 2002). These experiences could have shaped their values and attitudes towards **individualism, freedom, and opportunity**, which are reflected in their **attitudes towards work, family, and society** (Putnam, 2000). The socio-historical context in which Baby Boomers grew up has had a significant impact on their values and attitudes towards politics, family, and work in both Eastern Europe and the US (Béland & Waddan, 2019). Baby Boomers in Eastern Europe were raised under communist regimes, while in the US, they enjoyed the prosperity of post-World War II consumer culture. Consequently, Baby Boomers tend to prioritize traditional values, such as hard work and loyalty, and may have more conservative political leanings than younger generations.

The historical and cultural context of each region, such as living in the Soviet and post-Soviet eras, is likely to have influenced the values and attitudes of Baby Boomers and Gen X generations in Eastern Europe, which may differ from those of their counterparts in the US. These variances may manifest in various aspects of life, including purchasing behaviour, as individuals make decisions based on their values, beliefs, and attitudes towards money and consumption (Lindberg & Langhammer, 2018).

Other generations that came after Baby Boomers and Gen X were **Millennials** and **Gen Z**, and while being brought up by the previous generation, some underlying heritage with similar belief system could have been passed down. Moreover, socio-economic factors such as access to education, job opportunities, and political instability may have also impacted the values and attitudes of Millennials and Gen Z in Eastern Europe. For example, the economic and political instability that followed the collapse of the Soviet Union may have led to a sense of uncertainty and lack of trust in institutions, which could impact how the younger generations view their role in society (Tarrow, 1998).

On the other hand, Millennials and Gen Z in both regions have grown up in a digital age characterized by globalization and rapid technological advancements. They have been shaped by events such as the global financial crisis and the climate crisis, which have influenced their attitudes towards issues such as social justice, sustainability, and political activism. For example, a study by Pew Research Center (2019) found that Millennials and Gen Z in the US prioritize issues such as **climate change, racial and ethnic diversity, and income inequality**, and are more likely to support government intervention in these areas compared to Baby Boomers and Gen X.

The influence of historical and socio-economic factors on the values and attitudes of different generations has been well-documented in academic literature. In the United States, the values and attitudes of the Millennial and Gen Z generations may have been shaped by the historical context and socio-economic factors of the Baby Boomer and Gen X generations. For instance, the civil rights movement and women's liberation movement of the 1960s and 1970s may have instilled in the Baby Boomer and Gen X generations a sense of social justice and equality, which may have carried over to the subsequent generations (Putnam, 2000; Twenge & Campbell, 2009). This, in turn, may have influenced the values and beliefs of the subsequent generations, who may be more aware to issues of diversity, equity, and inclusion (Twenge, 2017). Therefore, the experiences of previous generations can have a profound impact on the values, beliefs, and attitudes of subsequent generations, and understanding these dynamics can provide insight into how different generations approach social, political, and economic issues.

There have been 2 new terms presented, that can impact, and further help analyse generational difference across the world Packrats and Purgers. Customers typically hesitate to part with their goods in a timely manner. The relationship between people and their possessions is a significant factor in their disposal decisions, with the labels Packrats and Purgers introduced to distinguish those who have difficulty letting go of their belongings, even if they no longer hold value, and those who are willing to discard them when they are no longer needed or useful, respectively (Coulter and Ligas, 2003). Today the mindset of a Purger, could be viewed as extremely negative, due to the negative effects fast fashion bring to the world, the constant consumption and waste creation adds fuel to the rising problem of ecological and social-economic issues. Additionally, the terms were identified almost 20 years ago, but they could be still relevant in today's context.

While Packrats and Purgers are prevalent in various society circles, ages and cultures some distinct similarities can be noticed, reasoning may be connected to current income, tendency to save, and other economic factors of individuals (Furaiji, Łatuszyńska & Wawrzyniak, 2012). It is anticipated that people who earn more money are more inclined to keep or permanently trash products and consider purchasing them again (Furaiji, Łatuszyńska & Wawrzyniak, 2012). Noticing such a phenomenon helps businesses to sell their products, by encouraging Purgers behaviour by releasing new products more frequently, offering sales and lower prices, which is enabling bad behaviour, that is affecting the environment negatively.

When considering the influence of culture on generational habits, it is worth noting that individuals who came of age during the Soviet era in Eastern Europe may have developed tendencies towards hoarding and saving due to limited access to goods and financial resources. The concept of Packrats may be applicable to individuals who grew up in the Soviet era, given the historical context of consumer goods shortages, and the need to conserve and reuse items to prolong their lifespan (Furaiji, Łatuszyńska & Wawrzyniak, 2012). This tendency towards hoarding and saving may also be since

people during this time were not encouraged to show off their wealth, and instead, it was considered more socially acceptable to save and reuse items (Furaiji, Łatuszyńska & Wawrzyniak, 2012). On the other hand, individuals who have had greater access to goods and financial resources may be more inclined towards purging and decluttering, which could be associated with the term Purgers.

The income and economic factors of an individual may have impact on their tendency to save or discard products. According to Furaiji, Łatuszyńska, and Wawrzyniak (2012), individuals who earn more money are more inclined to permanently trash or keep products and consider purchasing them again. Additionally, the shortage of resources and limited income may result in individuals developing a tendency towards hoarding and saving, as seen in individuals who came of age during the Soviet era in Eastern Europe. These tendencies can be associated with the term Packrats. Contrary, individuals who have had greater access to goods and financial resources may be more inclined towards purging and decluttering, which could be associated with the term Purgers, which could be more similar to people living in the US.

Businesses can use this information to sell their products by encouraging Purgers behaviour through frequent product releases, sales, and lower prices. This approach may not be environmentally friendly, as it contributes to the constant consumption of products, which can result in increased waste and negative environmental impacts. However, businesses can take steps to promote sustainable consumption practices, such as creating products that are durable and reusable, offering recycling and repurposing programs, and educating consumers about the importance of responsible consumption. Furthermore, businesses can appeal to the desire for ownership and attachment that individuals have towards their possessions by offering customization options and personalization. This approach may create a stronger bond between the consumer and the product, which could lead to increased product retention and satisfaction.

Cultural differences play a significant role in consumer behavior, particularly regarding second-hand clothing purchases. In the United States, there is often a negative stigma associated with second-hand clothing, and consumers may avoid purchasing such items due to concerns about hygiene and quality. On the other hand, in Eastern European countries, second-hand clothing stores are more common, and consumers may view purchasing these items as a way to access affordable fashion or unique pieces (Hunt-Hurst et al., 2019). These cultural differences highlight the importance of understanding consumer behavior in specific regions and tailoring marketing strategies accordingly.

In the context of selling consumer goods, the impact of culture on generational habits should be considered by businesses, particularly in regions like Eastern Europe, where older generations tend to hoard and save while younger generations are more inclined towards purging and decluttering, which can influence product marketing strategies and the types of products that are marketed to different age groups (Kozinets et al., 2010). For instance, businesses could focus on the durability and long-lasting nature of their products to appeal to those who have a tendency towards hoarding and saving, while emphasizing the convenience and ease of disposal of their products to appeal to those who have a tendency towards purging and decluttering.

Therefore, the influence of culture on generational habits is an important factor to consider when discussing hoarding and decluttering tendencies. Individuals who came of age during the Soviet era in Eastern Europe may have developed tendencies towards hoarding and saving due to limited access

to goods and financial resources. Meanwhile, individuals who have had greater access to goods and financial resources may be more inclined towards purging and decluttering.

In conclusion, even though there may exist a certain level of correlation between cultural background and proclivities towards hoarding or purging, it is crucial to account for individual experiences and other cultural aspects when examining generational behaviours. Furthermore, the geographic location where an individual grew up can impact their purchasing practices, beliefs, and values. Additionally, income and economic conditions can significantly influence a person's inclination to save or dispose of goods, providing companies with an opportunity to market their products by appealing to the desire for ownership and attachment, as well as promoting purging conduct. Nevertheless, organizations must prioritize sustainability and responsible consumption practices to minimize negative ecological repercussions.

2.7. Conceptual model of purchasing and repurchasing intentions of different generations

As previously mentioned, the variables or so-called perceptions that could affect purchase intention are Risk, Trust, Value and Quality. This study suggests a framework that investigates the effects of various variables on purchase intention to advance understanding of the factors influencing the purchase of sustainable clothing and second-hand items across different generations in Lithuania. The suggested paradigm divides purchase intention into three categories—low, medium, and high—and assesses the effects of the aforementioned factors on each category. This strategy tries to pinpoint the elements that affect the choices made by various generations when it comes to buying environmentally friendly clothing.

When examining generational differences in purchasing behaviours, it is essential to consider respondents' characteristics, including their geographic location and cultural background, given the influence of demographics on consumer behaviour. As a result, it is essential to focus the study on a particular nation rather than extrapolating conclusions from other nations or areas to fully understand the distinctive values and ideas that influence Lithuanian customers' decision-making.

Purchase intentions

Repurchase intentions

Level of purchase intention

Different perceptions of sustainable clothing

Low level of purchase intention | Medium level of purchase intention | High level of purchase intention

Perceived Risk of sustainable clothing — Gen Z, Millennials, Gen X, Baby boomers (Purchase, low); Gen Z, Millennials, Gen X, Baby boomers (Repurchase, low)

Perceived Trust in sustainable clothing — Gen Z, Millennials, Gen X, Baby boomers (Purchase, low); Gen Z, Millennials, Gen X, Baby boomers (Repurchase, low)

Perceived Value of sustainable clothing — Gen Z, Millennials, Gen X, Baby boomers (Purchase, medium); Gen Z, Millennials, Gen X, Baby boomers (Repurchase, medium/high)

Perceived Quality of sustainable clothing — Millennials (low); Gen Z, Gen X, Baby boomers (medium); Millennials (low); Gen Z, Gen X, Baby boomers (medium)
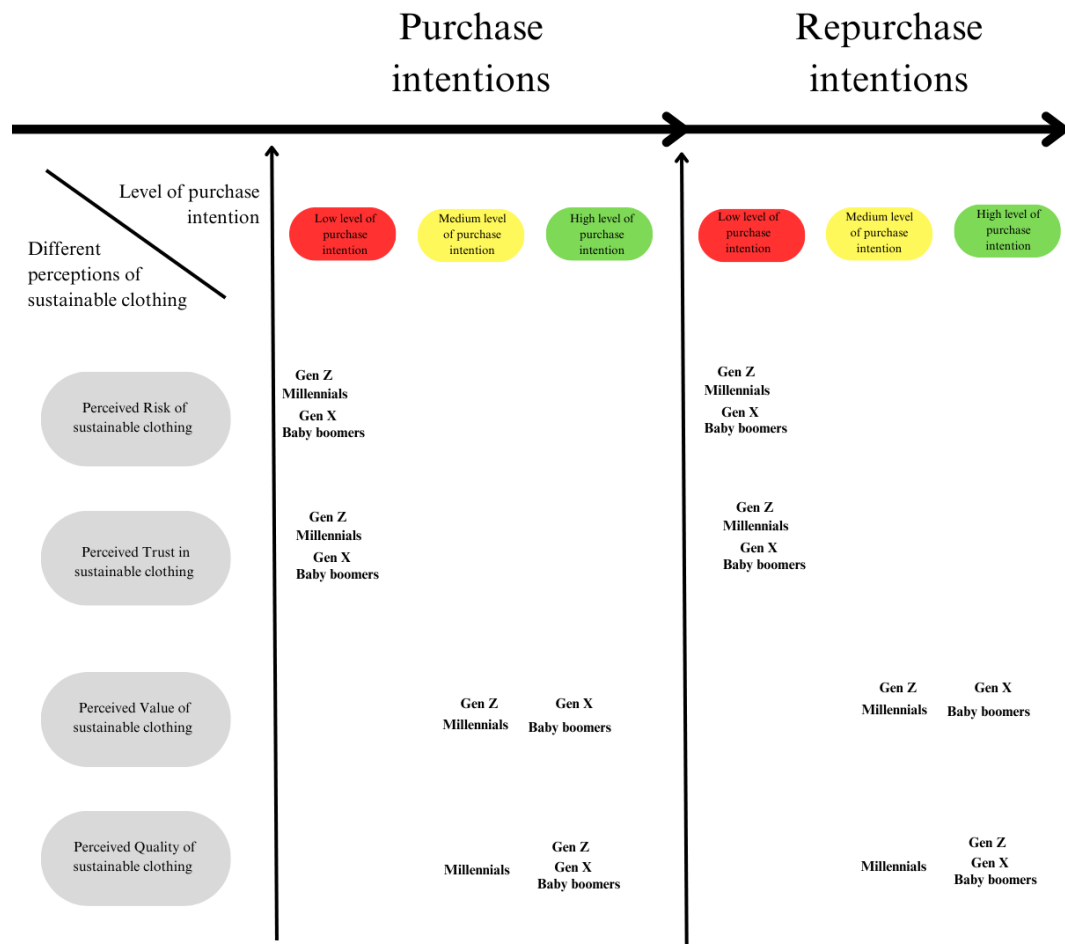
Figure 1 Purchase and Repurchase intentions based on perceptions and according to generations

The Figure 1 illustrates a proposal of the categories of perception variables that may potentially influence purchasing intentions. This framework categorizes intentions and applies generational differences to demonstrate the impact of these categories on different generations. It is important to note that while purchasing intentions can vary depending on factors such as product type and location, the proposed framework is specifically tailored to the context of purchasing and repurchasing clothing from second-hand stores in Lithuania. Consequently, it is possible that intentions may differ if the analysis were to be conducted on a demographic sample from the United States or another location. It is suggested that the factors overall are similar of purchasing and repurchasing intentions.

The proposed model suggests that different generations have varying influential factors that impact their intention to purchase and repurchase second-hand clothing, which is considered a sustainable practice. For instance, Baby Boomers and Generation X may prioritize the quality and durability of second-hand clothing over its environmental impact. In contrast, Millennials and Generation Z are more likely to value environmental sustainability and may base their purchasing decisions on a product's sustainable features, such as its recycled or upcycled materials (Bhardwaj & Fairhurst, 2010; Lee & Yun, 2015). Previous research suggests that perceived risk has a low impact on purchase and repurchase intentions for all generations. However, it is speculated that Generation Z and Millennials will exhibit moderate levels of value attribution, while Gen X and Baby Boomers will attribute greater value to product quality when purchasing second-hand clothing. Additionally,

Millennials are expected to exhibit moderate levels of quality consideration, whereas Generation Z, Gen X, and Baby Boomers are predicted to place a higher value on quality, indicating a high level of importance when purchasing and repurchasing second-hand clothing.

The attitudes and purchase intentions of individuals towards sustainable fashion may be influenced by their research behaviour, including information-seeking and prior knowledge. Environmental consciousness is a key factor in this behaviour, as individuals who are more environmentally conscious are more likely to seek out information on sustainable fashion and develop positive attitudes towards it (Wu, Chen, & Yang, 2018). Lin and Huang's (2012) research indicates that planned behaviours, comprising subjective norms and perceived behavioral control, can significantly affect the repurchasing intention of sustainable fashion; individuals who perceive social pressure to buy eco-friendly clothes or have a sense of control over their purchasing decisions are more likely to intend to repurchase sustainable fashion, in line with Ajzen's (1991) theory of planned behavior that highlights the influence of attitudes towards a behaviours, subjective norms, and perceived behavioral control on individuals' behavioural intentions. Furthermore, Wu, Chen, and Yang (2018) suggested that individuals who are more environmentally conscious may seek out information on sustainable fashion, develop positive attitudes towards it, and subsequently exhibit a higher intention to purchase and repurchase sustainable fashion.

Overall, this proposed research model can help to explain the reasoning for different reasons and influencing factors that are affecting different generations to repurchase sustainable fashion. By understanding the unique characteristics of each generation and their influencing factors, fashion companies can develop targeted marketing strategies to promote sustainable fashion repurchasing.

Literature was analysed, to answer how other authors measure perceived variables. Four key criteria were used, including perceived risk, perceived trust, and perceived value of sustainable apparel, with corresponding references for each category. It was checked how the authors measured these variables, what questions they used in their surveys, so they could be applied. The findings of these studies shed light on the variables that affect consumers' attitudes and behaviours concerning sustainable clothing (Annex 2). Therefore, study proposes a framework that categorizes purchase intentions and applies generational differences to demonstrate the impact of perception variables on different generations. The model proposes that different generations have different influencing factors that affect their sustainable purchasing and repurchasing intention. Moreover, planned behaviour, including subjective norms and perceived behavioural control, can influence sustainable repurchasing intention. The proposed research model can help fashion companies to develop targeted strategies to promote sustainable fashion purchasing and repurchasing.

3. Research methodology

Research questions:

The primary goal of the research is to provide answers to previously posed research questions. The research questions:

RQ: What similarities can be found between chosen different generations, that are influencing repurchasing sustainable clothing?

RQ: What differences are found between selected generations, that are influencing repurchasing sustainable clothing?

To achieve the aim of this paper, following **objectives** were raised:

1. To investigate the current relevance of sustainable apparel in today's world and identify key drivers of consumer interest and demand for sustainable clothing.

2. To explore the factors that shape consumers' purchase and repurchase intentions for sustainable apparel, and to compare these intentions across different generations.

3. To develop the research methodology which can help to identify factors for different generations that influence apparel purchasing and repurchasing in Lithuania.

4. To perform empirical research on the factors that influence purchase and repurchase intentions for sustainable apparel among different generations in Lithuania and provide recommendations how finding can be used by apparel industry.

The structure of the project follows introduction, theoretical part including explanation of main concepts. The methodological techniques used in this study are then clarified.

3.1. Raised hypothesis for the research.

To learn more about how different age groups behave when it comes to buying used apparel and choosing again to repurchase from second-hand stores, cross-tabulation, correlation analyses were carried out. Both variables must be looked at because they can shed light on various aspects of purchasing behaviour, such as the intention to purchase versus repurchase intention to buy from second hand, across various generations. It is feasible to get a more sophisticated understanding of consumer behaviour and develop marketing tactics that are better suited to appealing to various generations by examining both variables. To gather data a framework was generated, it suggests that to compare what factors influence purchase and repurchase intentions, it is necessary to compare respondents' data who purchase clothing from second-hand stores once or less times per year to respondents' data who purchase clothing from second-hand stores more than once per year, across different generations. The factor that they selected that influences them, does not affect them, and negatively affect their decision to not shop at second hand stores. Raised hypothesis were included:

H1: Purchasing intentions for environmentally friendly clothing vary significantly across generations.

H2: Repurchase intentions for environmentally friendly clothing vary significantly between generations.

H3: All generations' aspirations to buy sustainable clothing are favourably influenced by environmental concerns.

H4: All generations' inclinations to buy sustainable clothing are favourably influenced by social factors.

H5: Across all generations, price has a detrimental impact on consumers' aspirations to buy sustainable clothing.

H6: All generations' intentions to repurchase sustainable clothing are favourably influenced by perceived quality.

H7: All generations' intentions to repurchase sustainable clothing could be influenced if there is a convenient way to purchase online.

These hypotheses are examined (Figure 2) after finding and determining factors that could be influencing purchase and repurchase intentions for different generations.
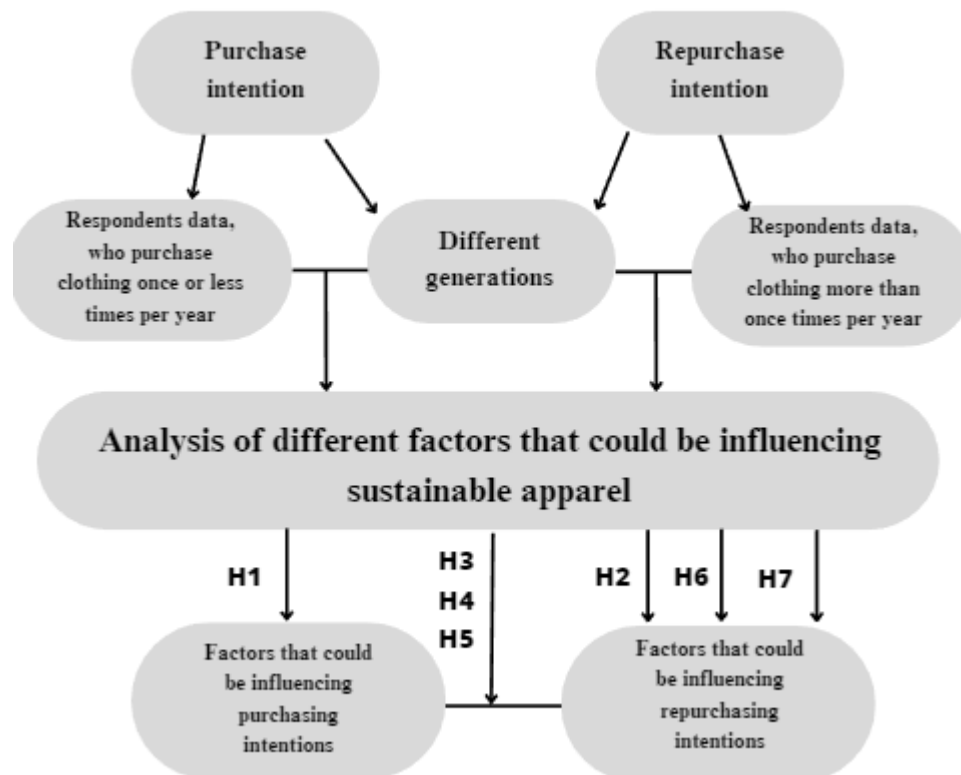

Figure 2 Hypothesis examination

3.2. Research strategy

In this study, a quantitative research strategy is chosen to investigate differences in purchasing and repurchasing behaviour for sustainable clothing between different generations. The method involves using a survey with at least 100 responses from each generation to collect data, which will be analysed

using Statistical Package for Social Sciences (SPSS). This strategy is appropriate for this study as it enables the use of statistical methods to measure, analyse and interpret data. Quantitative research also allows collection of data that can be generalised to larger populations. This approach is suitable for this study, as the research questions require a clear understanding of the attitudes and behaviours of different generations towards sustainable clothing, and a quantitative approach can provide detailed and structured data to answer these questions.

3.3. Sample size

The sample size for this study is defined as 416 responses from individuals residing in Lithuania who are above the age of 18, as they are assumed to have a larger purchasing power. The sampling technique employed is a random selection of individuals who filled out the survey posted on the Apklausos.lt website. The population of interest for the sample is restricted to Lithuania. The survey was available from April 13th until May 2nd.

Previous research studies, such as Kim and Sung (2016) and Tavitiyaman et al. (2012), provide examples of examining consumer behaviour differences between different generations, with sample sizes of 300 and 400 participants, respectively, with 150 and 200 participants in each age group. From these studies, it can be inferred that selecting 100 individuals from each generation in Lithuania is a reasonable sample size for studying differences in purchasing and repurchasing behaviour between generations. Moreover, with Lithuania's population being approximately 2.7 million, selecting 100 individuals from each generation may represent a significant portion of the population, which increases the generalizability of the results. If there is a high level of variability within each generation, selecting 100 individuals from each generation may also be sufficient to capture the range of opinions and perspectives within each group.

The reviewed studies provide evidence that selecting a sample size of 100 individuals from each generation in Lithuania is sufficient for examining differences in purchasing and repurchasing behaviour among generations.

Data analysis methods

After the data is collected from the survey, it will be analysed using SPSS. Furthermore, SPSS also allows for the creation of visualizations and graphs to help illustrate findings, which can be useful in communicating results to a wider audience. Therefore, the analysis will include:

- Conducting crosstabs to compare variables and determine if there are any significant differences or patterns in data based on age group and shopping behaviours.
- Use a chi-square test to determine if there are any significant relationships between variables.
- Conduct regression analysis to identify the strongest predictors of Purchase and Repurchase intention among different generations.
- Use factor analysis to identify underlying factors that may be driving Purchase and Repurchase or other variables.
- Correlation analysis - to examine the links between variables and demonstrate their statistical significance, correlation analysis was applied.

By creating an integrated model of buy and repurchase intentions for sustainable items among various generations, the study hopes to add to the body of literature. The findings of this study can provide useful insights for businesses and policymakers to better understand the drivers and barriers of

sustainable consumption across different age groups, and to develop targeted strategies to promote sustainable consumption.

To ensure accurate data collection, a series of questions were generated based on previous studies that examined similar variables. The questions were designed to gather information specifically from respondents in Lithuania, and across various age groups. As such, the questions were translated into Lithuanian, which is the primary language spoken in the region, to ensure that respondents could understand and answer them more accurately, the translated copy of the questions is included in the Annexes. The questions asked in the survey aimed to investigate various aspects of sustainable fashion, including consumer attitudes and perceptions towards eco-friendly or sustainable apparel. These questions focused on various factors that can influence consumer behaviour and decision-making, such as perceived quality, price, trustworthiness, value, benefits, environmental and social impact, and fabric characteristics. The present study aimed to explore consumer preferences and attitudes towards sustainable apparel using survey questions. The study's conclusions can help businesses in the fashion sector create more sustainable and marketable items that meet customer expectations.

Additional queries were incorporated in order to evaluate and get vital understanding of the particular effects that may differing generations' choice to purchase sustainable fashion, as well as the traits that appeal to them. Inquiries were also conducted into respondents' motivations for not buying sustainable apparel. Participants had enough of space to express their ideas and divulge any previously unknown or unmentioned aspects that might affect their choice to purchase sustainable clothing.

Question group	Questions	Answer options and variables	Reference
Differentiating the generations	Which of the generations below, do you belong? • Baby Boomers (born 1946-1964) • Generation X (born 1965-1980) • Millennials (born 1981-1996) • Generation Z (born 1997-2012)	• Baby Boomers (born 1946-1964) • Generation X (born 1965-1980) • Millennials (born 1981-1996) • Generation Z (born 1997-2012)	Strauss, W., & Howe, N. (1991). Generations: The history of America's future, 1584 to 2069. New York: William Morrow and Company.
Measuring Risk	• I think clothing from second-hand stores are unsanitary.	• I do not agree • I partially agree • Neutral opinion • I partially agree • I agree	Lee, S. H., & Ko, E. (2015). Determinants of customer satisfaction with sustainable fashion in online shopping: A preliminary study. Journal of Cleaner Production, 107, 366-374.
Measuring Quality:	• It is important to you that clothing is made with high-quality materials • It is important to you that clothing is produced in a way that is ethical and sustainable • I am willing to purchase clothing that is more	• I do not agree • I partially agree • Neutral opinion • I partially agree • I agree	Kim, M., & Park, J. E. (2019). Investigating the factors affecting consumer adoption of sustainable clothing: A conceptual model. Journal of Business

			Research, 101, 751-761.
Measuring Value	• I am willing to spend more on sustainable clothing? • It is important for me to support sustainable and ethical fashion brands? • I plan to purchase sustainable clothing in the future?	• I do not agree • I partially agree • Neutral opinion • I partially agree • I agree	Kim, M., & Park, J. E. (2019). Investigating the factors affecting consumer adoption of sustainable clothing: A conceptual model. Journal of Business Research, 101, 751-761.
Measuring Trust	• I trust claims made by clothing companies regarding their sustainability practices • It is important to me that clothing companies are transparent about their supply chain and production processes • Before purchasing I research a brand's sustainability practices	• I do not agree • I partially agree • Neutral opinion • I partially agree • I agree	Lu, S., Chan, R., & Farnsworth, C. (2017). An investigation of sustainable fashion consumption using social cognitive theory. Journal of Fashion Marketing and Management, 21(2), 239-252. doi: 10.1108/JFMM-06-2016-0043
Demographics	• What is your gender?	• Female • Male • Prefer not to say	
	• What is your income after taxes?	• Lower than 522 € • From 523 to 1000 • From 1001 to 1500 • More than 1501 • Prefer not to say	
	• What is your education level?	• Primary education • Secondary education • Upper secondary and VET • Higher education (bachelor's degree) • Higher education (master's degree)	
	• Where do you live	A respondent was given an opportunity to write down their answer	
Where a person prefers to purchase sustainable clothing from	• I buy sustainable clothes online more often • I buy sustainable clothes more often in thrift stores • I buy sustainable clothes more often in physical stores	The intended purpose for this question was to identify where people prefer to purchase clothing. The respondents were able to choose their answers from Likert scale • I do not agree • I partially agree • Neutral opinion • I partially agree • I agree	Lu, C., & Li, Y. (2019). Exploring the factors influencing Chinese consumers' purchase intentions of sustainable fashion. Sustainability, 11(15), 4085.

Influence to purchase sustainable clothing	• What would encourage you to shop at second-hand stores more often? (Several options can be selected)	• Closer physical location • Convenient online shopping • Larger selection of brands • Sales announcement online • Better service • Larger selection of clothing made from quality materials	Lee, Y., Lee, D., & Lee, H. (2018). Factors affecting consumers' purchase intention of eco-friendly apparel. Journal of Fashion Marketing and Management: An International Journal, 22(2), 278-294.
	• What motivates you to buy sustainable clothes? (Several options can be selected)	• Negative effects of fast fashion to the environment • That sustainable clothing is ethically made • Quality and longevity • Style • Price • Other • I don't purchase sustainable clothing	Lee, Y., Lee, D., & Lee, H. (2018). Factors affecting consumers' purchase intention of eco-friendly apparel. Journal of Fashion Marketing and Management: An International Journal, 22(2), 278-294.
	• What motivates you to shop at second-hand stores? (Several options can be selected)	• Price • Sustainability • Vintage/retro style • Clothing made from quality materials • Finding unique clothing • Other	Lee, Y., Lee, D., & Lee, H. (2018). Factors affecting consumers' purchase intention of eco-friendly apparel. Journal of Fashion Marketing and Management: An International Journal, 22(2), 278-294.
Influence to not purchase sustainable clothing	• If you don't buy sustainable clothes, why?	The intended purpose for this question were to identify what reasons are that a person does not purchase sustainable clothing. The respondents were able to choose multiple choices and were given opportunity to write their own answers if their answers is missing from the provided options, which were selected according to previous literature analysis	Salazar, M. F., Jolibert, A., & Ancarani, F. (2018). Green or luxurious? An exploratory study of young Chinese consumers' purchase intentions towards sustainable fashion products. International Journal of Retail & Distribution Management, 46(5), 498-516.
Understanding of what people consider sustainable clothing	• What clothes do you consider sustainable?	The intended purpose for this question were to identify what person considered sustainable. The respondents were able to choose multiple choices and were given opportunity to write their own answers if their answers are missing from the provided options, which were selected according to previous literature analysis	Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. Journal of Business Ethics, 114(3), 489-500.

Table 5 Survey questions

In order to assess and find crucial insights into specific effects that may affect different generations in their decision to purchase sustainable fashion, as well as the qualities that appeal to them, additional inquiries were integrated. Inquiries were also conducted into respondents' motivations for not buying sustainable apparel. Participants had enough of space to express their ideas and divulge any previously unknown or unmentioned aspects that might affect their choice to purchase sustainable clothing.

3.4. Research Ethics and limitations

In order to maintain the ethical standards of the empirical study, the online questionnaire explicitly specified that it was anonymous, and that the data collected would be utilized solely for the purpose of this thesis. Respondents were also given the option to leave the questionnaire at any time. However, the study was still limited using convenience sampling, which may not accurately reflect the entire target population. Another limitation was the uneven distribution of gender in the sample, with women accounting for 80.3% and men accounting for only 18.8%. Additionally, most respondents came from urban areas, which is another limitation to be noted. Despite these limitations, the study used regression and mediation analyses to analyse the data.

Practical factors like time and recourses led to the decision to only survey 100 members of each generation in Lithuania. There are a few reasons why it was decided to evaluate the Lithuanian market, one of these is the understanding that it may be difficult to draw generalizations about generations globally because regional differences in the features of generational cohorts may exist. Additionally, it's important to strike a balance between the need for a representative sample and practical limitations. The choice was taken to poll 100 persons from each generation due to resource constraints, which was thought to be an adequate sample size to shed light on the research subject. This sample size was also thought to be adequate for capturing the diversity of viewpoints and life experiences within each generation. Although a larger sample size would have been preferable, the choice to keep it at 100 was made after a practical evaluation of the resources at hand and the need to weigh the advantages and disadvantages of obtaining a larger sample size. The sample size was thought to be adequate to fulfil the ultimate purpose, which was to gather trustworthy and valid data that could shed light on the research subject.

4. The factors that influence purchase and repurchase intentions for different generations in Lithuania

The chapter presents the findings of a comprehensive analysis of factors influencing different generations to purchase sustainable clothing. The analysis includes multiple crosstabs, regression analysis, factor analysis, and chi-square tests. The initial stage of the chapter outlines the process of preparing data for analysis, followed by an examination of the demographic data of the participants to gain insight into their attributes and distribution within the sample. The reliability of the scales used in the research is also evaluated through internal consistency analysis. Descriptive statistics are then used to analyse the constructs from the research model. Finally, the hypotheses raised from the research model are tested using the various analytical tools employed in the study. The results provide insights into the factors that influence different generations' purchase and repurchase of sustainable clothing.

4.1. Demographic data of the respondents

After the collection of at least 100 answers from every generation the answers were transferred to SPSS. Based on the survey results, a large proportion of the respondents identified as female, indicating that there may be gender-related differences in apparel purchasing behaviour. The data also suggest that a significant number of respondents had higher education degrees, with 36.3% having attained a bachelor's degree and 25.7% holding a master's degree, which could imply that education level plays a role in apparel purchasing habits. Moreover, the findings show that most respondents purchased clothes a few times a year, while only a small percentage bought apparel on a weekly basis, indicating that consumers are not purchasing clothing as frequently as the fast fashion industry would suggest.

In conclusion, these data insights can be valuable to apparel retailers and marketers in understanding their target audience's demographics, income levels, education backgrounds, and purchasing behaviours. Retailers can leverage this information to tailor their products, promotions, and messaging to meet the needs and preferences of their target customers. Understanding consumer behaviour and preferences can lead to better business decisions, which can ultimately help companies stay competitive in a crowded marketplace.

The survey results show that 80.4% of the respondents identified as female, while 18.6% identified as male. In terms of age, 26.9% of respondents fell into the 18-26 age group, while 24.7% were in the 27-42 age group, and 24.2% were in both the 43-58 and 59-77 age groups. In terms of income after taxes, 39.7% of respondents fell into the 1001€ - 1500€ bracket, while 38.5% were in the 523€ - 1000€ bracket. Only 3.1% of respondents had an income of less than 522€, while 17.7% had an income greater than 1500€.

The results showed that regarding **Purchase and Repurchase** intentions, more people were buying less frequently than considering those who repurchased at second-hand clothing stores more than once a year. From the respondent's data, 118 respondents selected that they purchase clothing more frequently than once a year, while 298 of respondents selected that they buy clothing once or less time per year. Out of the respondent's data, those who **purchase** less frequently, the majority were older generations: Gen X - 78 and Baby Boomers – 94, but other generations were also selecting to purchase less frequently Millennials – 55, Gen Z – 71. While those who **repurchase** were younger generations, Gen Z – 42, Millennials – 47.

Regarding frequency of apparel purchasing, 53.3% of respondents reported purchasing clothing a few times a year, while 34.6% purchased clothes every other month. Only 1% of respondents purchased apparel on a weekly basis, while 9.7% purchased clothing monthly. When it comes to purchasing apparel at second-hand stores, the majority (71.9%) reported purchasing clothes a few times a year, while only 0.7% reported weekly purchases. 20.1% of respondents purchased apparel every other month, while 4.6% purchased clothes monthly.

Demographics	Respondents	
Gender		
Female	322	80,4%
Male	77	18,6%
Age		
18-26	111	26,9%
27-42	102	24,7%
43-58	100	24,2%
59-77	100	24,2%
Income after taxes		
<522€	13	3,1%
523€ - 1000€	159	38,5%
1001€ - 1500€	164	39,7%
>1500€	73	17,7
Education level		
Primary education	5	1,2%
Secondary education	43	10,4%
Upper secondary and VET	108	26,2%
Higher education (Bachelor's degree)	150	36,3%
Higher education (Master's degree)	106	25,7%
Frequency of apparel purchasing		
Weekly	4	1%
Monthly	40	9,7%
Every other month	143	34,6%
Few times a year	220	53,3%
Frequency of apparel purchasing at second hand stores		
Weekly	3	0,7%
Monthly	19	4,6%
Every other month	83	20,1%
Few times a year	297	71,9%

Figure 3 Demographic information about respondets

The residential location of participants, which was collected during the data collection process, requires careful consideration. While not all participants provided this information, those who did can be classified into two distinct groups based on their way of life: urban and rural. Although the sample size was not particularly small, not all respondents chose to respond and record their response. A total of 191 participants, who were from various regions of Lithuania, recorded their responses. 68% of participants were from Kaunas, with lower percentages from Vilnius (12%), Kėdainiai (6%) and other places. The geographic distribution of participants can affect a study's external validity, even while this distribution may limit the applicability of its findings to other parts of Lithuania.

Although the response rate of the study was 416 participants, it should be noted that only 47% of them provided their location information, which may limit the applicability of the study's findings. However, it is essential to acknowledge that missing data may not necessarily invalidate the study's conclusions. Although the absence of location data may reduce the accuracy of the results, it is crucial to acknowledge the potential for bias and interpret the results with this limitation in mind.

Participants were asked to check off any sustainable clothing options they thought were acceptable in the survey. It's significant to remember that participants had the ability to choose various options. 33.3% of all participants said they thought wearing apparel made of organic cotton was a sustainable choice. This is not surprising considering that clothes made of organic cotton is a well-known ecological choice. Recycled clothing was the second most chosen sustainable clothing option by the participants. This option was selected by 24.9% of participants. Upcycled clothing was the third most chosen sustainable clothing option by the participants, 19% of participants said they thought repurposed clothing was a good sustainable choice. Finally, 21.7% of participants selected used clothing as a sustainable choice. This strategy adheres to the principles of waste reduction and circular fashion. Thrift shops, online markets, and garment swaps are just a few of the sites where you can find used apparel.

According to the survey's overall findings, individuals are becoming more interested in sustainable clothing options. Participants' ability to choose from several options suggests that individuals are open to considering several sustainable clothing options rather than concentrating on just one. The fashion industry may make use of these results to better understand consumer preferences and create more environmentally friendly apparel solutions.

Participants in the survey had the option to submit extra information about sustainable clothes by selecting the "other" category in addition to the pre-defined options, 1.3% of the total 416 participants chose the "other" option. The answers given in this category indicate that not all participants thought the alternatives were sufficiently extensive. Some participants stated that they do not believe sustainable clothing to contain any animal products and that it is vegan. The increasing interest in ethical fashion among consumers, which encompasses both animal welfare and environmental concerns related to garment production, is exemplified by the response of one participant who suggested using natural fibres beyond the limited options presented in the survey to produce sustainable clothing.

This reaction raises the possibility that future surveys or research may need to take a wider spectrum of sustainable materials into account. Finally, some participants defined sustainable clothing in terms of ethical considerations. This could be a reference to clothing that is made using ethical labour methods or apparel that uses ecologically friendly materials and doesn't support any breaches of human rights. This answer serves as a reminder of the complexity of fashion sustainability and the importance of addressing social and ethical issues in addition to environmental ones.

Therefore, the responses from the "other" category offer crucial information about the various viewpoints on sustainable clothing. These results imply that the fashion industry needs to consider a larger choice of sustainable materials and production techniques that consider social and ethical issues as well as environmental impact.

A five-point Likert scale was used in the survey, with responses ranging from "I disagree", "I partially disagree", "Neither agree nor disagree" to "I partially agree" and "I agree", the questionnaire was created to gather insights from respondents on a variety of issues and sustainable clothing-related criteria. The questions were created to elicit respondents' thoughts on a range of sustainable clothing topics, including the value of high-quality fabrics, the necessity of ethical and sustainable production methods, and the influence of price on purchase decisions. The poll also investigated the respondents'

buying habits and preferences, including their propensity to buy used items, how important pricing was to them compared to sustainability, and how they liked to search for sustainable apparel.

The poll gathered information from respondents who agreed and disagreed with the various questions to differing degrees. For instance, respondents generally agreed that it is important to support clothing firms that use ethical and sustainable manufacturing practices and that it is crucial that supply chains and manufacturing procedures are transparent. Respondents also expressed a variety of opinions on topics like the value of high-quality materials in purchasing decisions and the hygienic nature of used clothing, though. The poll also showed that many respondents intended to buy sustainable goods in the future, demonstrating that customers are becoming more aware of and interested in sustainability. the gathered data, and asked questions, and the response data is portrayed in the table below (Table 7).

Question	I disagree	I partially agree	Neither agree or disagree	I partially agree	I agree
It is important to me, that the clothing I purchase is made from quality materials	1.6	3,2	29,3	31,5	34,4
I would rather choose a more expensive clothing item, if its made from quality materials	3	3,5	31,4	33,1	29
It is important for me to support brands who clothing items are ethically and sustainably made	18	13,9	40,7	17,8	9,6
It is important for me that clothing items are ethically and sustainably made	21,5	16,1	38,7	15	8,7
Before purchasing clothing items, I check the brands sustainability claims	36,9	17,9	33,9	8,9	2,4
I trust the claims the brands make about their sustainability practices	25,7	18,9	38,9	11,1	5,4
It is important to me that clothing companies are transparent about their supply chain and production processes	32	16.5	36.6	7,6	7,3
In my personal shopping habits, I prioritize price over sustainability considerations.	5,4	6	32,5	24,1	32
Clothing from second hand stores are unhygienic	24,6	18	38,5	12,3	6,6
The affordability factor is a significant influencer in my decision to shop at second-hand stores.	3,3	2,7	44	22,7	27,3
I choose to purchase sustainable clothing even if they are more expensive	7,3	8,4	47	20.9	16.3
I buy sustainable clothes online more often	17.4	6.5	43.8	15.5	16.8
I buy sustainable clothes more often in thrift stores	8.1	7.3	49.9	17.9	16.8
I buy sustainable clothes more often in physical stores	10.1	7.6	47.6	19.3	15.5
I plan to choose sustainable products in the future	5.4	4.1	58.4	13.0	19.0

Table 6 Answers from survey regarding purchase intentions (%)

The data presented in the table below (Table 8) illustrates the purchase and repurchase intentions of respondents belonging to different generations, including Gen Z, Millennials, Gen X, and Baby Boomers. It reveals that Baby Boomers have the highest purchase and repurchase intentions, with 23% and 1%, respectively. In contrast, Gen Z has the lowest purchase and repurchase intentions, with 17% and 10%, respectively. The findings suggest a potential generational gap in the attitudes towards sustainable fashion, with Baby Boomers being more inclined towards sustainable fashion than Gen Z. Further research is needed to investigate the reasons behind these differences and identify potential barriers and opportunities for encouraging more frequent repurchasing of sustainable fashion products among different age groups.

Purchase Intention				Repurchase Intention			
Gen Z	Millennials	Gen X	Baby Boomers	Gen Z	Millennials	Gen X	Baby Boomers
17	13	19	23	10	11	6	1

Table 7 Purchase and Repurchase intentions - respondents across different generations (%)

4.1.1. Influencing factors for different generations to purchase and repurchase sustainable clothing, such as Risk, Value, Trust, and Quality

To examine the factors that influence purchase and repurchase intentions, factor analysis was employed on the responses to the survey scale across different generations. In order to find latent variables or underlying constructs that explain the interactions between a number of observable variables, statisticians employ factor analysis (Brown, 2019). This technique is particularly helpful in cases where multiple variables may be interrelated, making it challenging to extract meaningful information from them. The survey employed a Likert scale, which allowed respondents to indicate their level of agreement or disagreement with the statements presented (Likert, 1932). The correlation matrix showed the intercorrelations among the 15 variables related to clothing preferences and behaviours. The matrix indicates that all the variables are positively correlated with each other, with correlations ranging from 0.251 to 0.821. The strongest correlations then observed between the following variables:

- It is important for me that the clothes are made of high-quality fabrics, and I would choose a more expensive product if it were made of quality materials (r=0.911)
- Shopping at second-hand clothing stores is determined by the cheaper price of clothes and I often buy sustainable clothing at second-hand stores (r=0.672)
- I choose to buy sustainable clothes, even if they cost more and I plan to choose sustainable products in the future (r=0.771)

In order to identify underlying constructs or latent variables that explain the relationships among the observed variables related to clothing preferences and behaviours, factor analysis was employed. Specifically, principal component analysis (PCA) with Varimax rotation was used to extract factors from the data. The suitability of the data for factor analysis was assessed using the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, which was found to be 0.792, indicating that the data

were appropriate for factor analysis. Additionally, Bartlett's test of sphericity was significant (p<0.001), indicating that the correlation matrix was not an identity matrix and that the variables were interrelated. Three factors were extracted based on eigenvalues greater than 1, explaining a total of 59.9% of the variance in the data (Hair et al., 2019). The first factor explains 37.1% of the variance and is loaded most heavily by the following variables:

- It is important for me that the clothes are made of high-quality fabrics (0.853)
- I would choose a more expensive product if it is made of quality materials (0.840)

This factor can be interpreted as the preference for high-quality clothing. The second factor explains 12.7% of the variance and is loaded most heavily by the following variables:

- Shopping in second-hand clothing stores is determined by the cheaper price of clothes (0.793)
- I often buy sustainable clothing at second-hand stores (0.771)

This factor can be interpreted as the preference for economical and sustainable clothing. The third factor explains 10.1% of the variance and is loaded most heavily by the following variables:

- I choose to buy sustainable clothes, even if they cost more (0.829)
- I plan to choose sustainable products in the future (0.763)

This factor analysis can be interpreted as the intention to buy sustainable clothing. The factor analysis suggests that clothing preferences and behaviours can be explained by three underlying factors: preference for **high-quality clothing, preference for economical and sustainable clothing, and intention to buy sustainable clothing**. It is important to note that all the variables included in the analysis are positively correlated, indicating that they are related in some way. However, the factor analysis provides a more nuanced understanding of how these variables are related and can be used to identify underlying factors that drive clothing preferences and behaviours. Then it is important to consider the relationship with age (generations). Therefor the crosstabs and chi-square test analysis can be applied to further analyse how different generations are influenced and their purchase intention levels regarding risk, value, quality, and trust.

Risk as a factor that influenced generations to purchase and repurchase sustainable clothing

To further analyse the answers and to decide how **Risk** affects **Purchase and Repurchase** intentions, a question about hygiene was asked, and respondents from Likert scale were able to choose their answers. **Overall,** Among the total respondents, 11.6% believed that the clothes in second-hand stores are unsanitary, while 21.5% did not agree with this statement. Meanwhile, 16% of the respondents partially disagreed, 34.1% had a neutral view, and 16.7% partially agreed with the statement. The Chi-square test indicated a statistically significant association between age and perception of second-hand clothing store hygiene (χ^2=29.397, df=15, p=.014). The Linear-by-Linear Association test also showed a significant linear relationship (p=.003). These findings suggest that age can significantly affect people's perception of second-hand clothing store hygiene. Younger individuals may have a more positive attitude towards second-hand clothing stores than older generations. This highlights the importance of considering the age factor in developing marketing strategies and campaigns aimed at promoting second-hand clothing stores to various age groups.

Further analysis of the data indicated that respondents in Millennial generation were the most likely to disagree with the statement that second-hand clothes are unsanitary (19.6%), while the Gen X

group had the highest percentage of respondents who partially agreed (17%). The respondents in the Gen Z age group were the most likely to hold a neutral view (34.3%).

Overall, the findings suggest that a considerable proportion of the respondents do not view second-hand clothing stores as unsanitary. The results also highlight the importance of considering age as a factor that influences people's perception of the hygiene of second-hand clothing stores.

RISK	Purchase Intentions				Repurchase Intentions			
	Gen Z	Millennials	Gen X	Baby Boomers	Gen Z	Millennials	Gen X	Baby Boomers
LOW	12	6	10	10	15	14	7	0
MEDIUM	4	6	10	15	7	15	7	3
HIGH	7	3	7	7	7	6	3	1

Table 8 Risk as a factor to purchase and repurchase intentions to different generations (%)

Regarding the differences between **Purchase and Repurchase** intentions - Table 9 displays the findings of a study that examined the relationship between perceived risk and purchase and repurchase intentions for sustainable apparel among different generations. The table shows the percentage of respondents from each generation group (Gen Z, Millennials, Gen X, and Baby Boomers) who indicated a particular level of risk (low, medium, or high) and their corresponding purchase and repurchase intentions.

Overall, the findings suggest that perceived risk has a significant impact on purchase and repurchase intentions for sustainable apparel across different generations. Specifically, the table shows that:

- Low: The highest percentage of respondents across all generations indicated low risk when it came to purchasing and repurchasing sustainable apparel. Gen Z had the highest percentage of respondents at 15% for repurchase intentions, while Millennials had the highest percentage at 14% for purchase intentions.
- Medium: The percentage of respondents who indicated medium risk varied across generations, with Millennials and Gen X having the highest percentages for both purchase and repurchase intentions.
- High: The lowest percentage of respondents across all generations indicated high risk when it came to purchasing and repurchasing sustainable apparel. Gen Z had the highest percentage of respondents at 7% for both purchase and repurchase intentions.

These **findings suggest** that businesses should consider the level of perceived risk when developing strategies to attract and retain customers for sustainable apparel. For example, businesses can address customer concerns by providing more information about the sustainability and hygiene practices in their operations. By doing so, businesses can increase their customers' purchase and repurchase intentions and ultimately drive sales and profits.

Quality as a factor that influenced generations to purchase sustainable clothing

To further analyse the answers and to decide how **Quality** affects **Purchase and Repurchase** intentions, distribution of responses to the statement "It is important for me that the clothes are made of high-quality fabrics" across different age groups. Majority of the respondents partially agreed (28.3%) with the statement. The chi-square test results indicate a statistically significant association between age group and response to the statement. However, the linear-by-linear association test did not show a significant trend in the responses across the age groups. **Overall,** age group seems to be associated with differences in the response to the statement about high-quality fabrics.

The crosstabulation table showed that a majority of respondents (29.5%) partially agreed with the statement "I would choose a more expensive product if it were made of quality materials." Furthermore, a greater proportion of respondents Gen X and Millennials partially agreed or agreed with this statement compared to the older generations. The chi-square test results indicate a statistically significant association between age group and response to the statement, with a large effect size (Pearson Chi-Square = 50.930, df = 15, p < .001, Cramer's V = .387). However, the linear-by-linear association test did not show a significant trend in the responses across the age groups (p = .237).

QUALITY	Purchase Intentions				Repurchase Intentions			
	Gen Z	Millennials	Gen X	Baby Boomers	Gen Z	Millennials	Gen X	Baby Boomers
LOW	1	0	2	1	1	2	2	0
MEDIUM	4	5	7	10	7	13	6	2
HIGH	16	11	15	19	21	21	9	3

Table 9 Quality as a factor to purchase and repurchase intentions to different generations (%)

Regarding the differences between **Purchase and Repurchase** intentions - Table 10 shows the results of a survey on the influence of quality on purchase intentions and repurchase intentions among different generations. The data is presented in percentage values for four different age groups: Gen Z, Millennials, Gen X, and Baby Boomers.

The study found that the impact of product quality on repurchase intentions is stronger than on purchase intentions for all generations. This suggests that if a product is perceived as high quality, it is more likely to generate repeat purchases among all generations. The findings of this study indicate that product quality is an important factor in shaping purchase and repurchase intentions across all generations. However, the impact of product quality on purchase and repurchase intentions varies across different generations, with Gen Z and Millennials being more sensitive to product quality. The results suggest that businesses should focus on producing high-quality products to increase purchase and repurchase intentions among all generations.

Trust as a factor that influenced generations to purchase sustainable clothing

To further analyse the answers and to decide how trust affects purchase intentions, the respondents (48%) believe that supporting sustainable and ethical fashion brands is important to them. However, a significant proportion of respondents (50%) either disagreed, partially disagreed, or had no opinion on the matter. Only a small percentage of respondents (11%) had an unknown opinionTo examine the relationship between respondents' age and their attitudes towards sustainable and ethical fashion brands, a chi-square analysis was performed. The findings revealed a statistically significant association between the two variables (Pearson chi-square = 90.401, df = 15, p < .001). However, the

linear-by-linear association was not significant (p = .006), indicating that there was no linear trend in the data.

The findings suggest that younger respondents were more likely to support sustainable and ethical fashion brands than older respondents. Specifically, respondents from Gen Z were the most likely to support and trust sustainable and ethical fashion brands, with 39% partially agreeing and 24% agreeing. In contrast, respondents of Baby Boomers were the least likely to support sustainable and ethical fashion brands, with 34% disagreeing and 9% agreeing.

Overall, the results indicate that a significant proportion of respondents place a high importance on ethical and sustainable production of clothes, with 11.4% of respondents indicating that it is "important" to them, and an additional 27.3% indicating that they "partially agree". However, a sizable minority (19.1%) of respondents strongly disagree with the statement, while an additional 34.4% express a neutral stance, indicating that they neither agree nor disagree.

In analysing the link between age and attitudes towards ethical and sustainable clothing production, a chi-square test was employed. The test found that the relationship between the two variables was statistically significant ($\chi2(15) = 88.663$, $p < .001$). Nevertheless, it is important to note that the effect size was moderate, with a Cramer's V of .316, implying that the age group accounts for approximately 31.6% of the variance in attitudes towards ethical and sustainable clothing production (Cohen, 1988).

Further analysis of the chi-square test shows that the linear-by-linear association between age and attitudes towards ethical and sustainable clothing production is also statistically significant ($\chi2(1) = 13.913$, $p < .001$). This suggests that there is a trend for attitudes towards ethical and sustainable clothing production to become more positive with increasing age, though the effect size is small (phi = .184).

In summary, the results of the analysis suggest that a sizable minority of respondents hold negative attitudes towards ethical and sustainable clothing production, while a significant proportion place a high importance on it. Age appears to be a significant predictor of attitudes towards ethical and sustainable clothing production, with older individuals tending to express more positive attitudes. However, age only explains a moderate amount of the variance in attitudes, indicating that other factors also play a role in shaping attitudes towards ethical and sustainable clothing production.

According to the results of the crosstab and chi-square tests, there is a relationship between age and the inclination to verify a brand's sustainable practices before purchasing clothes. The majority of respondents (32.9%) had a neutral response when asked if they check the sustainability practices of a brand before purchasing clothes. However, 23.4% of respondents disagreed with the statement, indicating that they do not prioritize sustainability when making purchases. In contrast, only 1.9% of respondents agreed that they check a brand's sustainability practices before purchasing clothes.

Regarding age groups, the chi-square test indicates a statistically significant relationship between age and the tendency to check a brand's sustainability practices before buying clothes ($\chi^2 = 56.874$, df = 15, $p < .001$). However, the linear-by-linear association test suggests that the relationship is not linear ($\chi^2 = 3.681$, df = 1, $p = .055$).

Overall, the findings suggest that sustainability concerns may not be a primary consideration for most consumers when making clothing purchases, regardless of age. However, younger consumers may be more likely to consider sustainability practices than older ones.

Regarding another question, most respondents (34.9%) indicated that they neither agreed nor disagreed with the statement "I trust the positive claims that clothing companies make about their sustainability practices." In contrast, 23% of respondents disagreed with the statement. The level of trust in companies' sustainability claims also varies by age group, with older respondents less likely to trust such claims. Only 4.6% Baby Boomers agreed with the statement, compared to 18% Gen Z.

Overall, the results suggest that while consumers' attitudes towards clothing companies' sustainability practices vary, older consumers are generally less likely to check the brand's sustainability practices before buying clothes and less likely to trust companies' positive claims about their sustainability practices.

Regarding the statement - „It is important to me that clothing companies are transparent about their supply chains and production processes" by age group. The data suggests that the majority of respondents (28.6%) do not agree that clothing companies should be transparent about their supply chains and production processes. Among those who do agree, 6.3% strongly agree and 14.8% partially agree.

A chi-square test was conducted to determine if there was a significant association between age group and the importance of transparency in clothing companies' supply chains and production processes. The results indicate a significant association between the two variables (Pearson chi-square=66.844, df=15, p<.001). However, three cells (12.5%) have expected counts less than 5, suggesting that the chi-square results should be interpreted with caution (Tabachnick & Fidell, 2019).

The findings suggest that transparency in clothing companies' supply chains and production processes is not considered important by most of the respondents. Future research could explore the reasons behind the lack of importance placed on transparency in the fashion industry and how this may impact consumer behaviours. Which provides insight about how it does not have a high importance on purchasing intentions.

TRUST	Purchase Intentions				Repurchase Intentions			
	Gen Z	Millennials	Gen X	Baby Boomers	Gen Z	Millennials	Gen X	Baby Boomers
LOW	11	13	9	0	11	6	13	15
MEDIUM	10	19	7	3	6	5	9	13
HIGH	8	3	1	2	18	4	3	1

Table 10 Trust as a factor to purchase and repurchase intentions to different generations (%)

Regarding the differences between **Purchase and Repurchase** intentions - Table 11 presents the results of a survey on the impact of **trust** on purchase and repurchase intentions of different generations towards sustainable apparel. The data shows the percentage of respondents in each generation who indicated low, medium, or high levels of trust in sustainable fashion.

Among Gen Z and Millennials, many respondents had medium levels of trust, with 10% and 19% respectively. However, Gen X and Baby Boomers had relatively lower levels of trust, with 9% and 0% respectively indicating low levels of trust.

In terms of purchase intentions, Gen Z had the highest percentage of respondents with high level trust at 18%, followed by Millennials at 4%. However, for repurchase intentions, Baby Boomers had the highest percentage of respondents with high trust at 15%, followed by Gen Z at 11%.

Overall, the data suggests that trust is not as important factor in the purchase and repurchase intentions of different generations towards sustainable apparel. For businesses in the fashion retail industry, building trust among their target audience through transparent and sustainable practices could lead to increased sales and customer loyalty. Additionally, businesses could develop targeted marketing strategies to address the trust concerns of different generations and promote the benefits of sustainable fashion.

Value as a factor that influenced generations to purchase sustainable clothing:

To further analyse the answers and to decide how value affects purchase intentions, the crosstabulation analysis were used on the frequency and percentage of respondents by age group and their agreement level with the statement - "Shopping at second-hand clothing stores is determined by the cheaper price of clothes."

Among the 416 respondents, 11.6% were uncertain about whether they agreed or disagreed with the statement, while 24.2% agreed that shopping in second-hand clothing stores was determined by cheaper prices. Furthermore, 39% of respondents neither agreed nor disagreed with the statement. The chi-square tests revealed a statistically significant association between age group and agreement level ($p < .05$). However, the linear-by-linear association test indicated no linear trend in the data.

The findings suggest that while a considerable number of respondents are uncertain or neutral about the impact of cheaper prices on their shopping in second-hand clothing stores, a notable portion of respondents agrees with the statement. The results also show that age group plays a role in determining agreement level with the statement.

Furthermore the analysis showed the relationship between respondents' age and their opinion on the importance of price versus sustainability when shopping. Among the 413 participants, 28.6% agreed that sustainability is more important than price, while 10.9% agreed that price is more important than sustainability. The majority of respondents (28.8%) were neutral and did not have a strong preference for either price or sustainability. The chi-square test indicates that there is a statistically significant association between age and opinion on the importance of price versus sustainability when shopping ($\chi2$ (15, N=413) = 30.921, p=0.009). The linear-by-linear association test suggests that the relationship between age and opinion on this issue is weak and not linear ($\gamma = 3.576$, p=0.059).

According to the findings, younger participants appear to prioritize sustainability over price compared to their older counterparts. However, it should be noted that age may not be the sole determining factor, as other variables, such as income and education level, may also have an impact on this issue. Furthermore, the correlation between age and opinion on this matter is not significant, suggesting that other factors may be at play.

VALUE	Purchase Intentions				Repurchase Intentions			
	Gen Z	Millennials	Gen X	Baby Boomers	Gen Z	Millennials	Gen X	Baby Boomers
LOW	3	1	3	10	5	4	2	0
MEDIUM	5	6	7	11	6	14	6	2
HIGH	13	9	14	15	18	17	9	2

Table 11 Value as a factor to purchase and repurchase intentions to different generations (%)

Regarding the differences between **Purchase and Repurchase** intentions - Table 12 presents the results of a study on the influence of the **value** factor on the purchase and repurchase intentions of different generations. The table displays the percentage of respondents in each generation (Gen Z, Millennials, Gen X, Baby Boomers) who indicated their purchase intentions and repurchase intentions in relation to products with low, medium, and high levels of purchase intentions for value.

The results show that most respondents across all generations indicated higher purchase intentions and repurchase intentions for products with high value. Specifically, 13% of Gen Z, 9% of Millennials, 14% of Gen X, and 15% of Baby Boomers expressed a high purchase intention for products with high value. Similarly, 18% of Gen Z, 17% of Millennials, 9% of Gen X, and 2% of Baby Boomers expressed a high repurchase intention for products with high value.

Furthermore, the data suggests that respondents in the older generations - Gen X and Baby Boomers placed a higher value on products with low or medium value compared to the younger generations - Gen Z and Millennials.

Overall, the results of the study suggest that the value factor plays an important role in the purchase and repurchase intentions of consumers across different generations. As such, businesses should consider the value factor when developing their marketing and product strategies to appeal to their target audience and increase sales.

	Purchase Intentions				Repurchase Intentions			
	Gen Z	Millennials	Gen X	Baby Boomers	Gen Z	Millennials	Gen X	Baby Boomers
RISK	LOW	LOW/ MEDIUM	LOW /MEDIUM	MEDIUM	LOW	MEDIUM	LOW/ MEDIUM	MEDIUM
VALUE	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	MEDIUM /HIGH
QUALITY	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH
TRUST	LOW	MEDIUM	LOW	MEDIUM	HIGH	LOW	LOW	LOW

Table 12 Concluding the finding of Purchase and Repurchase intentions according to Risk, Value, Quality, Trust

The findings from Table 13 suggest that **value and quality** are consistently important factors for all generations in terms of both **purchase and repurchase intentions**, while trust and risk play more nuanced roles. The older generations Gen X and Baby Boomers place higher value on products with low or medium value compared to younger generations Gen Z and Millennials. Trust is more important for repurchase intentions than for purchase intentions across different generations towards

sustainable apparel. Building trust among the target audience through transparent and sustainable practices could lead to increased sales and customer loyalty. Quality is a more significant factor for older generations, while younger generations may not need to focus as heavily on quality as a selling point. Perceived risk had the lowest intentions levels on purchase and repurchase intentions for sustainable apparel across different generations. These insights can help businesses develop targeted strategies to attract and retain customers across different age groups.

4.2. Factors influencing to purchase and repurchase sustainable clothing for different generations

Consideration of purchase and repurchase differences between generations is essential to identifying the elements that may affect it. It is also vital to look at other data and identify the potential influences. It can be crucial to test respondents what they consider sustainable apparel. **To examine what clothing items people, consider sustainable**, a question was asked to check every item, that a person considers sustainable. Possible options were:

- Clothes made from natural materials (cotton, linen, etc.)
- The clothes are made from recycled materials.
- Recycled clothes (made from other old clothes)
- Clothing from second-hand stores
- Other

Upon performing crosstabulation analysis on the responses, it was evident that the proportion of Millennials who favoured clothing made from recycled materials was notably higher than other age groups. Additionally, a significant percentage of Gen Z participants, about 76%, preferred recycled clothing. It is worth noting that Gen Z respondents frequently opted for all sustainable clothing options, indicating their heightened consciousness and comprehension of sustainable fashion's impact on the environment, especially when compared to the adverse effects of fast fashion.

On the other hand, the majority of Baby Boomers identified sustainable clothing as being made from natural materials (88%), while 24% of them opted for recycled clothes made from other old clothes and 31% selected clothing from second-hand stores. This insight indicates that Baby Boomers tend to associate sustainable clothing mostly with natural materials.

The responses of the Millennials and Gen X age groups were relatively similar, with the latter group leaning closer to the Baby Boomers in terms of their choices. Specifically, more respondents in the Gen X age group did not choose recycled clothes made from other old clothes and clothing from second-hand stores, while more respondents in the Millennials age group did select those options.

Sustainable clothing options	Gen Z	Millennials	Gen X	Baby Boomers
Clothes made from natural materials (cotton, linen, etc.)	81	90	87	88
The clothes are made from recycled materials	76	82	64	35
Recycled clothes (made from other old clothes)	66	78	48	31

Clothing from second-hand stores	64	70	36	24
Other	1	4	5	3

Figure 4 Sustainable clothing options (%)

The findings of the study indicate that preferences for clothing materials differ across age groups. Specifically, younger individuals tend to exhibit a higher propensity towards clothes made from recycled materials, while older individuals tend to favour natural materials, which are often associated with sustainability. This observation holds significant implications for those seeking to promote sustainable clothing, as a lack of awareness or knowledge about sustainable clothing may hinder efforts to influence purchase intentions.

Regression analysis

Based on the linearity test results (Ghasemi & Zahediasl, 2012), there is a significant linear correlation between age and the frequency of purchasing second-hand clothing (F (1, 3) = 18.884, p.001). This indicates that as individuals age, they tend to buy used clothing more often. Additionally, the test examined the deviation from linearity to determine if the relationship between the variables is linear or nonlinear (Jung & Ha, 2016). The results suggest that there is no significant deviation from linearity, indicating a linear correlation between age and the frequency of second-hand clothing shopping (F(2, 409) = 0.640, p =.528). Overall, the ANOVA table shows that there is a substantial linear association between age and second-hand clothing shopping frequency, and there is no significant nonlinearity in this relationship (Ghasemi & Zahediasl, 2012).

The regression analysis reveals that the model statistically accounts for 10.4% of the variance in age and is significant (p 0.001). Age and the predictor variables "How often you purchase clothing?" and "Frequency of apparel purchasing at second hand stores" are positively correlated. The question "How often do you buy clothes?" has a higher standardized coefficient (0.305) than the question "How often do you buy clothes at second-hand stores?" (0.027), showing that it has a stronger impact on age.

According to the residual statistics, the age range for the anticipated values is 1.90 to 3.74, with a mean of 3.46 and a standard deviation of 0.363. The residuals' mean is zero, demonstrating the model's objectivity, while their standard deviation is 1.068, demonstrating some fluctuation in the forecasts. The model is well-fitted since the standardized residuals have a mean of 0 and a range of -1.624 to 2.896.

After checking multiple factors, it was checked overall how respondents feel and what they attribute to the reason **why they might not be shopping** for a second-hand store. Crosstabs were examined to analyse the relationship between age and attitudes towards sustainable clothing. A chi-square test was conducted on each crosstab to determine whether the observed distribution of responses differed significantly from what would be expected by chance. The crosstab shows the relationship between age and the attitude that sustainable clothing is often unfashionable. The results of the chi-square test indicate a significant association between age and this attitude (Pearson Chi-Square = 18.716, df = 3, p < .001). The linear-by-linear association test suggests that this relationship is linear, meaning that as age increases, the likelihood of holding this attitude decreases. Another crosstab examines the

relationship between age and the attitude of not looking for sustainable clothes. The results of the chi-square test indicate a significant association between age and this attitude (Pearson Chi-Square = 19.434, df = 3, p < .001). The linear-by-linear association test suggests that this relationship is linear, meaning that as age increases, the likelihood of holding this attitude decreases. Another crosstab shows the relationship between age and the attitude of not knowing where to get sustainable clothing. The results of the chi-square test indicate a significant association between age and this attitude (Pearson Chi-Square = 40.950, df = 3, p < .001). The linear-by-linear association test suggests that this relationship is also linear, meaning that as age increases, the likelihood of holding this attitude decreases.

Factors that influence people to purchase and repurchase sustainable fashion

To examine and gather data about what influences people to purchase sustainable fashion, the respondents were asked to check the boxes on multiple factors that influences them to purchase sustainable fashion. The answers then were analysed using Crosstabulation analysis.

Fast Fashions negative impact to the environment – Overall, the results showed that all factors had a significant influence on the respondents. The age group of Baby Boomers had the lowest agreement for this factor, only 6% selected those fast fashions negative affect to the environment is one of the reasons, why they would choose to purchase sustainable clothing. One the other hand, the generation who is influenced the most by the factor is Millennials with 34This may indicate that younger people are more likely to buy environmentally friendly apparel because they think doing so will help the environment and will prevent them from buying rapid fashion.

—— Those who could be influenced by **Fast Fashions negative impact to the environment to Purchase** – are Millennials and Gen Z, while older generations Gen X and Baby Boomers did not actively select the choice.

—— Those could be influenced by **Fast Fashions negative impact to the environment to Repurchase -** are Millennials and Gen Z, while older generations Gen X and Baby Boomers did not actively select the choice.

The results show that Millennials and Gen Z are the generations most influenced by this factor, while Gen X and Baby Boomers did not actively select the choice. It suggests that younger people are more likely to purchase sustainable clothing, as they believe that it could have a positive impact on the environment and help reduce fast fashion consumption.

Quality and longevity of sustainable clothing – **Overall,** the age group of Millennials having the highest agreement 55% that they value quality and longevity of sustainable clothing. Quite frankly it could be noted that all the generations value, quality, and longevity. The lowest response was from Baby boomers, with 18%. Which could be surprising, however the question was regarded towards quality and longevity of sustainable clothing and not clothing in general.

—— Those who could be influenced by **Quality and longevity of sustainable clothing to Purchase** – All the generations were quite interested and inclined to select it, while more younger generations selected the option.

—— Those could be influenced by **Fast Fashions negative impact to the environment to Repurchase –** Millennials and Gen Z were the more inclined to select it.

The results suggest that all generations value the quality and longevity of sustainable clothing to some extent. However, Millennials showed the highest agreement with 55% selecting this option. It is noteworthy that the lowest response was from Baby Boomers, with only 18% selecting this option. It is important to note that the question was specifically related to sustainable clothing, not clothing in general, which may have influenced the responses.

Regarding the influence of quality and longevity of sustainable clothing on purchase and repurchase intentions, all generations showed interest in this factor. However, younger generations such as Millennials and Gen Z were more inclined to select this option, both for purchasing and repurchasing intentions. These findings suggest that businesses and marketers should prioritize the quality and longevity of sustainable clothing to attract younger generations, who are more likely to value these factors.

Sustainable clothing is ethically made – Overall, the factor had a percentage of agreement of only 18%, with the age group of Baby Boomers having the lowest agreement 2%.

— Those who could be influenced by **Sustainable clothing is ethically made to Purchase** – the factor that could influence sustainable clothing purchasing, generations were all not inclined to select ethically made clothing, as a reason that influences them, out of generations Millennials were the most inclined to select it, but still it was an only 19%, the least caring about the matter were the Baby Boomer generation.

— Those could be influenced by **Sustainable clothing is ethically made to Repurchase** – Similarly to purchasing, clothing being ethically made are not that important to people, while younger generations care about it more.

Based on the results, it can be concluded that the factor of sustainable clothing being ethically made had a low percentage of agreement among the respondents. Baby Boomers had the lowest agreement with only 2% selecting it as a reason to choose sustainable clothing. Millennials were the most inclined to select it, with only 19% agreement. This suggests that ethical production practices may not be a major factor in influencing the purchase or repurchase of sustainable clothing for most of the generations. However, it should be noted that the study only focused on Lithuania and the results may vary in different regions or countries.

Style – The factor, that could influence sustainable clothing purchasing style was chosen by Gen Z as the most influencing factor to purchase sustainable clothing, with 50,5% choosing style as one of the options. The generation that is least affected by the style of clothing that sustainable apparel carries is generations: Gen X- 9% and Baby Boomers 9%.

— Those who could be influenced by **Style to Purchase** – Style was more important to younger generations, Millennials 5% selected, and Gen Z – 11%

— Those could be influenced by **Style to Repurchase** – Style to repurchase are cared more about younger generations, differentiating just by one respondent vote, with Gen Z generation leading with 23 respondent's votes.

Based on the study's findings, it can be concluded that style is a significant factor in determining how younger generations, such as Gen Z and Millennials, feel about sustainable fashion. Specifically, these generations are more inclined to purchase or repurchase sustainable apparel if it aligns with their fashion preferences. Conversely, the older cohorts, namely Gen X and Baby Boomers, are less

swayed by style considerations. Nonetheless, it is worth noting that style is not the most decisive factor for all age groups, as some prioritize other factors, such as product quality or environmental concerns. Thus, when promoting sustainable clothing, it is imperative to take into account the distinct drivers that motivate different generations in order to effectively appeal to their preferences and values.

Price – The most popular and the most selected answer form the available few, were price. Baby boomers being the most influenced generation by price with 67% choosing price, but other generations closely followed, Gen X – 62%, Millennials – 62,7% and Gen Z- 63%. It gives valuable insight that sustainable clothing consumption is affected the most by the price, and all generation agree and are influenced by it.

— Those who could be influenced by **Price to Purchase –** Similar to the overall analysis of the results, price was the most important to Baby Boomers making up to 21%, Gen X - 16%, Millennials - 11%, Gen Z - 13%

— Those could be influenced by **Price to Repurchase –** Regarding repurchasing behaviour there is quite a difference, as the ones who selected Price were Gen Z – 27%, Millennials 25%, Gen X – 11% and Baby Boomers barely – 2%

The results of the survey indicate that price is the most significant factor that influences the purchasing behaviour of sustainable clothing across all generations. While baby boomers were the most influenced by price, other generations closely followed, including Gen X, Millennials, and Gen Z. This finding suggests that the price of sustainable clothing is a critical factor to consider in promoting sustainable fashion consumption.

When it comes to repurchasing behaviour, younger generations, particularly Gen Z and Millennials, were more influenced by price than older generations, with Gen Z having the highest percentage of respondents selecting price as a factor influencing their repurchasing behaviour.

Not purchasing sustainable clothing – People had the option to choose if they do not purchase sustainable clothing. The factor had a percentage of agreement of 10.4%, with the age group of Gen X having the highest agreement.

Other – people were able to write their own answers down if the factor that affects them is not listed. There were 4 answers noted down, which one of them included the importance of not participating in fast fashion consumption. Half of them confirmed that they would rather dress their children in sustainable clothing, that is made from natural materials. And another suggested, that they think that sustainable clothing and the reason they choose to purchase sustainable clothing is because they feel it's more natural, and not allergising.

Therefore, the analysis offers insightful information on the variables affecting customers' choices to buy sustainable clothing. According to the data, younger generations are more likely to choose sustainable clothing because of its favourable effects on the environment and its use of ethical manufacturing methods. The study also emphasizes the significance of considering elements like style and cost when promoting sustainable fashion. It could be noted that for Gen Z the most important aspects were price and style, the aspects remain for Millennials as well, but they cared for quality as well. For generations Gen X and Baby Boomers preference quality and price more.

4.2.1. Factors that influence different generations to purchase at clothing from second-hand stores

To examine what influences different generations to purchase at second-hand stores, Crosstabulation analysis was performed in other to gather data what generation, select what options. Respondents were able to choose multiple choices and even write their own answers if the necessary option for them was not presented.

Price of the clothing in the second-hand clothing stores– Just as for sustainable clothing in general, price was one the most popular and the most selected reasoning across the generations that purchase apparel from second-hand stores. For Gen Z's it was the most popular choice with 85,6% selected price, other generation followed aswell, with Baby Boomer 85% with Gen X being 81% and Millennials 81%.

— Those who could be influenced by **Price of the clothing in the second-hand clothing stores to Purchase –** The most mature generation were Baby Boomers – 27%, while other generations came after Gen X - 22%, Gen Z – 20% and Millennials – 14%.

— Those could be influenced by **Price of the clothing in the second-hand clothing stores to Repurchase –** The price was the most important to Gen Z – 31% and Millennials – 29%, Gen X - 14%, Baby Boomers – 4%, while it is quite a difference from purchase intentions compared to repurchase intentions.

The results showed that price is a significant factor influencing consumers' decisions to purchase and repurchase apparel from second-hand stores. Across all generations, most respondents selected price as one of the most important factors when shopping for second-hand clothing. Interestingly, Gen Z was the generation most influenced by price for both purchasing and repurchasing, with Baby Boomers also showing a high level of influence. However, when it comes to repurchasing, there was a clear difference between generations, with Gen Z and Millennials placing a greater emphasis on price compared to Gen X and Baby Boomers. These findings suggest that pricing strategies for second-hand clothing should consider the generational differences in consumers' purchasing and repurchasing behaviour.

Sustainable clothing from the second-hand clothing stores – Contrariety to price, sustainability being the factor why people chose to buy from second-hand stores. Millennials were the generation who responded the most 54%, Gen Z followed – 47% and then the Gen X – 34%, and the least were from Baby Boomers – 9%.

— Those who could be influenced by **Sustainable clothing from the second-hand clothing stores to Purchase –** Gen Z – 10% and Millennials – 10%, Gen X - 8%, Baby Boomers – 3%,

— Those could be influenced by **Sustainable clothing from the second-hand clothing stores to Repurchase –** Gen Z – 19% and Millennials – 22%, Gen X - 8%, Baby Boomers – 2%,

Based on the results, sustainability is an important factor for Millennials and Gen Z when it comes to purchasing sustainable clothing from second-hand stores. On the other hand, Baby Boomers seem to be less interested in this aspect, with only 9% considering sustainability when buying from second-hand stores. When it comes to repurchasing behaviours, younger generations are still more inclined

to consider sustainability, with Gen Z and Millennials leading the way with 19% and 22%, respectively.

Overall, the results suggest that while price is still a significant factor when it comes to purchasing clothing from second-hand stores, younger generations are more interested in sustainable options and are willing to prioritize it in their purchasing decisions.

Vintage/Retro style – This factor was identified and chosen for analysis because of the unique and specific style, that perhaps is not available in not prewarn clothing stores. Crosstab analysis revealed that it was the one of the leading choices for Gen Z with 60% and then the Millennials followed with 37%. On the other hand, generations: Gen X and Baby Boomers did not agree and only made up 19% combined, with Gen X making 10% and Baby Boomers 9%.

— Those who could be influenced by **Vintage/Retro style to Purchase** – Gen Z – 13% and Millennials – 5%, Gen X - 3%, Baby Boomers – 1%,

— Those could be influenced by **Vintage/Retro style to Repurchase** – Gen Z – 22% and Millennials – 19%, Gen X - 3%, Baby Boomers – 2%,

Based on the results, it can be concluded that the Vintage/Retro style is a more influential factor for younger generations, especially Gen Z, when it comes to purchasing sustainable clothing. Millennials also showed some interest in this factor, but it was not as significant as Gen Z. However, it was found that the Vintage/Retro style was not important for Gen X and Baby Boomers. When it comes to the influence of this factor on repurchasing, the results were like the purchasing behaviour, with Gen Z being the most interested generation, followed by Millennials, while Gen X and Baby Boomers showed very little interest in the Vintage/Retro style.

Finding unique products – The factor of unknown and treasure hunting for unique products was mostly interesting to younger generations Gen Z noted that 64%, and Millennials 52%, while Gen X – 31% and Baby Boomers 5%. This provides insight into, that older generations could be less interested in the style of clothing they purchase.

— Those who could be influenced by **Finding unique products to Purchase** – Gen Z – 15% and Millennials – 12%, Gen X - 7%, Baby Boomers – 3%

— Those could be influenced by **Finding unique products to Repurchase** – Gen Z – 22% and Millennials – 19%, Gen X - 3%, Baby Boomers – 2%

The factor of finding unique products through treasure hunting was more appealing to younger generations, specifically Gen Z and Millennials. These generations had a higher interest in discovering unique and one-of-a-kind items, as opposed to older generations who were less interested. However, this factor did not seem to strongly influence purchasing or repurchasing behaviour for any generation. Nonetheless, it highlights the importance of offering unique and diverse products for younger generations who seek novelty in their clothing choices.

Quality of the clothing – The factor of finding quality clothing to purchase from second – hand stores, were the most important to Millennials 34% of them choose the quality of product as the reason to shop at second-hand stores. However, the factor is important to other generations as well, with Gen Z – 43% and Gen X 41% and Baby Boomers 25% that gives insight that overall quality is important to all generations.

— Those who could be influenced by **Quality of the clothing to Purchase – Gen** Z– 10% and Millennials – 10%, Gen X - 10% Baby Boomers – 8%
— Those could be influenced by **Quality of the clothing to Repurchase –** Gen Z – 18% and Millennials – 21%, Gen X - 10%, Baby Boomers – 2%

The quality of clothing is an important factor for all generations when shopping for second-hand clothing, with Millennials, Gen Z, and Gen X all ranking it highly. Baby Boomers were the least likely to prioritize quality. A significant percentage of all generations could be influenced by quality when making both initial and repeat purchases. Specifically, 10-11% of Gen Z, Millennials, and Gen X could be influenced by quality when making a purchase, and 2-21% of all generations could be influenced by quality when making a repeat purchase.

Other – people were able to write their own answers down if the factor that affects them is not listed. People provided insights that they like to find unique products, and expensive brands clothing for a fraction of the price. There was also a mention of reasoning for buying children's clothing from second-hand stores because children grew out of clothing fast, and the comment suggested that after the child grows out of the purchased item, if the brand is well known, it can be resold.

These findings suggest that there are various factors that influence individuals' decisions to purchase sustainable fashion or second-hand clothing, and that these factors may vary based on age. For Gen Z, the most important factor was price, and style – vintage and retro styled clothing as well as finding unique products. For Millennials the most important aspects were like Gen Z, including price, style, however they cared more about quality and sustainability for buying at second hand stores. The generations of Gen X and Baby Boomers cared more about price and quality rather than style aspects.

4.2.2. Factors that could influence people to purchase at second-hand stores in the future

To examine, what could influence people to purchase at second-hand stores in the future, the crosstabulations provide more detailed information about the distribution of responses for each variable, broken down by age group.

Closer physical location of a second-hand store - Overall, a factor considering closer location, was wanted and noted by a large number of respondents. The largest group were Baby Boomers with 67%, then followed Gen Z 57%, then Millennials 47%, and Gen X 45%.

— Those who could be influenced by **Closer physical location of a second-hand store to Purchase –** Gen Z – 13% and Millennials – 8%, Gen X - 11%, Baby Boomers – 21%
— Those could be influenced by **Closer physical location of a second-hand store to Repurchase –** Gen Z – 19% and Millennials – 19%, Gen X - 9%, Baby Boomers – 4%

Larger selection of brands at second-hand stores – Overall, the opportunity to have a wider selection of different brands at second-hand stores, were most interesting and appealing to Millennials 57%, Gen Z 54%, and to Gen X – 33%, Baby Boomers 27%. This provides insight about generational differences, and younger generations to may want to purchase various brand clothing for a cheaper price, as well as be more sustainable.

— Those who could be influenced by **Larger selection of brands at second-hand stores to Purchase –** Gen Z – 12% and Millennials – 10%, Gen X - 8%, Baby Boomers – 8%

— Those could be influenced by **Larger selection of brands at second-hand stores to Repurchase –** Gen Z – 19% and Millennials – 23%, Gen X - 9%, Baby Boomers – 2%

The availability of a larger selection of brands is an important factor for younger generations in choosing second-hand stores as their preferred shopping destination. However, older generations are less interested in this factor. The findings suggest that second-hand stores should consider offering a variety of brands to appeal to younger generations, while also catering to the needs and preferences of older generations.

Convenient online shopping – The factor that could be influential to encourage people to shop at second hand stores, were opportunity to shop online. The generation that was the most interested were Gen Z 71% of the generation wished to have online shopping opportunity, Millennials were close – 65%, and Gen X 61%, the generation that was the least influenced by the opportunity to shop online were Baby Boomers, only 9% selected the option.

— Those who could be influenced by **Convenient online shopping to Purchase – Gen** Z – 17% and Millennials – 11%, Gen X - 15%, Baby Boomers – 2%
— Those could be influenced by **Convenient online shopping to Repurchase – Gen** Z – 25% and Millennials – 30%, Gen X - 8%, Baby Boomers – 8%

The convenience of online shopping is a factor that could encourage people to shop at second-hand stores. Gen Z was the most interested in online shopping, with 71% of the generation wanting this option. Millennials followed closely behind at 65%, while Gen X was at 61%. Baby Boomers were the least influenced by the opportunity to shop online, with only 9% selecting this option. The findings suggest that online shopping is a crucial factor in attracting younger generations to shop at second-hand stores. As such, second-hand stores could benefit from offering online shopping options to reach a broader audience. However, it is also important to note that Baby Boomers may still prefer the traditional in-store shopping experience.

Sales announcement on the Internet and on different social media platforms – Overall, similarly as convenient online shopping, sales promotions and other advertisements would encourage Gen Z and Millennials the most, and Gen X and Millennials caring less.

— Those who could be influenced by **Sales announcement on the Internet and on different social media platforms to Purchase –** Gen Z – 12% and Millennials – 11%, Gen X - 10%, Baby Boomers – 3%
— Those could be influenced by **Sales announcement on the Internet and on different social media platforms to Repurchase** – Gen Z –3% and Millennials – 1%, Gen X - 4%, Baby Boomers – 2%

The sales announcements on the internet and social media platforms are likely to encourage younger generations, especially Gen Z and Millennials, to shop at second-hand stores. Gen X and Baby Boomers are less influenced by such promotions. In terms of repurchasing, the impact of sales announcements is lower for all generations, with Gen Z being the least influenced.

Better service – to determine if it could be the service providers and staff the factor and the reason why people do not shop more frequently at second-hand stores, respondents were able to select it as a reason that could influence them to shop in the future at second-hand stores. The respondents were

not attracted by that, and only 9,7% of people selected better service. Meaning that most people are not affected by the staff and are sufficient with the service that is provided.

— Those who could be influenced by **better service to Purchase** – Gen Z – 26% and Millennials – 26%, Gen X - 12%, Baby Boomers – 2%
— Those could be influenced by **better service to Repurchase** – Gen Z – 4% and Millennials – 3%, Gen X - 3%, Baby Boomers –1%

The survey found that better service is not a significant factor for people when shopping at second-hand stores. Only 9.7% of respondents selected it as a reason that could influence them to shop more frequently in the future. However, Gen Z and Millennials are more likely to be influenced by better service when making a purchase decision, with 26% of them selecting it as a factor. When it comes to repurchasing, the influence of better service is even lower for all generations, with only single-digit percentages.

Other – people were able to write their own answers down if the factor that affects them is not listed. People expressed that to influence them to shop at second-hand stores, the stores should ensure hygiene. Also wished there were more changing rooms. Out of 2,4% who chose other, 4 people expressed that they wished that second-hand stores carried a wider selection of sizing, as well as a wider selection of clothing for children.

Overall, the Case Processing Summary and crosstabulations provide a detailed picture of the distribution of responses for each variable, and they highlight some potential relationships between the variables and age groups. This information can be used to inform marketing and business strategies, such as tailoring advertising and promotions to specific age groups based on their preferences. Gen Z and Millennials were more interested in purchasing online, and hearing about sales and other information through online channels as well as a wider selection of clothing, while older generations were more interested in closer physical locations.

Factors that affect people's choice to not purchase sustainable clothing

To examine, reasoning why people do not purchase sustainable clothing, Crosstabulation analysis was carried out, the crosstabulation tables present the relationship between respondents' age and their attitudes towards sustainable clothing in terms of cost, availability, style, and personal interest.

Price of sustainable clothing - Regarding the cost of sustainable clothes, most respondents 72% agreed that sustainable clothes are often expensive. The pattern varied across age groups, with Gen Z - 30% being less likely to hold this view compared to older age groups, Millennials - 23% closely to Gen X - 20% and Baby Boomers - 40% agree that the price is the major factor for not participating in purchasing sustainable clothing as much.

Unknowing of where to get sustainable clothing – It is important to consider knowledge of where to get sustainable clothing, as it affects if the person will consider buying clothing and perhaps that a underlying factor of non-consumption of sustainable apparel. The generation who selected the factor the most were Baby Boomers – 36%, and then other generations followed: Gen X – 11%, Millennials – 6%, Gen Z – 12%.

Not looking for sustainable clothing - It is another important factor to consider, as consumers could be choosing clothing in regard to quality and price and not actively looking to buy sustainable

clothing. The generation who responded to the factor the most were Gen X – 33% and Baby Boomers – 33%, while Gen Z – 18% and Millennials 12% were less likely to not look for sustainable clothing.

Sustainable clothing is often unfashionable – The respondents responses to previous questions showed that people are often influenced by style. According to Crosstabulation analysis, it revealed that younger generation could be more inclined to not purchase sustainable clothing because they associate sustainable clothing to not fashionable. Gen Z – 13%, however more Gen X – 9% selected the factor compared to Millennials – 7%, and Baby Boomers 5%.

Other – people were able to write their own answers down if the factor that affects them is not listed.

Only one response was appropriate, and it stated that they do not trust sustainable clothing advertisements. Which provides insight about trust and sustainable clothing brands, and that further research could be done in that field.

Overall, whilst choosing reasons why people do not choose to shop for sustainable clothing the most selected options were associated with price, availability, and interest. With younger generations caring more about style of sustainable clothing and older ones focusing and expressing price and availability as factors that affects their decision to not purchase sustainable clothing often.

4.2.3. Other factors that could be affecting overall purchase and repurchase intentions

Corelation analysis: A correlation analysis was conducted to investigate the potential relationships among sustainability and ethical fashion, fabric quality, shopping behaviour, and prices. The results revealed several notable findings. Notably, there was a strong positive connection (r =.719, p .001) between the importance of high-quality materials and the willingness to pay more for quality, indicating that consumers place a high value on the quality of the clothing they buy (Johnson & Leek, 2020). Second, supporting sustainable and ethical fashion brands was strongly correlated with the importance of sustainable and ethical materials. Third, checking the sustainability practices of brands before purchasing was positively correlated with both supporting sustainable and ethical fashion brands and valuing the transparency of supply chains and production processes. Fourth, shopping at second-hand clothing stores was positively correlated with choosing to buy sustainable clothes, even if they cost more. Finally, the price aspect was less important than sustainability for most of the respondents, and they were willing to pay more for sustainable clothes. Overall, the analysis suggests that consumers increasingly value sustainability and ethical fashion and consider these factors when making purchase decisions.

Planning to purchase sustainable clothing in the future - The crosstabulation table and Chi-Square tests provide insights into the relationship between age and the likelihood of planning to choose sustainable products in the future. It showed that most participants neither agreed nor disagreed (52.1%) with the statement "I plan to choose sustainable products in the future." However, when looking at the age groups, there are some differences in the responses. For instance, the highest percentage of participants who agreed with the statement were Gen Z (26.1%), whereas the highest percentage of those who neither agreed nor disagreed were Baby Boomers (70.0%). The Chi-Square tests revealed a significant relationship between age and the likelihood of planning to choose sustainable products in the future (Pearson Chi-Square=47.653, p<0.001). The results indicate that age may be a factor in predicting an individual's willingness to choose sustainable products in the future. The Linear-by-Linear Association test also showed a significant relationship between age and

the likelihood of choosing sustainable products in the future (p=0.045). Overall, the findings suggest that younger people may be more willing to choose sustainable products in the future compared to older individuals.

Purchasing sustainable clothing more frequently at second-hand stores - crosstabulation table shows the distribution of responses and their frequency of buying sustainable clothing at second-hand stores. The responses were divided into six categories ranging from "I often buy sustainable clothing at second-hand stores" to "I do not agree." The findings reveal that most participants (44.3%) neither agreed nor disagreed to buying sustainable clothing at second-hand stores. However, a considerable percentage of participants indicated that they often buy sustainable clothing at second-hand stores (10.9%), partially agree (16.0%), or agree (15.0%). On the other hand, a smaller percentage of participants indicated that they do not agree (7.3%) or partially disagree (6.5%) with buying sustainable clothing at second-hand stores In this study, a chi-square test was performed to explore whether there was a significant association between age group and the frequency of purchasing sustainable clothing from second-hand stores. In this study, a significant statistical relationship was found between age group and the likelihood of purchasing sustainable clothing from second-hand stores (χ^2=25.354, df=15, p=.045), indicating that younger individuals are more environmentally conscious and tend to engage in sustainable consumption practices, which is consistent with previous research (Carrington et al., 2014; Rana et al., 2016). The findings suggest that a significant proportion of participants buy sustainable clothing at second-hand stores. However, the association between age group and the frequency of buying sustainable clothing at second-hand stores is relatively weak.

Purchasing sustainable clothing physical stores - The crosstabulation table shows the relationship between age groups and the frequency of buying sustainable clothing in physical stores. The findings show that 17.2% of respondents who buy sustainable clothing more often in physical stores agreed that they do so. Among the age groups, the highest percentage of respondents who buy sustainable clothing more often in physical stores were Gen Z, with 15.3%. The chi-square test was conducted to determine the association between age groups and the frequency of buying sustainable clothing in physical stores. The test shows that there is no significant association between the two variables ($\chi2$ (15) = 21.461, p = 0.123). The result indicates that age groups do not significantly influence the frequency of buying sustainable clothing in physical stores. However, the linear-by-linear association test indicates a weak positive association between the two variables (r = 0.042, p = 0.042). Therefore, it can be concluded that age may have a minimal effect on the frequency of buying sustainable clothing in physical stores. Overall, the findings suggest that the frequency of buying sustainable clothing in physical stores is not significantly associated with age groups.

4.3. Conceptual model adaptation according to the results

In order to validate the constructed model and determine the impact of variables on purchase and repurchase intentions, the average answer from each scale used to collect data needed to be analysed, and this was done by finding the standard deviation and mean between scale answers and generations using the Anova table and answering multiple questions related to purchase intention. The findings of the study suggest that there is no significant correlation between age and attitudes towards sustainable fashion, as indicated by the non-significant F-statistics and p-values for linearity and deviation from linearity tests.

Notwithstanding, certain survey questions displayed substantial primary effects for participants' attitudes towards sustainable fashion practices, as demonstrated by significant F-statistics and p-values for the between-group effects. According to a study by Kim and Damhorst (2018), consumers who value sustainability are more willing to pay a premium for sustainable clothing, prefer ethical and transparent clothing companies, and endorse sustainable fashion brands, while those who prioritize price tend to show less inclination towards paying extra for sustainable clothing and are less likely to prioritize sustainability when making clothing purchases.

Finally, the measures of association indicate a weak positive correlation between age and some of the survey questions, suggesting that older participants tended to value sustainable fashion practices slightly more than younger participants. However, the explained variance was very low, indicating that age was not a significant predictor of participants' attitudes towards sustainable fashion.

To visualise the data, the study employed a Likert scale to assess purchase and repurchase intentions for sustainable apparel among different generations, using four key variables: risk, value, quality, and trust. Participants were asked to rate their agreement with statements related to each variable on a scale from 1 (strongly disagree) to 5 (strongly agree). The responses were then calculated and assigned to low, medium, or high categories based on a predetermined scoring range. This approach allowed for a quantitative assessment of purchase and repurchase intentions across generations, providing a nuanced understanding of how attitudes towards sustainable apparel vary among different age groups. The use of a Likert scale also facilitated the analysis of the impact of individual variables on purchase and repurchase intentions, enabling businesses to tailor their marketing and manufacturing strategies accordingly.

The Figure below (Figure 6) portrays the adapted model, the analysis of the results revealed that there were discrepancies between the expected and actual outcomes. While some similarities were observed, such as the low influence of perceived risk on purchase intention for Gen Z and Baby Boomers, the purchasing and repurchasing intentions of Millennials and Gen X were found to be at a medium level. Trust was identified as a key variable, with Gen Z and Gen X showing low purchase intention while for repurchasing, Gen Z displayed a shift towards high purchase intention. In contrast, Baby Boomers showed minimal influence and shifted from medium level in purchasing to low level in repurchasing, a pattern that was also observed in Millennials. The importance of quality and value

in purchase and repurchase intentions was evident across all generations, although Baby Boomers displayed a lowered intention level from high to low after repurchasing.
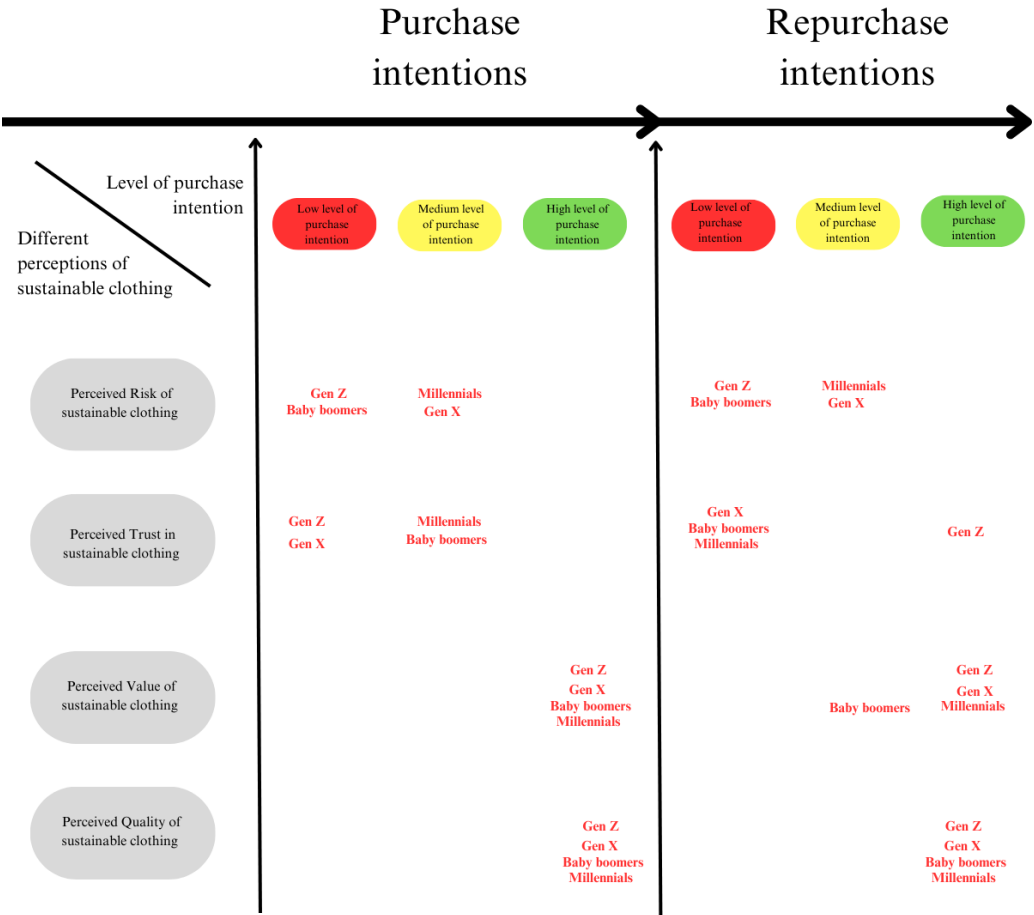

Figure 5 Examination of proposed model

Hypothesis testing

H1: Purchasing intentions for environmentally friendly clothing vary significantly across generations.

The study aimed to investigate whether purchasing intentions for environmentally friendly clothing vary significantly across generations. To achieve this, data was filtered to analyse responses from individuals who purchase from second-hand stores once or less per year. The results revealed that price was the most important factor for 62% of people who purchase sustainable clothing from second-hand stores, followed by quality and longevity at 34%, while other factors such as the negative impact of fast fashion on the environment, style, and ethical manufacturing had a smaller impact.

The findings also indicated that younger generations, Gen Z and Millennials, placed a higher value on quality and longevity when purchasing second-hand clothing, while older generations, Gen X and Baby Boomers, were more concerned with price. Although there were differences in the importance of various factors, it was concluded that **purchasing intentions** for environmentally friendly clothing **do vary across generations**, but the differences are not significant. Therefore, businesses targeting

different age groups should consider these nuanced differences and develop strategies to appeal to each group's preferences while keeping the overall importance of sustainability in mind.

H2: Repurchase intentions for environmentally friendly clothing vary significantly between generations.

Based on the analysis of selected cases, it was found that repurchase intentions for environmentally friendly clothing do vary significantly between generations. Gen Z and Millennials were found to be more interested in repurchasing sustainable clothing from second-hand stores compared to older generations. The influencing factors for repurchasing intentions were found to be similar to those for purchasing intentions, with Quality and Longevity and Price being the most important factors. Interestingly, it was observed that the demographic variable of income played a significant role in repurchase intentions for sustainable fashion. Gen Z and Millennials who had an income of more than 522EUR were more likely to repurchase sustainable fashion. This finding suggests that income could be an important factor that businesses need to consider when developing strategies to target different generations for repurchasing sustainable clothing.

In conclusion, the analysis reveals that **repurchase intentions** for environmentally friendly clothing **vary significantly between generations**. Gen Z and Millennials are more interested in repurchasing sustainable clothing and income plays an important role in their repurchasing decisions. These insights could help businesses develop targeted marketing strategies to attract and retain customers across different age groups for repurchasing sustainable fashion.

H3: All generations' aspirations to buy sustainable clothing are favourably influenced by environmental concerns.

After analysing the data, it was found that the influence of environmental concerns on aspirations to buy sustainable clothing varies significantly across generations. Baby Boomers showed the least agreement with this factor, with only 6% indicating that the detrimental environmental impact of fast fashion was a reason they would opt for sustainable clothing. In contrast, Millennials demonstrated the highest influence, with 34% selecting this factor. This suggests that younger individuals are more inclined to buy sustainable clothing as they perceive it as a positive step towards environmental conservation and a way to avoid participating in fast fashion. The **findings highlight that not all generations are equally influenced by environmental concerns**, with older generations being less concerned about sustainability when making purchasing decisions.

H4: All generations' inclinations to buy sustainable clothing are favourably influenced by social factors.

Based on the data, there appears to be a significant variation in attitudes towards sustainable clothing among different age groups, which supports the hypothesis that all generations' inclinations to buy sustainable clothing are favourably influenced by social factors. Baby Boomers showed the least agreement for both sustainable and ethical factors, while Millennials and Gen Z were more likely to prioritize sustainable and ethical fashion brands. This generational gap in attitudes towards sustainable fashion highlights the importance of understanding the different values and preferences of consumers and adapting marketing strategies and product development accordingly. As sustainability continues to gain importance for consumers and the fashion industry, understanding these attitudes can inform and guide the development of more sustainable practices and products.

Therefore, the **hypothesis can be confirmed that social factors do influence all generations'** inclinations to buy sustainable clothing, albeit to varying degrees.

H5: Across all generations, price has a detrimental impact on consumers' aspirations to buy sustainable clothing.

The survey findings indicated that price is a significant factor influencing consumers' decision-making across all generations, with Baby Boomers being the most affected (67%). Despite this, a majority of respondents (72%) agreed that sustainable clothing is often expensive. Interestingly, Gen Z respondents were less likely to hold this belief, with only 30% agreeing that sustainable clothing is costly. Nevertheless, the data suggests that price is a significant barrier to sustainable clothing consumption for all age groups. Additionally, when purchasing from second-hand stores, price was found to be the most popular reason for all generations, with Gen Z having the highest percentage (85.6%). Understanding the importance of price in consumers' decision-making can help inform strategies to make sustainable clothing more affordable and accessible to all generations, ultimately promoting more sustainable consumption practices. Therefore, it can be concluded that **price has a significant impact on consumers' aspirations to buy sustainable clothing across all generations.**

H6: All generations' intentions to repurchase sustainable clothing are favourably influenced by perceived quality.

The results of the survey indicated that **perceived quality is an important factor for all generations** when it comes to purchasing and repurchasing sustainable clothing. While the highest percentage of Millennials valued the quality and longevity of sustainable clothing, all other generations also recognized its importance to some extent, with Baby Boomers having the lowest response. It's important to note that the survey question specifically addressed the quality and longevity of sustainable clothing. Moreover, the survey also showed that quality of clothing is an essential factor when it comes to purchasing second-hand clothing. The highest percentage of Millennials at 34% selected quality as the reason to shop at second-hand stores, while other generations also recognized its importance, with Gen Z at 43%, Gen X at 41%, and Baby Boomers at 25%. This indicates that quality is a key factor for all generations when it comes to purchasing clothing. Understanding the importance of perceived quality in the decision-making process can inform marketing strategies and product development for sustainable fashion brands. By highlighting the quality and longevity of sustainable clothing, brands can appeal to a wider range of consumers across different age groups, ultimately encouraging more sustainable consumption practices.

H7: All generations' intentions to repurchase sustainable clothing could be influenced if there is a convenient way to purchase online.

The availability of online shopping is an important factor that could drive people to shop at second-hand stores. The younger generations, particularly Gen Z and Millennials, expressed a stronger desire for online shopping opportunities, with 71% and 65% respectively, while Gen X followed closely with 61%. Conversely, only 9% of Baby Boomers selected this option, indicating that this age group may be less interested in online shopping for second-hand items. In addition to online shopping, sales announcements and advertisements on social media were found to be particularly influential for Gen Z and Millennials, while Gen X and Baby Boomers placed less importance on these factors. **These findings suggest that second-hand stores and sustainable clothing brands should consider using online channels** and social media platforms to reach younger audiences and promote their products.

By doing so, they may be able to attract more customers who prioritize convenience and affordability when shopping for sustainable clothing.

4.4. Discussion and recommendations

Main findings include insights on what influences different generations to purchase and to repurchase from second-hand stores. The goal of the investigation was to comprehend the variables that affect consumers' decisions to buy sustainable clothing. In order to examine the data gathered from respondents who were asked to check the boxes for various aspects that influence their decision to purchase sustainable fashion, the study performed crosstabulation analysis. The results revealed that all the factors considered had a significant influence on the respondents. Notably, fast fashion's negative impact on the environment was a significant factor for Millennials, with 34% of them choosing to purchase sustainable clothing due to this reason. Conversely, Baby Boomers had the lowest agreement, with only 6% selecting this factor. The analysis also showed that Millennials value quality and longevity the most, with 55% selecting this factor, while Baby Boomers had the lowest response, with only 18%. Additionally, sustainable clothing being ethically made had a percentage of agreement of only 18%, with Baby Boomers having the lowest agreement at 2%. The study also found that style was a crucial factor for Gen Z, with 50.5% choosing it as the most influential factor to purchase sustainable clothing. On the other hand, Gen X and Baby Boomers had the lowest response for style, at 9%. The most popular factor for all generations was price, with Baby Boomers being the most influenced by it, with 67% choosing price. Finally, the analysis revealed that 10.4% of respondents did not purchase sustainable clothing, with Gen X having the highest agreement. Overall, the study offers valuable insights into the variables that affect customers' choices to buy sustainable clothing, highlighting the importance of considering elements such as style and cost when promoting sustainable fashion. For Gen Z, the most important aspects were price and style, while quality and price were more critical for Gen X and Baby Boomers.

Implications: The study aimed to investigate the factors that influence people's decision to purchase sustainable fashion from second-hand stores and how these factors differ across different generations. The findings show that all the factors considered had a significant impact on the respondents, with style being the most influential factor for Gen Z, while quality and longevity were most important for Millennials. The study also revealed that price was the most critical factor for all generations, with Baby Boomers being the most influenced by it. The study highlights the importance of considering elements such as style and cost when promoting sustainable fashion. The results provide valuable insights into the variables that affect customers' choices to buy sustainable clothing and highlight the importance of understanding generational differences in attitudes towards sustainable fashion. The study suggests that younger individuals are more inclined to buy sustainable clothing as they perceive it as a positive step towards environmental conservation and a way to avoid participating in fast fashion. The study also identifies a generational gap in attitudes towards sustainable fashion and suggests that younger generations may be more likely to prioritize environmental and ethical concerns when making fashion choices. The study provides important information that income plays an important role in repurchasing intentions. After analysing the data, it can be concluded that the price of sustainable clothing has a negative effect on consumers' willingness to purchase it, although price remains the most important factor for all age groups in determining whether to buy sustainable clothing. The limitations of the study include the small sample size and the focus on a specific population, which may limit the generalizability of the findings. Future research could explore the

factors influencing the adoption of sustainable fashion in other cultural contexts and among larger sample sizes.

The findings show that younger generations tend to purchase clothes from consignment shops and prefer clothing made from recycled materials. They also tend to believe that sustainable clothing is fashionable and are interested in purchasing online. On the other hand, older generations prefer natural materials, focus on price and quality when shopping, and prefer physical stores. Furthermore, the analysis suggests that clothing preferences and behaviours can be explained by three underlying factors: preference for high-quality clothing, preference for economical and sustainable clothing, and intention to buy sustainable clothing. These findings provide valuable insights for organizations in the apparel industry to improve marketing plans and sales results and promote sustainable clothing.

The study has revealed significant insights into the purchase behaviour of different generations when it comes to apparel shopping. The crosstab analysis indicated that younger people tend to purchase more clothes from consignment shops, while people between the ages of 27 and 42 do so more frequently overall. The Baby Boomer and Gen X generations, on the other hand, make the fewest clothes purchases. These findings highlight the significance of focusing on the age group between 27 and 42, given their greater purchasing power and habits.

It is noteworthy that preferences for clothing materials differ across age groups. Younger individuals tend to exhibit a higher propensity towards clothes made from recycled materials, while older individuals tend to favour natural materials, which are often associated with sustainability. This observation holds significant implications for those seeking to promote sustainable clothing, as a lack of awareness or knowledge about sustainable clothing may hinder efforts to influence purchase intentions.

The crosstab analysis also revealed the relationship between age and attitudes towards sustainable clothing. There was a significant association between age and the attitude that sustainable clothing is often unfashionable, with the likelihood of holding this attitude decreasing as age increases. Similarly, there was a significant association between age and the attitude of not looking for sustainable clothes or not knowing where to get them, with the likelihood of holding these attitudes decreasing as age increases.

The study offers insightful information on the variables affecting customers' choices to buy sustainable clothing. According to the data, younger generations are more likely to choose sustainable clothing because of its favourable effects on the environment and its use of ethical manufacturing methods. The study also emphasizes the significance of considering elements like style and cost when promoting sustainable fashion. For Gen Z, the most important aspects were price and style, while Millennials cared for quality as well. For generations Gen X and Baby Boomers, quality and price were more important.

Overall, the factor analysis suggests that clothing preferences and behaviours can be explained by three underlying factors: preference for high-quality clothing, preference for economical and sustainable clothing, and intention to buy sustainable clothing. All the variables included in the analysis are positively correlated, indicating that they are related in some way.

Advice for further research:

There are several areas that could be analysed for further research. One potential area of interest is to conduct a more in-depth investigation into the reasons why Baby Boomers exhibit the least agreement on factors such as the detrimental environmental impact of fast fashion and the value of sustainable and ethical fashion. Understanding the reasons behind these generational differences could help inform strategies to encourage more sustainable behaviour across all age groups.

Another potential area of research could be to explore how income influences the repurchase intentions for sustainable fashion across generations. The finding that Gen Z and Millennials are more likely to repurchase sustainable fashion despite earning more than 522EUR is intriguing and may suggest that other factors, such as perceived value or accessibility, are more influential in shaping repurchase intentions for sustainable fashion.

Finally, further research could be conducted to investigate the impact of price on consumers' aspirations to buy sustainable clothing. The study revealed that price was a crucial factor in determining consumers' willingness to purchase sustainable clothing among all generations, but it did not investigate why this was the case or if other factors could be contributing to customers' perception of the cost of eco-fashion, indicating that identifying the underlying reasons for this perception could aid in developing strategies to make sustainable clothing more accessible and cost-effective for everyone.

Recommendations

Based on the study about the factors influencing the purchase and repurchase intentions of different generations for sustainable apparel, businesses should consider the cultural and socioeconomic differences between generations across different regions, such as Lithuania in Eastern Europe. Specifically, given that people in Lithuania earn less and are more likely to be pacrats (i.e., individuals who prefer to save money and avoid waste) rather than purgers (i.e., individuals who prioritize environmental sustainability and are willing to pay more for sustainable products), businesses should adapt their marketing and pricing strategies accordingly.

For instance, businesses could consider offering sustainable apparel at more affordable price points in Lithuania, to appeal to the pacrat mentality. They could also use messaging and branding that emphasizes the practical benefits of sustainable apparel, such as durability and long-term cost savings, rather than solely focusing on environmental concerns. Additionally, businesses could leverage social media and other online channels to reach younger generations in Lithuania, who may be more receptive to sustainable fashion and more active on digital platforms.

Overall, businesses should recognize that generational differences in attitudes towards sustainability and consumption patterns are not universal and can vary significantly across different regions and cultures. By taking a nuanced approach to marketing and pricing strategies, businesses can better cater to the unique needs and preferences of consumers in different regions, such as Lithuania in Eastern Europe.

Therefore, to improve marketing and manufacturing of sustainable apparel, businesses should consider generational and cultural differences, leverage social factors, communicate effectively, and track changing attitudes. Specifically, businesses should tailor strategies for Gen X and Baby

Boomers, partner with social media influencers, use clear messaging and branding, conduct longitudinal studies, and take a holistic approach overall.

Drawing upon the research findings, Lithuanian fashion retail businesses can leverage the following tactics to enhance their marketing, pricing, and product development efforts: Segmenting marketing strategies by generational groups: Lithuanian fashion retailers may utilize the outcomes of the study to personalize their marketing strategies for various generations. For instance, Gen Z customers may be targeted with visually appealing and fashionable sustainable fashion products through social media platforms, while Baby Boomers may be reached through traditional media channels with promotional campaigns that emphasize the affordability of sustainable clothing. Offering competitive pricing: The research identified price as the most critical factor influencing the purchase decision of all generations, especially Baby Boomers. Thus, Lithuanian fashion retailers could benefit from providing competitive pricing for sustainable clothing to entice this demographic.

Designing sustainable clothing that caters to the specific needs and preferences of various generational cohorts: The research findings provide Lithuanian fashion retailers with the opportunity to develop sustainable clothing that meets the distinct needs and preferences of various generational groups. For example, Lithuanian fashion retailers could create clothing that incorporates both style and durability to cater to the preferences of Millennials, who prioritize quality and longevity, and Gen Z, who prioritize style. Collaborating with second-hand stores: As the research cantered on the factors that affect consumers' decisions to purchase sustainable fashion from second-hand stores, Lithuanian fashion retailers can partner with these stores to offer their customers sustainable clothing alternatives. This partnership could also provide Lithuanian fashion retailers with insights into the purchasing patterns of consumers.

Overall, Lithuanian fashion retailers can utilize the research findings to gain a better understanding of their target audiences, produce sustainable clothing that caters to the diverse needs and preferences of different generations, and customize their marketing and pricing strategies to attract a broader consumer base.

Conclusions

The study investigated the factors that influence people's decision to purchase and repurchase sustainable fashion from second-hand stores, with a focus on how these factors differ across different generations. The research aim was to detect what factors influence different generations to purchase and repurchase sustainable apparel. Therefor research questions were raised, to identify what key factors that influence the purchase and repurchase intentions of different generations for sustainable apparel and how do these factors vary across different generations.

1. A study into the contemporary importance of sustainable clothing revealed that sustainable fashion is now more pertinent than ever in today's society, given that consumers are becoming more concerned about the environmental and social repercussions of the fashion industry; the notion of sustainable fashion encompasses various techniques and strategies aimed at limiting the adverse effects of clothing production and consumption, such as minimizing waste, utilizing eco-friendly materials, and advocating for equitable labour practices (Fletcher, 2014).

2. Growing consumer knowledge of the negative effects of rapid fashion, growing concerns over climate change, and a desire for clothing that reflects personal values are some of the reasons that influence consumer interest in sustainable clothing, in addition to these factors, research suggests that consumers' purchase and repurchase intentions for sustainable apparel are also influenced by perceived value and quality of sustainable clothing products, attitudes towards sustainability, and the credibility of sustainable fashion labels. Furthermore, younger generations, such as Millennials and Gen Z, are more likely to prioritize sustainability in their purchasing decisions compared to older generations due to their exposure to heightened environmental awareness. While older generations are more affected by quality. Additionally, it's important to notice, that generation and their purchasing habits, might differ across the world, as price might be more important than sustainability factor and intent to repurchase more frequently can be different in Easter Europe, compared to United States. Therefore, businesses should understand the factors that shape consumers' purchase intentions for sustainable apparel across different generations to effectively target their sustainable fashion marketing strategies.

3. To investigate the factors that influence apparel purchasing and repurchasing decisions for different generations in Lithuania, a research methodology was devised. The methodology involved identifying the most influential variables through a comprehensive literature review, followed by an examination of intention levels and their impact on the different generations. The literature analysis aimed to identify the key factors that influence apparel purchasing and repurchasing decisions and was conducted to inform the subsequent stages of the research methodology. The most influential variables were then identified through this analysis. These variables included factors Value, Trust, Quality and Risk, which have been found to have significant impacts on consumer behaviour in previous research studies. Overall, the proposed methodology was designed to provide a rigorous and systematic approach to investigating the factors that shape apparel purchasing and repurchasing decisions for different generations in Lithuania. The study sought to shed light on the complex interplay of factors that affect consumer behaviours in the context of sustainable fashion using a combination of literature analysis and empirical research.

4. The present study aimed to investigate the factors that impact the purchase and repurchase intentions of sustainable apparel among different generations in Lithuania. To achieve this, the research employed an empirical approach that involved examining the intention levels of various generations and determining how these factors influenced their purchasing and repurchasing behaviour. The research design incorporated survey data, which was analysed to identify any trends or patterns that emerged. The ultimate goal of this research was to provide a deeper insight into the specific factors that influence the purchasing and repurchasing decisions of different generations and offer recommendations to the apparel industry on how to utilize these findings.

The study revealed that the factors influencing the purchase and repurchase intentions for sustainable apparel differed significantly among different generations. Although price was identified as the most critical factor for all generations, style was deemed the most important for Gen Z, whereas quality and longevity were prioritized by Millennials. The findings also suggested that younger individuals were more likely to purchase sustainable clothing due to environmental concerns and to avoid fast fashion. In addition, differences were observed between generations in terms of the factors that deterred them from buying sustainable clothing, with younger generations more concerned with style, and older ones more focused on price and availability.

The study indicated that while some similarities existed in the factors affecting purchase and repurchase intentions across generations, there were also significant differences. Trust was identified as a crucial variable, with Gen Z and Gen X showing low purchase intention, while for repurchasing, Gen Z displayed a shift towards high purchase intention. Baby Boomers showed minimal influence and shifted from a medium level in purchasing to a low level in repurchasing, a pattern also observed in Millennials. Quality and value were critical factors in purchase and repurchase intentions for all generations, though Baby Boomers' intention level decreased from high to low after repurchasing. The study underscores the importance of recognizing generational differences in attitudes towards sustainable fashion to enhance marketing plans and sales results for apparel industry organizations.

Other important factors, the availability and reachability of second-hand clothing, Gen Z, Millennials were keen on having more easier way to purchase online, while Gen X also, wanted to an easy way, they also expressed that they wanted to second-hand clothing stores to have a closer physical location, Baby boomers agreed with them as well. Regarding reasons for not purchasing sustainable clothing, there were at least some people, who expressed that clothing hygiene were a factor for not purchasing at second-hand clothing. Which could indicate that if, they reassured clients that hygiene requirements are met, they could gain more purchasing and repurchasing intentions. Younger generations Gen Z wished for a wider selection of brands, which can indicate the importance of brand popularity and perceived value.

This study explored the factors that influence consumers' decisions to purchase sustainable fashion from second-hand stores, with a particular focus on how these factors differ across different generations. The results of this study have significant implications for Lithuanian fashion retail businesses. Firstly, the findings underscore the importance of understanding generational differences in attitudes towards sustainable fashion. Such insights can inform marketing strategies and sales plans

tailored to the preferences of different generations, which can lead to more effective marketing and increased sales of sustainable clothing. Furthermore, the study highlights the role of price in the purchase decision of sustainable clothing, particularly among Baby Boomers. Lithuanian fashion retailers could benefit from offering sustainable clothing at competitive prices to attract this demographic. The study's identification of distinct determinants of decision-making processes among various generations can be used to inform the creation of sustainable clothing that caters to the specific needs and preferences of each group, providing companies with a valuable opportunity to customize their products, while this research provides insights into the complex factors that shape consumer behaviours in sustainable fashion and can guide businesses in developing more focused and efficient strategies.

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Appendices

Appendix 1. Online questionnaire

Survey version in Lithuanian language:

Sveiki,

Esu Kauno Technologijos Universiteto, Tarptautinio verslo magistro studentė, rengiu baigiamąjį darbą, apie veiksnius kurie skatina tvarios mados produktų įsigijimą ir pakartotinį pirkimą.

Apklausa **anoniminė**, bei užtruks vos **5** minutes

Ačiū už Jūsų skirtą laiką!

Jūsų lytis

○ Moteris
○ Vyras
○ Kita

Jūsų amžius

○ Jaunesnė/is nei 18
○ 18 - 26
○ 27 - 42
○ 43 - 58
○ 59 - 77
○ Vyresnė/is nei 77

Koks jūsų atlyginimas (po mokesčių) ?

○ < 522€
○ 522€ - 1000€
○ 1001€ - 1500€
○ > 1500€

Koks Jūsų išsilavinimo lygis?

○ Pradinis
○ Vidurinis
○ Profesinis
○ Aukštesnysis
○ Aukštasis

Miestas kuriame gyvenate

Kaip dažnai perkate drabužius?

○ Kas savaitę
○ Kas mėnesį
○ Kas kelis mėnesius
● Keletą kartų per metus

Kaip dažnai apsipirkinėjate dėvėtų drabužių parduotuvėse?

○ Kas savaitę
○ Kas mėnesį
○ Kas kelis mėnesius
○ Kartą ar rečiau per metus

Kokius drabužius laikote tvariais?

☐ Drabužiai pagaminti iš natūralių medžiagų (medvilnės, lino ir tt)
☐ Drabužiai pagaminti iš perdirbtų medžiagų
☐ Perdirbti drabužiai (pagaminti iš kitų senų drabužių)
☐ Dėvėti drabužiai
☐ Kita

Jei pasirinkote kita, nurodykite kokius?

Pasirinkite atsakymą

	Nepritariu	Iš dalies nepritariu	Nei pritariu, nei nepritariu	Iš dalies pritariu	Pritariu
Man svarbu, kad drabužiai būtų pagaminti iš kokybiškų audinių	○	○	○	○	○
Rinkčiausi brangesnį produktą, jei jis pagamintas iš kokybiškų medžiagų	○	○	○	○	○
Man svarbu remti tvarius ir etiškus mados prekių ženklus	○	○	○	○	○
Man svarbu, kad drabužiai būtų pagaminti etiškai ir iš tvarių medžiagų	○	○	○	○	○
Prieš pirkdama/as drabužius pasidomiu prekės ženklo tvarumo praktikomis	○	○	○	○	○
Pasitikiu teigiamais tvirtinimais, kuriuos skelbia drabužių kompanijos dėl savo tvarumo praktikų	○	○	○	○	○

	Nepritariu	Iš dalies nepritariu	Nei pritariu, nei nepritariu	Iš dalies pritariu	Pritariu
Man svarbu, kad drabužių kompanijos būtų skaidrios dėl savo tiekimo grandinės ir gamybos procesų	○	○	○	○	○
Man apsipirkinėjant kainos aspektas svarbesnis, nei tvarumo	○	○	○	○	○
Manau, kad drabužiai, dėvėtose drabužių parduotuvėse yra nehigieniški	○	○	○	○	○
Apsipirkimą dėvėtų drabužių parduotuvėse lemia pigesnė drabužių kaina	○	○	○	○	○
Renkuosi pirkti tvarius drabužius, net jei jie kainuoja daugiau	○	○	○	○	○
Tvarius drabužius dažniau perku internetu	○	○	○	○	○
Tvarius drabužius dažniau perku dėvėtų drabužių parduotuvėse	○	○	○	○	○
Tvarius drabužius dažniau perku fizinėse parduotuvėse	○	○	○	○	○
Planuoju ateityje rinktis tvarius gaminius	○	○	○	○	○

Kas skatina pirkti dėvėtų drabužių parduotuvėse? (galima pasirinkti, kelis variantus)
☐ Kaina
☐ Tvarumas
☐ Vintažinis/Retro stilius
☐ Kokybiški gaminiai
☐ Nematytų produktų atradimas
☐ Kita
Jei pasirinkote kita, nurodykite kas?

Kas galėtų jus paskatinti dažniau apsipirkinėti dėvėtų drabužių parduotuvėse? (galima pasirinkti, kelis variantus)

☐ Artimesnė fizinė lokacija
☐ Patogus apsipirkimas internetu
☐ Didesnis prekinių ženklų pasirinkimas
☐ Nuolaidų skelbimas internete/socialiniuose tinkluose
☐ Geresnis aptarnavimas

☐ Didesnis kokybiškesnių drabužių pasirinkimas
☐ Kita

Jei pasirinkote kita, nurodykite kas?

Kas Jus skatina pirkti tvarius drabužius? (galite pasirinkti kelis variantus)

☐ Neperku tvarių drabužių
☐ Greitosios mados, neigiama įtaka gamtai
☐ Kad tvarūs drabužiai etiškai pagaminti
☐ Kokybiškumas ir ilgaamžiškumas
☐ Stilius
☐ Kaina
☐ Kita

Jei pasirinkote kita, nurodykite kas?

Jei neperkate tvarių drabužių, kodėl? (galima pasirinkti, kelis variantus)
☐ Dėl kainos, tvarūs drabužiai dažnai būna brangūs
☐ Nežinau, kur įsigyti
☐ Neieškau tvarių drabužių
☐ Tvarūs drabužiai, dažnai būna nemadingi
☐ Kita

Jei pasirinkote kita, nurodykite kodėl?

Appendix 2. Literature analysis of how different authors measure selected variables

What is needed to be measured	Essence of the paper	Questions that were asked to measure	Reference
Perceived risk of sustainable clothing	A research article published in the Journal of Fashion Marketing and Management investigated the influence of perceived risk on consumer attitudes and intentions towards eco-friendly apparel. The study revealed that perceived risk had a notable adverse effect on consumer attitudes and intentions towards eco-friendly apparel.	How risky do you feel it is to purchase eco-friendly apparel? How concerned are you about the quality of eco-friendly apparel? How concerned are you about hygiene? How concerned are you about the hygiene of prewarn clothing?	Kim, Y. K., & Damhorst, M. L. (2013). The impact of perceived risk on attitudes and intentions towards eco-friendly apparel. Journal of Fashion Marketing and Management, 17(2), 193-211.
	A study published in the International Journal of Retail & Distribution Management analysed the impact of perceived risk on consumer purchase intentions for sustainable apparel. The study found that perceived risk had a significant negative influence on consumer purchase intentions for sustainable apparel	How risky do you perceive purchasing sustainable apparel to be? How concerned are you about the quality and hygiene of apparel? How concerned are you about the price of sustainable apparel?	Choi, Y. J., & Lee, H. J. (2018). The influence of perceived risk on consumer purchase intention for sustainable apparel. International Journal of Retail & Distribution Management, 46(6), 604-619.

	A research article published in the Journal of Cleaner Production explored the factors influencing consumer purchase intentions of sustainable clothing, including perceived risk. The study concluded that perceived risk had a significant negative impact on consumer purchase intention of sustainable clothing	How much risk do you perceive when purchasing sustainable clothing?	Lee, S. H., & Ko, E. (2015). Determinants of customer satisfaction with sustainable fashion in online shopping: A preliminary study. Journal of Cleaner Production, 107, 366-374.
Perceived trust of sustainable clothing	According to a study published in the International Journal of Consumer Studies, perceived trust positively influenced consumer intention to purchase eco-friendly clothing. The study, which examined the factors that affect consumer intention to purchase eco-friendly clothing, found that consumers were more likely to purchase eco-friendly clothing when they perceived the seller as trustworthy	How trustworthy do you consider the brand of eco-friendly clothing? How trustworthy do you consider the information provided on the eco-friendly clothing? How trustworthy do you consider the certification of eco-friendly clothing?	Kim, H. J., & Damhorst, M. L. (2014). The influence of perceived trust on consumer intention to purchase eco-friendly clothing. International Journal of Consumer Studies, 38(5), 505-513.
	The study discovered that consumer trust had a significant positive impact on consumer attitude and purchase intention towards eco-friendly clothing	How trustworthy do you consider the claims made by eco-friendly clothing brands? How trustworthy do you consider the eco-friendly labels on clothing? How trustworthy do you consider the information provided by eco-friendly clothing brands?	Park, H. J., & Kim, Y. K. (2015). The effects of consumer trust, attitude, and purchase intention on buying behavior in the context of eco-friendly clothing. Journal of Fashion Marketing and Management, 19(3), 308-322.
	A study published in the Journal of Business Research investigated the factors affecting consumer adoption of sustainable clothing, including trust. The study found that trust had a significant positive effect on consumer adoption of sustainable clothing.	How much do you trust the information provided by sustainable clothing brands? How much do you trust the eco-labels on sustainable clothing? How much do you trust the environmental claims made by sustainable clothing brands?	Kim, M., & Park, J. E. (2019). Investigating the factors affecting consumer adoption of sustainable clothing: A conceptual model. Journal of Business Research, 101, 751-761.
	A study published in the Journal of Consumer Behaviour investigated the relationship between perceived value and consumer intention to purchase sustainable clothing. The study found that perceived value had a positive effect on consumer intention to purchase sustainable clothing.	How much do you think the sustainable clothing is worth its price? How much do you think sustainable clothing provides more benefits than traditional clothing? How much do you think sustainable clothing is a good investment?	Lu, X., & Lu, L. (2019). Perceived value and purchase intention of sustainable clothing: A dual-route process model. Journal of Consumer Behaviour, 18(6), 515-526.
Perceived value of sustainable clothing	Another study examined the factors affecting consumer adoption of sustainable fashion, including perceived value. The study found that perceived value had a significant positive effect on consumer adoption of sustainable fashion.	How valuable do you consider the environmental benefits of sustainable fashion? How valuable do you consider the social benefits of sustainable fashion? How valuable do you consider the economic benefits of sustainable fashion?	Kim, M., & Park, J. E. (2019). Investigating the factors affecting consumer adoption of sustainable clothing: A conceptual model. Journal of Business Research, 101, 751-761.

	A study investigated relationship between customer value, satisfaction, and loyalty towards sustainable fashion. The study found that customer value had a significant positive effect on customer satisfaction and loyalty towards sustainable fashion.	How much do you consider the price of sustainable fashion to be reasonable? How much do you consider the quality of sustainable fashion to be good? How much do you consider the environmental impact of sustainable fashion to be positive?	Kim, H. J., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. Journal of Fashion Marketing and Management, 15(2), 226-243.
Perceived quality of sustainable clothing	Studies that measure consumers' perceptions of the sustainability of clothing often ask questions related to environmental and social impact.	Rate the sustainability of different fabrics based on environmental impact, social impact, and overall sustainability.	Yoon, S., & Damhorst, M. L. (2014). Sustainability rating of apparel fabrics: Development of a rating tool and pilot testing. Clothing and Textiles Research Journal, 32(2), 77-94. doi: 10.1177/0887302X14521863
	Studies that measure consumers' perceptions of the quality of sustainable clothing often ask questions related to durability, comfort, and aesthetics.	How would you rate durability of sustainable clothing? How would you rate the comfort of sustainable clothing? How would you rate aesthetics of sustainable clothing?	Lu, S., Chan, R., & Farnsworth, C. (2017). An investigation of sustainable fashion consumption using social cognitive theory. Journal of Fashion Marketing and Management, 21(2), 239-252. doi: 10.1108/JFMM-06-2016-0043