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School of Economics and Business

The Impact of Durability and Sustainability Cues of Eco-Labels on Consumer Purchase Intention Towards Sustainable Apparel Products

Master's Final Degree Project

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Summary

Sustainability is recently gaining momentum in all industries globally. Clothing industry is one of the areas which experiences a variety of problems connected to sustainability from pollution of natural surroundings to unfair use of manufacturing workers. Governments, scientists and companies are trying to achieve sustainability goals in a variety of ways. One of the ways is to increase consumers' awareness of these problems and increase their purchase intention towards sustainable apparel. Therefore, companies are trying to achieve this goal by adding eco-labels on their products. For this reason there is a variety of different eco-labels with cues on them some of which may be important for consumer and some of them may not be important or not displayed. Moreover cues such as apparel durability that are relevant for consumers are not displayed on eco-labels which could increase consumers' purchase intention towards sustainable apparel.

Therefore, the focus of this thesis is on purchase intention of consumers towards sustainable apparel. Furthermore, this thesis aims to research the impact of durability cue, environmental and ethical cues of eco-labels on consumers' purchase intention towards sustainable apparel in Lithuanian market. In order to achieve this aim a literature analysis of previous discoveries was done, which led to theoretical model and suggested a quantitative research approach. Then methodology of how to empirically test the hypotheses raised from this model was created and empirical results were obtained.

Empirical research results showed that consumers have favourable attitudes and purchase intentions towards sustainable apparel. Moreover, correlation analysis showed that all three researched cues had positive relationships with attitudes and purchase intention. However, analysis with demographics questions showed that only gender, how often consumers purchase apparel and sustainable products had a significant relationship with attitudes and purchase intention.

Furthermore, results suggested that there is statistically significant direct impact between environmental, ethical and durability cues of eco-labels on purchase intention. However, this impact was stronger indirectly with mediating variable – attitudes. This suggested that cues firstly have an impact on consumers' attitudes towards sustainable apparel and then on purchase intention. Therefore companies that seek to increase purchase intention with either of these cues should firstly focus on forming strong favourable attitudes of consumers. Additionally the strongest impact was observed with environmental cues on eco-labels and the least strong with durability cues, although all   of   them   were   significant.

Balevičiūtė Jūratė. Patvarumo ir tvarumo nuorodų ant eko etikečių įtaka vartotojų ketinimui pirkti tvarius drabužius. Magistro baigiamasis projektas / vadovė Prof. Dr. Rimgailė Vaitkienė; Kauno technologijos universitetas, Ekonomikos ir verslo fakultetas.

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Santrauka

Pastaruoju metu tvarumo tema įgauna vis didesnį pagreitį įvairiose industrijose visame pasaulyje. Viena iš sferų, kuri patiria daug problemų, susijusių su tvarumu yra drabužių industrija. Problemos gali būti nuo aplinkos teršimo iki gamyklų darbuotojų išnaudojimo. Todėl vyriausybės, mokslininkai ir verslai įvairiais keliais stengiasi įgyvendinti išsikeltus tvarumo tikslus. Vienas iš tokių kelių yra didinti vartotojų suvokimą apie šias problemas ir paskatinti vartotojus pirkti tvarius drabužius. Siekiant įgyvendinti šį kelią verslai ant produktų naudoja eko etiketes. Dėl šios priežasties yra didelė eko etikečių įvairovė, kuriose pateikiamos įvarios nuorodos. Kai kurios iš šių nuorodų gali būti svarbios vartotojui, o kai kurios neaktualios arba nepateikiamos. Pavyzdžiui, aprangos patvarumas (ilgaamžiškumas) vartotojui yra labai aktualus aspektas, tačiau nuoroda apie jį nėra pateikiama ant eko etikečių. Tačiau nuorodos pateikimas galėtų paskatinti vartotojų ketinimą pirkti tvarius drabužius.

Todėl šio darbo objektas yra vartotojų ketinimas pirkti tvarius drabužius, o šiuo darbu siekiama ištirti patvarumo, aplinkosaugos ir etinių nuorodų ant eko etikečių įtaką vartotojų ketinimui pirkti tvarius drabužius. Reikėtų paminėti, kad tyrimas atliktas Lietuvoje. Siekiant įgyvendinti darbo tikslą atlikta išsami literatūros analizė, kuri leido sukurti teorinį modelį. Tuomet buvo pasirinktas kiekybinis tyrimo metodas, iš literatūrinio modelio išsikeltos hipotezės ir sukurta tyrimo metodologija, leidžianti jas patikrinti. Tuomet buvo gauti empirinio tyrimo rezultatai.

Empirinio tyrimo rezultatai parodė, kad vartotojai palankiai vertina tvarius drabužius ir ketina juos pirkti. Taip pat koreliacijos analizė atskleidė, kad visos trys tirtos nuorodos turėjo teigiamus ryšius su požiūriu į tvarius drabužius ir ketinimu juos pirkti. Tačiau demografinių klausimų analizė parodė, kad reikšmingi ryšiai su požiūriu ir ketinimu pirkti buvo tik su lytimi, drabužių pirkimo dažnumu ir tvarių produktų vartojimo dažnumu.

Taip pat rezultatai parodė, kad aplinkosaugos, etinės ir patvarumo nuorodos ant etikečių daro statistiškai reikšmingą tiesioginę įtaką ketinimui pirkti tvarius drabužius. Tačiau netiosiginė įtaka, kai medijuojantis kintamasis - požiūris buvo stipresnė. Tai rodo, kad nuorodos pirmiausiai daro įtaką požiūriui į tvarius drabužius, o tuomet lemia ketinimą juos pirkti. Todėl verslai, kurie siekia paskatinti vartotojų ketinimą pirkti tvarius drabužius su bet kuriomis iš tirtų trijų nuorodų pirmiausia turėtų susitelkti į palankaus požiūrio formavimą. Galiausiai stipriausia įtaka pastebėta su aplinkosaugos nuorodomis, silpniausia su patvarumo nuorodomis ant eko etikečių, tačiau visos nuorodos buvo reikšmingos.

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Introduction

These days people with the intensity, like never before, are trying to help the environment and diminish their unfavourable repercussions that they leave. To accomplish that, various countries committed to the aims and means that would allow them to succeed, although due to various challenges they are executed slower than anticipated (Bennich et al., 2021). Additionally, inside the countries, numerous enterprises are becoming more aware of the world troubles that are appearing because of irresponsible actions of humans and are trying to accomplish predetermined aims practically (Halati & He, 2018). The clothing industry is no exception particularly in the European Union (The European Environmental Bureau, 2021). According to them sustainable apparel should become the normal choice for consumers and companies, therefore they discuss the possible solutions such as requirements for manufacturers, reduction of micro plastics released into environment, increased durability of apparel and possibilities for consumers to act in a more sustainable way. For these reasons it is important to investigate what impact durability and sustainability cues of eco-labels have on consumer purchase intention towards sustainable apparel.

Problem relevance

In the industry of clothing the research question of what influence durability, environmental and ethical cues have on consumers' purchase intention towards sustainable apparel arises. Researchers investigate a variety of elements that alter consumers' purchase intention towards sustainable apparel (de Lenne & Vandenbosch, 2017). The quality element is investigated often however the element of durability is distinguished less frequently. Moreover, there is a lack of research about the influence of durability cue when it is presented on eco-labels. Furthermore, researchers investigate the elements such as environmental concern, environmental awareness and knowledge about repercussions to natural surroundings (Yang, Song, & Tong, 2017; Bong Ko & Jin, 2017). They distinguish that these elements connected with environment alter consumers' purchase intention towards sustainable apparel. It is worth noting that a large amount of explorations investigate apparel from environmental point of view. Because this approach is prevalent in literature, there is a considerably lower amount of explorations that study sustainable apparel from both environmental and ethical perspectives.

Moreover, very few researchers investigated which cues of sustainable apparel consumers prefer (Rahman & Koszewska, 2020). Their approach was to explore durability, environmental and ethical cues and eco-labels excluding them as separate cues. However, this thesis complements the available literature in that it focuses on the influence durability, environmental and ethical cues have when they are presented directly on eco-labels on consumers' purchase intention towards sustainable apparel. Moreover, this research is conducted in Lithuania and seeks to propose helpful recommendations for enterprises that plan to enter this market.

Research object: Consumers' purchase intention towards sustainable apparel.

Research problem: What impact durability, environmental and ethical cues have on consumers' purchase intention towards sustainable apparel?

Research aim: To investigate the impact of durability and sustainability cues of eco-labels on consumers' purchase intention towards sustainable apparel.

Tasks:

1. To identify the influence of durability and sustainability cues of eco-labels on consumer purchase intention towards sustainable apparel products.
2. To indicate the theoretical aspects of the impact of durability and sustainability cues of eco-labels on consumer purchase intention towards sustainable apparel products.
3. To create a methodology which would allow determining the most influential cues on eco-labels to increase consumers' purchase intention towards sustainable apparel.
4. To investigate which cues: environmental, ethical or apparel durability on eco-labels have the strongest influence on increasing consumers' purchase intention towards sustainable apparel.

Methods used: Comparative analysis of literature, online questionnaire and statistical analysis using statistical software SPSS.

1. What influence durability and sustainability cues have on consumers' purchase intention towards sustainable apparel?

This chapter introduces and analyses the investigations made by previous researchers as well as current situation in the field of sustainability as this field is relatively new and is growing. It concentrates on the industry of clothing and analyses earlier research that investigated consumers' purchase intention, the influence of durability cue and sustainability (environmental and ethical) cues.

In today's scientific studies one of the issues that recently gained a significant amount of attention is pollution of the world, which includes many problems, however, one of the bigger issues regarding pollution, for example, is the waste of plastic (Kumagai, 2020). Another aspect of the studies that research the possible solutions for reducing waste and pollution is related to business. The studies analyse the positive impact of pursuing sustainable practices in businesses to their competitiveness in the market (Mancini, Marchini, & Simeone, 2017). The increasing sustainability in businesses is investigated in a variety of industries from clothing, food industries to real-estate (Christensen, 2017; Lawley, Craig, Dean, & Birch, 2019). From these studies mentioned above it can be seen that the world care about surroundings in which we live and people are seeking to be more sustainable.

The industry of clothing is chosen in that it is one of the biggest polluting industries, where just recently enterprises adopted sustainability procedures. Moreover, the purchasers still select the attire that was made in a polluting way but have lesser cost therefore, it is necessary to explore the elements that alter purchasing intention. Furthermore, this industry is most concentrated towards the goal of non-polluting surroundings, however it seeks sustainability from all three sides (environmental, social, and economic) as well (Rausch & Kopplin, 2021).

Furthermore, the clothing industry in particular is distinguished as having one of the biggest problems in connection to people and repercussions to natural surroundings. Moreover it is a big industry, therefore these problems for instance, overwork, affect 33 million working people in this sector. Nevertheless, the situation is shifting and enterprises are concentrating towards implementing the aims of sustainability in this industry as well. Additionally, people have more knowledge about endeavour of enterprises and can see the outcomes of it more easily (Huanzhang Wang, Liu, Kim, & Kim, 2019). Despite that, the acceptance of sustainable garments for people comes gradually and favourable viewpoints towards it do not necessarily shift to behaviour. Hence, the endeavour from enterprises should be directed to better comprehend what modifies purchasers' intention to buy sustainably made apparel (Min Kong & Ko, 2017).

Consequently, Wojnarowska, Sołtysik, & Prusak, (2021) accentuates the importance of eco-labels as one of the approaches that are used for seeking more sustainable consumption as well as informing purchasers about sustainably made options. The eco-labels are widely diversified and can contain details about products' ethical side and its life-cycle repercussions on natural surroundings. However, in this recent exploration it is said that purchasers' and businesses' incomplete familiarity with environmental problems hinders the suitable usage of eco-labels. Therefore, it is necessary to understand the impact of diverse cues on eco-labels on consumers' purchase intention towards sustainable apparel.

Moreover, according to Ecolabel Index, (2021), in this year the amount of eco labels is 455 and they are distributed among 199 countries across 25 sectors. Each of the eco-labels has unique cues on them that are related to different sustainability dimensions. However, certain eco-labels are applicable for products without excluding specific industry other eco-labels are valid only in specific country or focus only on one aspect connected to sustainability. Additionally, certain eco-labels incorporate cues about services or are intended for businesses and not consumers. The enormous amount of eco-labels could be the reason why consumers may be not familiarised or confused by them. Moreover, to analyse each of the eco-labels would be beyond the scope of this thesis, therefore the thesis concentrates on investigating the influence of cues categorised into environmental and ethical dimensions of sustainability and the cue of durability (table 1). It is worth mentioning that cues in this thesis are defined as information about a product that consumers can see or read on the apparel product. Moreover, it can be seen that researchers investigate a variety of elements that alter purchase intention towards sustainable apparel. The most commonly investigated sustainability elements are connected with environment (Bong Ko & Jin, 2017), less prevalent research is on elements that are related to social (ethical) dimension of sustainability (Blazquez, Henninger, Alexander, & Franquesa, 2020) as well as the quality of apparel. The least researched element in sustainable apparel is a subcategory of quality – durability.

Table 1. Elements altering purchase intention towards sustainable apparel. Composed by author according to (Bong Ko & Jin, 2017; Stringer, Mortimer, & Payne, 2020; Wojnarowska et al., 2021)

The Dimensions of eco-labels	Elements altering purchase intention sorted from the most to the least commonly researched
Environmental cues	- Environmental concern - Environmental impact - Environmental knowledge
Ethical cues	- Animal welfare - Worker welfare
Quality cues	Durability

Moreover it is worth mentioning that very few researchers researched environmental, ethical and durability cues' effect on purchase intention and no such research has been done in the context of Lithuania although Pekkanen, Pätäri, Albadera, & Jantunen, (2018) found that consumers' intentions depend on the country, gender and education. Moreover they accentuate that the measures such as eco-labels and cues presented on them can vary in different countries. This shows that it is necessary to investigate what influence cues on eco-labels have on consumers' purchase intention in Lithuania.

Importance of durability in sustainable apparel

The essential measure that goes together with sustainability concept is durability. For instance, this exploration expresses that among the foremost determinants of purchasing decision of products in general, are the durability together with the price, and quality (Lim, Osman, Salahuddin, Romle, & Abdullah, 2016). Moreover, in the literature durability is distinguished as one of the foremost features of the flow called slow fashion that accentuates the ideas of sustainability noticing the effect on the environment and ethics.

This occurrence is distinguished by the improved quality garments and therefore ensures that the apparel would last longer than the contrasting and more prevalent flow of fast fashion. Hence, the garments that are more durable decrease the consumption and thus the harm to natural surroundings (Štefko & Steffek, 2018). One more exploration complements the latter by adding that one of the aspirations of this movement is the long-term wear of the acquired apparel and in order to attain this, the durability of attire is important (Freudenreich & Schaltegger, 2020). This signals that durability is an important aspect of sustainability however its influence on consumers' purchase intention when it is presented on eco-labels is not researched enough.

Furthermore, according to the most recent report by (Eurobarometer, 2020) 88 % of people would like that the apparel would be created in a way that it would be more durable. Moreover this wish is apparent in every country of European Union (EU) and is the strongest in countries such as Finland and Sweden. As for environmental aspect (recyclability of apparel fabrics), in the third place of countries that expressed the strongest approval, is Lithuania with 87 % of favourable answers. Interestingly, the neighbours of Lithuania (Latvia and Estonia) approved recyclability meaningfully less 52 % and 43 % respectively. Although this report shows the importance of durability and environmental dimension in the sphere of apparel, it does not explore communication of such aspects on eco-labels. Moreover it shows that even in neighbouring countries the differences for instance, attitudes towards recycling exist. Therefore it is worth to explore the influence of durability cue, environmental and ethical cues on consumers' purchase intention towards sustainable apparel. Moreover, it is apparent that this data distinguishes the demand for sustainably created apparel expressed by people in the EU and yet this cue is not presented on eco-labels. Therefore this information supports the aim and relevance of this thesis that seeks to investigate the relevant cues on eco-labels to consumers and the effect of those cues on purchase intention.

Furthermore, (Royne, Thieme, Levy, Oakley, & Alderson, 2016) accentuates that because of rising interest of sustainability in businesses, the big part of studies are related to researching what kind of elements propel or push away consumers to choose and buy more sustainable products.

To illustrate there are several obstacles for consumers when it comes to taking the decision to buy sustainable products. One of the most important aspects that could drive people to buy these items is their moral values. If consumer is acquainted with the concept of sustainability and benefits that it will make, if he/she will choose the products that are sustainably made, and still picks the usual products, he/she will probably have internal contradictions. These contradictions could be disregarded because self-interested behaviour is stronger than concerns about natural surroundings (N. Sharma & Lal, 2020).

Moreover, people usually disregard or did not notice at all non-polluting products in the shops when they are not familiarized with sustainability concept and the damage that humans make in connection to natural surroundings at all or the comprehension that they have is too insignificant for them to change their purchasing behaviours. Therefore, for businesses it is advisable to strengthen their focus on increasing consumers' comprehension of sustainability and its significance in order to grow the amount of customers that decide to buy sustainably made products (Lawley et al., 2019). This recommendation is important because it shows the relevance of researching eco-labels as a means to increase consumers' comprehen-

sion of sustainability and investigating the influence of durability, environmental and ethical cues on eco-labels and their effect on purchase intention towards sustainable apparel.

However, it is not only consumers that are affected by shifting to sustainable practices. The purchase intention towards sustainably made items has a great weight for businesses, in that if the foundation of the enterprise is made of sustainable items, the variations in selling of the items are affected greatly. Additionally, the whole market for sustainably made products is growing, however, it still reflects to an extent small share of the market. Moreover, one of the obstacles for individuals but usefulness for businesses – the amount that purchaser pays for the item, is bigger than it is for the usual products. Nevertheless, if the sales of sustainable items are low, then the enterprise cannot feel or feels lesser advantages of having sustainably made products (Jäger & Weber, 2020). Therefore, it can be seen, customers and businesses are closely intertwined and affect each other intensely.

Another group of people that are impacted by consumers' intention whether to buy the ordinary product or sustainable one is scientists that investigate and are troubled about natural surroundings. Scientists lean towards researching consumers' purchase intentions of sustainably made items, in that they are troubled about surroundings and the damage that humans make by behaving irresponsibly. By researching consumers' purchase intention of sustainably made items, the scientists assist on adopting more ecological procedures as well (Mandliya, Varyani, Hassan, Akhouri, & Pandey, 2020).

Furthermore, as concentration on sustainability and responsible use grows, the quantity of feasible answers to this problem enlarges as well. One of the feasible answers could be the use of technological innovations, for instance, the glass that uses augmented reality to communicate sustainability and draws individuals' curiosity in shops (Jäger & Weber, 2020). Other proffered solution connected to the industry of clothes is the use of internet community for youth as a means to make a desirable impact towards the use of sustainably made apparel (de Lenne & Vandenbosch, 2017).

For enterprises the subject of sustainability is highly relevant, however for the best repercussions of fulfilling sustainability in enterprises the joint effort between them, investigators and government institutions is necessary. The biggest matters that enterprises currently encounter while accomplishing sustainability aims are: discover the troubles and possibilities for transformation, involvement of interested parties and teamwork, the increase of financing in sustainable execution, using various kinds of spaces for balanced use of agrarian and people made supplies and the creation of policies that are more ahead in assisting enterprises to accomplish environmental aims (Green et al., 2017).

Furthermore, another research on executing sustainable tasks into businesses is connected to sustainable development goals (SDG) and presents suggestions on how enterprises could carry out novel practices which are: to comprehend the problems that are connected to sustainability advancement that enterprises encounter externally, to distinguish the problems that have a weight on enterprises' lasting formation of value, to create an enterprise's set of tactics in which SDGs would be the priority of the enterprise, to encompass reasoning, network and management and to make records yearly (Adams, Druckman, & Picot, 2020).

A great way to know how and with what success enterprises accomplish their SDGs and attempt to change consumers' purchase intentions are specific companies' reports. For instance, in The Coca Cola Company account presents the most important objectives connected to sustainable enterprise. Because this enterprise makes and sells various types of drinks one of the objectives is to lessen the amount of sugar in their products being more responsible towards purchasers' health and giving more selections to purchasers. Further objective of this company was the teaching programs for humans about the importance of disposing garbage in correct way. For this reason enterprise allocated over five million dollars (The Coca-Cola Company, 2020). This shows that the enterprises in a variety of industries dedicate a great amount of attention to sustainability.

Another instance of one of the biggest internet retailers that offers a variety of products including apparel is Amazon. In order to stimulate sustainable consumer behaviour and purchase intention, they're objective is to enlighten people about environmentally friendly actions. They offer the services where to safely throw away different types of trash, moreover, the company propose second hand items, such as apparel, with lower price, or the option of sending back undesirable apparel to company in exchange of a gift voucher. Additionally the company presents their sustainable accomplishments in reports that are attainable to the general public (Amazon, 2020). This illustrates how one of the biggest international retailers communicates its endeavours, becomes more sustainable and tries to increase consumers' purchase intention towards sustainable apparel. However, it does not directly communicate durability of apparel for consumer. Therefore, it can be seen that durability is not presented enough to consumers and this could be an unused opportunity for enterprises to influence consumers' purchase intention towards sustainable apparel. Furthermore, (Tan, Ojo, & Thurasamy, 2019) adds that cost decrease, the growth of knowledge about sustainability, special promotions connected to green products, eco-labels and other approaches motivating people to buy ecologically made items accomplished by some of the biggest enterprises are the practical realization of possible solutions made by scientific explorations.

However, in the exploration that studied purchasers' green behaviour connected to buying in Lithuania Liobikienė, Grincevičienė, & Bernatonienė (2017) accentuated that the country has the lowest place on the amount of consumers that buy non-polluting items amongst the EU. According to them, the most relevant obstacle that modifies purchasers' buying decision connected to non-polluting products is the elevated cost. Therefore, they distinguished that special promotions and in general lesser cost for green items could help customers to switch their buying decisions towards more ecological. Likewise, in Lithuania as well as in other countries one of the advices that is beneficial for accomplishing SDGs is to focus on teaching individuals about environment and how to take more responsible decisions to buy (Liobikienė et al., 2017). This study is significant for the reason that it shows the importance of raising purchasers' environmental knowledge and supports the goal of this thesis that seeks to investigate which cues presented on eco-labels are relevant for consumers and what influence these cues have on consumers' purchase intention towards sustainable apparel in Lithuania.

Additionally, another exploration about the sustainability situation in Lithuania shows that in order to attain more positive effects for natural surroundings it is critical that governance structures, ventures and individuals communicate with each other (Jonkute & Staniskis, 2019). Although these authors explored sustainable consumption, they did not concentrate on a specific product category which illustrates that

there is a limited research connected with sustainability in Lithuania about specific product categories such as sustainable apparel. Furthermore, Čiarnienė, Vienažindienė, & Adamonienė, (2020) researched the elements that alter behaviours connected with sustainability of employed individuals. They uncovered that the elements of demographics for instance, gender, age as well as education can be the elements altering the actions of people. These findings are meaningful for the reason that the exploration is conducted in Lithuania and it shows another group of elements that alter purchase intention. Moreover it is one of the newest explorations that researched sustainable behaviour therefore it shows the growing interest in sustainability topic in this country. Furthermore, the impact of demographics are confirmed by (Chekima, Syed Khalid Wafa, Igau, Chekima, & Sondoh, 2016), who explored the influence of these elements in the context of green products and uncovered that gender and education are significant elements altering purchase intention. According to them females and educated customers are the ones that often have intentions to purchase environmentally sustainable products. Furthermore continuing the topic of demographics authors Şener, Bişkin, & Kılınç, (2019); Bong Ko & Jin, (2017) accentuate the differences among countries related to purchase intention towards sustainable apparel, therefore the results of investigations depend on the area, where the research is conducted. Hence, it can be seen that older and newer explorations accentuate demographics as elements altering purchase intentions.

In conclusion sustainability in the industry of clothing is extremely important and relevant topic among researchers, enterprises and governments. However, it is more commonly researched from the environmental dimension and just relatively recently from social (ethical) dimension. This is reflected on the concept of eco-label itself as it primarily incorporated environmental cues and lately it involves social (ethical) cues as well (Koszewska, 2015). Moreover, based on the literature about durability of sustainable apparel this aspect is meaningful to consumers, although its communication on apparel eco-labels is not researched enough.

2. The theoretical aspects of the impact of durability and sustainability cues of eco-labels on consumer purchase intention towards sustainable apparel products

In this chapter the principal concepts connected with the consumers' purchase intention of sustainably made products, eco-labels and durability in the context of clothing are discussed and explained. Furthermore, the explorations that are the most fitting to this topic are analysed. Moreover, because the thematic of sustainability is continuously gaining more and more attention from the scientific and business sides (Deng, Feng, Zhao, & Lou, 2020), the two predominant tendencies (fig. 1.) of explorations are apparent: explorations that are concentrated solely on the intention of purchasing sustainably made items (Kabel, Ahlstedt, Elg, & Sundin, 2020; J. Wang & Wu, 2016) and explorations that are concentrated on answering the question of how to make intention of consumers turn into a factual purchase of sustainably made products (Dorce, da Silva, Mauad, de Faria Domingues, & Borges, 2021; Kumar, Manrai, & Manrai, 2017).

Fig. 1. The streams of explorations in sustainability literature composed by author according to (Kabel, Ahlstedt, Elg, & Sundin, 2020; J. Wang & Wu, 2016; Dorce, da Silva, Mauad, de Faria Domingues, & Borges, 2021; Kumar, Manrai, & Manrai, 2017)

Nevertheless, in the area of apparel explorations that study the effect that diverse cues presented on garments have on the intent of purchasing sustainably made attire (Magnuson, Reimers, & Chao, 2017; Rahman & Koszewska, 2020; Rahman, Fung, & Chen, 2020) are rare. Therefore, this thesis compliments the mentioned articles, by conducting the exploration in the setting of Lithuania as well as studying the significance of durability cue, added to environmental and ethical details presented on eco-labels.

2.1. Purchase intention towards sustainable apparel

2.1.1. Sustainable apparel theoretical definition

In order to better and more accurately understand what is sustainable apparel, researchers are discussing the dimensions of sustainability and sustainably made products in general. According to the authors

Miranda, Ponce, Molina, & Molina, (2019), sustainably made products are closely bounded to the three dimensions that describe sustainability in general. The items could be called sustainable if they are created using substances operatively and leave the smallest achievable effect on natural surroundings. Moreover, in the definition of sustainably made items the social dimension is included. Sustainably made items should add value to the society's welfare through various fields, for example through knowledge (Miranda et al., 2019). This description reflects all three dimensions by which sustainably made items are distinguished and is a more comprehensive definition than that of other explorations.

Further, it is worth noting that some investigators explore the products from all and some from just one chosen dimension. Therefore, because of a variety of approaches, many different notions connected with sustainability appeared. For instance, the authors Shen, Liu, Zhang, & Choi (2019) use the notion of green product and describe it as connected with environmental dimension and ensuring the slightest unfavourable consequences to surroundings. Moreover, they mention that this notion encompasses all stages of an item (creation, execution of its tasks, and disintegration or reutilization) and prioritizes conservation of natural surroundings as well as wellness of individuals. The sustainability notion that is connected to environment is incorporated by these authors into the notion of green product as well. Although, green product description is appropriate, its connection with the notion of sustainability may be not accurate because the sustainability concept is wider and it should incorporate the notion of green product. This could be because there is a large amount of diverse descriptions for these notions. Nevertheless, it is essential to comprehend the notion of green product and how it differs from sustainability in that they are sometimes used in explorations (Rahman & Koszewska, 2020) as synonyms involving investigators that concentrate on a specific sphere such as clothing.

Other authors describe the dimensions of sustainably made goods from a supply chain standpoint. According to Brockhaus, Fawcett, Kersten, & Knemeyer (2016), the first dimension would be the substances from which the commodity is crafted, the second would be the main tasks of the enterprises, the third would be obtaining the necessary resources, the fourth would be the shipment tasks, the fifth would be the facilitation for purchaser to act more sustainably and the last dimension would be the care of the remainder of an item after its use (Brockhaus et al., 2016). This standpoint is interesting and sustainability cues informing consumers about repercussions of supply chain could be displayed more on sustainably made items. This would assist consumer in better comprehending all sides of sustainability as people are more interested in this topic nowadays. Furthermore, similarly to this standpoint broader description of sustainably crafted products is proposed by van Giesen & Leenheer (2019) who describe sustainably crafted products as those that have been manufactured keeping sustainability in mind during every phase of making it and operations connected to its manufacturing it. Although this definition is the simplest from those mentioned above, it may not be clear for a purchaser that is not familiar with sustainability notion.

The last side of sustainability concept that is essential in order to fully describe sustainably made items are the thoughts of Burnier, Guerra, & Spers (2020) that they incorporate credibility attributes that are connected to processes of: manufacturing, fair trade, employment standards, and features connected to tangible sustainably made aspects of items. According to them, in order to achieve that people would buy sustainably made items more, they have to know about credibility attributes. The thoughts are significant in

that they showcase the significance of both the necessity of dialogue with purchasers and how the product is created.

From the standpoint of businesses, the notion that is related to the theme sustainability and is used commonly is corporate social responsibility (CSR). It is definition is the incorporation of people, care of natural surroundings and the thoughts of interested parties into the plans of enterprise (Shahbaz, Karaman, Kilic, & Uyar, 2020). This notion could be used by new enterprises that want to reinforce themselves and elevate their position among other enterprises. It can have a few meanings bounded by the territory: eastward the notion is concentrated on giving the aid to communities and in the West regions – the sustainable functions that enterprises could accomplish (Sardana, Gupta, Kumar, & Terziovski, 2020). This shows that the notion of sustainability is researched from diverse standpoints and can be connected with CSR depending on the region.

Furthermore, as a common view of sustainably crafted goods is formed, researchers define the concept of sustainable apparel. One of the most comprehensive explanations of this idea in this area is made by Su, Watchravesringkan, Zhou, & Gil (2019) who explained it as attire which has been made by employees that got an appropriate salary, have a job in a safe setting and the attire is made utilising eco-friendly fabrics. What is more, they uncovered that familiarity about sustainability and ethics, that are distinctive, have a notable force on buyer's attitudes which has a force on buyer's intention to purchase (Su et al., 2019). This explanation is noteworthy in that it shows the connection between purchase intention and attitudes as well as the element that alters them. Moreover, researchers incorporated not just one but two dimensions: connected to ethics (represents social dimension) and environment. These two dimensions are more fitting for explorations that are concentrated on researching sustainable apparel from consumer's standpoint. Considering this standpoint, Rahman & Koszewska (2020) state that purchasers can be characterized by their purchasing manner. If they choose to purchase sustainably made items, it means that an item is made with the slightest unfavourable effect to our natural surroundings and inhabitants, and it is produced ethically. However, the diversity of these concepts'- descriptions should be kept in mind as these authors separate ethics and society as two dimensions, as opposed to Harris, Roby, & Dibb, (2016) who use broader terms of society and environment to explain sustainability. Furthermore, fashion that is ethical is one more notion that is used in multiple explorations (Liu et al., 2020; Achabou, Dekhili, & Codini, 2020; Davies & Gutsche, 2016) and covers the analogous aspects as sustainably made apparel such as fair-trade, non-pollution of our natural surroundings, safe setting and adequate salaries for workers.

Therefore, grounded on the varied literature connected to the definitions and the use of them, the notion of sustainably made apparel is chosen for this thesis because it is the widest concept that covers the dimensions of environment and society. The latter two dimensions in turn comprise narrower notions, for instance, recyclability, non-pollution, energy saving and previously mentioned salaries for employees as well as fair-trade.

2.1.2. Purchase intention concept and Theory of Planned Behaviour

To increase purchase intention towards sustainably created apparel is one of the ways from a standpoint of consumer to decrease the negative repercussions of the industry of clothing on natural surroundings and people while incorporating the advancement of economy (Jung, Choi, & Oh, 2020). Therefore, its concept

is discussed. The literature in each section is discussed in general in the beginning and then in the sphere of apparel to gain a more holistic view of the literature.

Purchase intention is clarified as the readiness of a customer to ponder whether to buy an item and appears when he/she gathers the crucial for him/her particularities about an item and is used in equivalence to notion of intention to buy (Hoxha & Zeqiraj, 2019).

Furthermore, there is a parallel, though wider clarification of purchase intention that involves the standpoints of customers, businesses and researchers. Cecere, Corrocher, & Guerzoni, (2018) states that the notion is clarified as thoughts of customer that originate prior the appearance of concrete practise connected to purchasing. It is connected to the distinct details that customer has about an item as well. Moreover, this notion is utilized by businesses as the element which enables them to foresee if the item is beneficial for them to sell. In this exploration it is told, that purchase intention is not only important for businesses but it is of high prominence to scientists that explore the behaviour of customers as well (Cecere et al., 2018). In both of these definitions the noteworthiness of details about a product to purchaser is emphasized thus supporting the aim of this thesis intended at determining the impact of durability, environmental and ethical details on sustainably crafted apparel labels.

Other authors complement these descriptions and introduce their connection to the purchasing behaviour, for instance, the intention to purchase can be characterized as a feasibility of contemplation from an individual about purchasing a particular item. This contemplation has a notable impact on purchaser's subsequent behaviour jointly with other aspects that impact purchasing behaviour of an individual (Tseng & Lee, 2016). Moreover, researchers Kytö, Virtanen, & Mustonen, (2019) in the exploration confirm that the intention of purchasing is connected and significantly alters purchasers' behaviour of buying. More specifically, they distinguished and explored the intentions beforehand and following the purchasing of the good and according to them, they both alter the behaviour. Therefore, because there is a confirmed connection between these concepts, some of the literature is concentrated on exploring from the earlier point of purchase (intention of purchasing) and some on the later (factual purchasing) when studying the behaviour of purchaser connected to sustainably made items.

Theory of Planned Behaviour

In order to investigate the effect of diverse cues on eco-labels and how to increase the intention of purchasing sustainably made apparel, it is necessary to comprehend what elements alter this intention. Researchers investigate these elements on the grounds of an established theory. For instance, according to Emekci, (2019), theory of planned behaviour (TPB), introduced by Ajzen, is commonly adopted when investigators study or clarify the actions of people. TPB express that attitude connected to a particular aspect, for instance, our polluted surroundings, subjective norms as well as the element of perceived behavioural control shortened as (PBC) are components that can forecast the way of behaving of a customer (Emekci, 2019). This is important because it describes the most prominent elements in literature and their relationship with purchase intention. Other authors add that, it is used in a large number of investigations that are connected to environment and purchasing pertaining to the way people go on trips, use energy, and what kind of products they choose to buy (A. Sharma & Foropon, 2019). These recent publications show that the grounds of theory, created over thirty years ago, is important and relevant in connection

with sustainability and consumers. Moreover, according to Emekci, (2019), TPB is connected to theory of reasoned action shortened as (TRA) in that it is a newer variation of the latter and one aspect that TPB has that was not in the TRA is the element of PBC (fig. 2.). Furthermore, A. Sharma & Foropon, (2019) define the notion of PBC in more details. According to them it, shows peoples' thoughts about the difficulty of particular behaviour. Moreover, they distinguish that TPB as most of the concepts, has its restrictions. For instance, the variation of judgement in a timespan is not inspected. Likewise it does not acknowledge the acquaintance of an individual to the concept of sustainability and its magnitude of impact, that actions of sustainability can make (A. Sharma & Foropon, 2019). Lastly, other authors add that the conventional notion of TPB disregard the parameters that evaluates comprehension of sustainability (Heeren et al., 2016). Therefore, although this theory is not perfect, it laid strong foundations for the explorations about sustainability and behaviour of consumers.
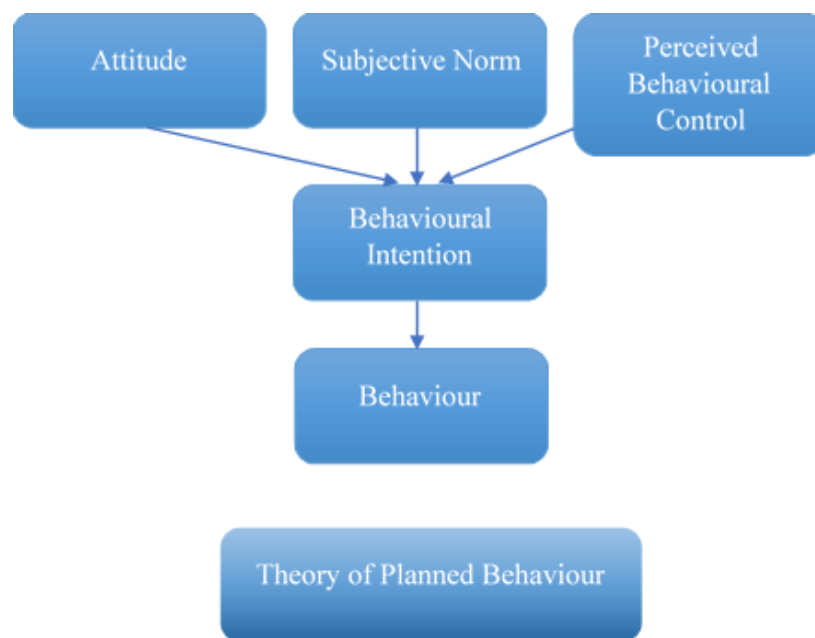
Fig 2. The Representation of the Theory of Planned Behaviour. Adapted from (Rausch & Kopplin, 2021)

Furthermore, in the sphere of apparel, investigators explore the connection between attitudes of a purchaser and the intention of purchasing. For instance, Brandão & Costa (2021) used the TPB in their exploration and their findings showed that supportive attitudes directed to sustainably created apparel are connected to the increased intent to purchase. This exploration is significant in that it is one of the most recent and shows the importance of understanding peoples' attitudes towards sustainably made apparel. Other researchers agree with these findings and explore their impact from environmental (recycled apparel) standpoint. For instance, according to Chaturvedi, Kulshreshtha, & Tripathi, (2020), customers' actions can be induced by their conviction about the potential effect of the behaviour which then shapes the intention and decision of purchasing of consumer. Therefore, they uncovered that customers that have robust attitudes about non-pollution of surroundings presumably will purchase more apparel that is environmentally sustainably made. Therefore it is clear that in the literature for apparel that is sustainably made a common standpoint to explore the intent of purchasing is through TPB and investigators move towards exploring these elements. Therefore, most of the elements that alter purchase intention alter attitudes of

purchasers as well. This thesis is grounded on this theory and adds to the literature by exploring the importance of durability, environmental and ethical cues on eco-labels.

2.1.3. Elements altering purchase intention.

In order to comprehend if the purchaser is going to think about purchasing an item, it is crucial to recognize what elements induce this thought of customer in general as in the literature elements migrate to the sphere of apparel. According to Hong, Yao, Xie, & Li, (2020), several elements that cause the thought of purchasing an item include the wage that the purchaser gets, how the item is made, security of an item, cost and wrapping. The latter, according to the authors can have an unfavourable consequence if it is wasteful to natural surroundings. Furthermore, another unique element was discovered by Hong Wang, Ma, Bai, & Zhang, (2021) who explored frugality and uncovered that it is one of the elements that shape purchasing of non-polluting product intention. They described prudent purchaser as a person that focuses on lasting favourable outcomes. Moreover, according to them, these purchasers are distinctive in their ability to use the belongings in diverse ways and are impacted less by other individuals' standpoints. As for intent to purchase products that are non-polluting to natural surroundings, it is discovered that frugal purchaser modifies this aspect unfavourably in that he/she prioritize affordability of a commodity more (Hong Wang et al., 2021). Although these findings are general and do not distinguish particular industry, they are significant in clarifying why purchaser may not intend to purchase sustainably made apparel. Moreover, these findings are one of the newest that research this element in the dimension of environmental sustainability.

Furthermore, in light of this dimension Xu, Wang, & Yu, (2020) used the most prominent framework of TPB that shows that the main elements altering the purchase intention are attitudes of purchasers, subjective norms of purchasers as well as PBC. Moreover, they uncovered that purchasers that care about their healthiness, tend to acquire green items more but their attitudes may not increase the intention of purchasing in the sphere of furnishings. Thus this exploration is noteworthy in connection to the literature and this thesis in that it uncovered new element that alters purchase intention and opposed the meaningfulness of attitudes. Further, according to Ali, Ashfaq, Begum, & Ali, (2020) commonly researched aspects that change the purchase intention consist of comprehension of aftermath to natural surroundings, views of communities, standards and affordability of an item. Moreover, they proposed that the care for natural surroundings is sorted as intrinsic aspect, and favourable consequences (praise, perks) connected to natural surroundings and formed by others, are sorted as extrinsic aspects can induce the purchase intention. These findings are meaningful in connection to the literature as they research more prevalent elements from an extrinsic-intrinsic position.

Furthermore, other elements uncovered by Chaturvedi et al., (2020) that make an impact on the intent of purchasing, however, through other constructs of broadened TPB, in the sphere of sustainably made apparel, are the strong personal norms, particularly of youth, value that purchaser perceives as beneficial to him/her, more than traditional apparel and willingness to pay for an apparel that is crafted in a non-polluting way. The latter element is unique from the literature as it says that the price is not as critical element as it was thought before.

Furthermore, the element of quality is of particular noteworthiness to a purchaser and therefore it appears in explorations that research how to increase the intention of purchasing, again, through attitudes. Authors Tong & Su, (2018) concentrated on researching the apparel that is organic and uncovered that quality is one of the primary reasons why young purchasers intend to purchase it and the other connected reason is the emotion of trust towards the enterprise and its reputation in connection with CSR. They clarified that the emotion element is essential for purchasers in that they typically cannot tell in the shop if the quality of organic garments is better than regular garments. These findings are significant in that they display from the standpoint of youth which elements altering the intent of purchasing are essential however, it does not incorporate other age groups. Moreover authors Tong & Su, (2018) uncovered that the element of price is essential to the youth and the willingness to pay is impractical to them which contradicts the uncovering of (Chaturvedi et al., 2020). This contradiction possibly appeared because these explorations are conducted in different countries.

Therefore there is a variety of different elements that could favourably change the intention to purchase. The ones that are the most widely researched considering the sphere of clothing are reviewed, although aspects connected with the garment itself, for instance quality is researched, durability aspect is not widely explored in terms of increasing intention to purchase sustainably made apparel from the position of consumer.

Element of Buying preferences is important to recognise in that they display what the purchaser prefers when buying a commodity and help the enterprises to better prepare their strategies. Authors state that purchasers' preferences are helpful to him/her, when talking about products, in that they are one of the pieces that allow to gather particularities about it and then could evoke the purchase intention (Hoxha & Zeqiraj, 2019). This illustrates that the preferences may be explored as elements that alter purchase intention. Moreover, according to Gidlöf, Anikin, Lingonblad, & Wallin (2017), preferences of a buyer can incorporate the cost of an item, the brand that is acquainted to the buyer and characteristics of commodity. One of the elements that was accentuated by authors was that buyer's liking can be favourably modified by the visibility of commodity or its packaging. This is important uncovering to this thesis in that if the durability cue on sustainably made apparel will be seen by purchaser, there is a higher possibility that the intention to purchase will be increased.

Moreover, in light of the branch of apparel, researchers investigate what elements impede consumers from choosing sustainably made garment. For instance, according to Achabou, (2020), the determinant that stops the purchasers from adopting ethically manufactured garments the most is the insufficient knowledge about this kind of garments. Additionally, the price and attainability are the reasons that hinder preferences of purchasers as well. Because of them, in this exploration it is discovered that apparel purchasers disregard certifications of fair trade and whether the garment is organic, when choosing a product (Achabou, 2020). This shows that existing cues on sustainably made apparel may not be essential for purchasers or may not be sufficient.

Furthermore, other investigators accentuate the necessity of knowledge (table 2.) in that it is an element that alters purchase intention of consumers. Testa, Iraldo, Vaccari, & Ferrari, (2015) distinguish that the knowledge of sustainability from the standpoint of environmental dimension is of great noteworthiness

and it is closely connected with eco-labels as they are used to raise peoples' acquaintance with sustainability. Therefore, it is essential to explore the impact of diverse cues on labels in that the thesis helps to comprehend which information would motivate the intent to purchase sustainably created apparel the most. However, the explorations about diverse details on these labels in the sphere of sustainably made apparel are scarce.

Table 2. Elements altering purchase intention in the sphere of apparel

Elements altering purchase intention in clothing industry sorted according to frequency in literature	Sources
Attitudes	(Brandão & Costa, 2021; Razzaq, Ansari, Razzaq, & Awan, 2018)
Environmental concern	(Chaturvedi et al., 2020)
Price	(Tong & Su, 2018; Achabou et al., 2020; Harris et al., 2016)
Knowledge	(Testa et al., 2015; Brandão & Costa, 2021; Achabou, 2020)
Eco-labels	(Testa et al., 2015; Calderon-Monge, Redondo-Rodriguez, & Ramírez-Hurtado, 2020)
quality	(Tong & Su, 2018; Brandão & Costa, 2021; Harris et al., 2016)
Style, how the attire fits	(Brandão & Costa, 2021; Harris et al., 2016)
Ethics/personal norms	(Chaturvedi et al., 2020)
Value that purchaser perceives as beneficial	(Chaturvedi et al., 2020; Brandão & Costa, 2021)
Trust	(Tong & Su, 2018)
Consumer preferences	(Achabou, 2020)
CSR reputation	(Tong & Su, 2018; Achabou, 2020)

The phases and factors that affect decision of purchasing. The process of purchasing is formed by several phases which are: identification of the issue that an individual faces, looking for additional facts connected to purchasing an item and resolution to purchase or not to purchase an item. After these phases, the last phase was presented as factual buying of a product (Chaudhary, Ghouse, & Durrah, 2018). While in this article the phases of buying are traditional, other authors present more specific phases of purchasing process, for instance, the process of internet purchasing is formed by: assessment of feasible threats, the use of website and unforeseen obtaining of the item (Wu, Chiu, & Chen, 2020). In another article the authors present five phases of purchasing process, three of which are the described above by Chaudhary et al. (2018), however in this article there are incorporated two additional phases that are: assessment of other possibilities and the manner of post-buying. The process formed by five phases is named after Engel-Kollat-Blackwell and can be used by customers in any continuance (Patsiotis, Atik, & Perrea, 2020).

There are various types of factors that affect individuals' buying decision. One of the most frequent elements that make an impact in individuals' buying decision is the feeling of trust towards the brand, company or product. For instance, people are generally trust more the products that are ecologically made (T. H. Lee, Fu, & Chen, 2019). Further elements affecting individuals' purchasing decision are their attitudes to the product, the cost that they would have to pay for an item, standards, based on individual's viewpoint and reputation of the company. Additional elements that affect individuals' purchasing decision can be a non-existing item that an individual would like to buy, the views of close relatives and suggestions of the experts (Habash & Al-Dmour, 2020).

Although these elements that make an impact to consumers are the most common, they can vary depending on the product category. Moreover, they can be categorised as internal elements which already exist before purchasing process begins and emerge from individuals expertise and external elements appears from outward environment for instance, publicity (Habash & Al-Dmour, 2020).

Purchase decision factors. Other authors from the viewpoint of purchasing decision add that attributes of products, funds, feelings and required energy of an individual are the elements that affect whether actions are environmentally friendly or not. However, in the article authors state that norms that are subjective are not meaningful enough as a factor for purchasing decision of sustainably made products (A. Sharma & Foropon, 2019). Furthermore, authors Calvo-Porral, Rivaroli, & Orosa-Gonzalez, (2020) from this point of view add one more element, product involvement that impacts the decision of a buyer notably and it is explained as the extent that a purchaser thinks a commodity is essential to his/her aspirations. According to them, if this element is uplifted, the buyer will strive to think about buying the commodity. Moreover, in the area of sustainably made apparel this element is researched by Razzaq et al., (2018), who noticed that product involvement may not be an obstacle as it was thought before but is the element that motivates purchasers to buy more apparel that is sustainably created. These findings indicate that in literature elements that are connected with the process of purchasing and modify it, are researched from various standpoints, which indicate their noteworthiness in connection with sustainability.

Furthermore elements that are the most predominant and modify purchasing behaviours migrate into the branch of apparel and are accentuated by investigators Harris et al., (2016) as the cost, quality of attire as well as the style of attire. Coming back to the intent to purchase non-polluting attire, social stimulus, caring about natural surroundings as well as knowledge and the fault were the elements that modify it (Harris et al., 2016). Moreover, Ha & Kwon, (2016) uncovered that for consumers that previously recycled products, the behaviour of purchasing environmentally sustainably created apparel can be altered by their concern about natural surroundings but not by fault. This shows that such element as the fault can modify the intention of purchasing but may not alter the behaviour of purchaser.

2.1.4. Consumers' purchase intentions towards sustainable products from company's perspective

For the enterprises that are becoming more sustainable it is essential that customers would be interested and involved in the changes and would buy the sustainably made commodities. Therefore, it is researched how customers' buying intention is altered by knowledge about supply chain and its openness about the processes that make the items sustainably created. One of the paths to make the learning accessible for a customer and motivate him/her to buy the commodity is to introduce it on the eco-labels in that it is

known the customers are more likely to decide to buy a sustainably made commodity if they know how it was created (Duan & Aloysius, 2019). Eco-labels that show sustainability notify the purchaser and clearly explain to him/her about qualities of a desirable sustainably made commodity. Then again, this tactic, to form a purchase intention, is useful if the purchaser already has a strong comprehension of sustainability. On the occasion the purchaser has a lesser comprehension, the enterprises could reinforce intention to buy by adding cues that would guide purchasers with added facts about creation of commodity (E. J. Lee, Bae, & Kim, 2020).

In another aspect on how the customers' purchasing intentions are formed the thought of social contagion is stated. It clarifies that peoples' welcoming of the newest items is affected by other people and therefore it is weighty when modern items are released by enterprises. Authority figures with distinct standpoints that are well-known among a group of people could favourably affect the purchasing intention and welcoming of newest eco-friendly items if they would choose to mention them to the community. Moreover, the worth of eco-friendly commodities could be perceived as more noteworthy of customers that care about surroundings (Persaud & Schillo, 2017).

The situation in market about sustainable purchase intentions. The implementation of un-polluting points in enterprises is growing continuously; therefore the situation in sustainably made product market is changing. The enterprises started to implement these points for the reasons connected to marketing, moral principles, and novel laws. Additionally, one of the most relevant causes that enterprises are becoming non-polluting is the growing demand from individuals for sustainably made commodities. Because of these causes they are focusing on understanding the particularities of individuals that care about natural surroundings and then create the plans of actions (M. F. Chen & Lee, 2015).

Moreover, other authors add that the situation in green items' market is highly dependable from the buyers' realization of the outcomes that traditional items make to natural surroundings. Therefore, strengthened buyers' realization about surroundings makes a favourable outcome for businesses that prioritize sustainability in their activities. However, the buyers' who are responsible about their buying decisions, could have a favourable outcome for businesses with traditional items as well when there is a slight rivalry (Zhang, Zhao, Zhao, & Tang, 2020).

Furthermore, it is well-know that enterprises that started to fulfil or already fulfilled the ecological processes and create non-polluting items, have a competitive superiority as well as an opportunity for a bigger share of market (Rahmani & Yavari, 2019).

Competition. Noting the competition between the traditional manufacturers and those that implement ecological aspects in their processes could be unfavourable to the last-mentioned manufacturer. Therefore it should not expand the amount of people that would purchase the sustainably made items but concentrate on the expanding the premium that is acceptable for this group of purchasers, in that the 15-46% of eco-friendly purchasers would acquire the sustainably made items (Zhou, 2018).

Additionally, some purchasers agree to the possibility to let go of certain favourable aspects of an item if they get in exchange an item that is sustainably made. This element is relevant in that the purchasers are the ones that have a notable weight on the eco-friendly supply chains of companies. Moreover, another

element that should be considered by the companies is that the comprehension of eco-friendliness by purchaser can shift in a duration (S. Chen et al., 2020).

To better comprehend the market angle of non-polluting products, the example of Malaysia enterprises was invoked. The enterprises are not affected in a meaningful way by the intensity of market competition or purchasers' choice, that is connected to ecological commodities, and it is presently is not a motive for enterprises to implement non-polluting procedures. Moreover, for the reason of bigger costs, the competition connected to ecological commodities, is minor and purchasers prioritize the commodities with a lesser fare in Malaysia (Aziz et al., 2018).

2.2. Attitudes of consumers towards sustainable apparel

Attitudes that people have are the basis of the perception of desirable and undesirable actions. Grounded on the idea of the TPB people are more seemingly to mimic the actions if they assess the actions as desirable. If the attitudes of people signal that the behaviour is desirable, it is because the aftereffects of those actions were assessed as desirable (Amoako, Dzogbenuku, & Abubakari, 2020).

Additionally, there is a considerable number of investigators (S. H. N. Lee & Chow, 2020; Razzaq et al., 2018) whose concentration is on researching what are the attitudes of purchasers and by what elements they are altered in the sphere of clothing. Jung et al., (2020) in a newer exploration noted that attitudes of purchasers towards sustainability are supportive and investigated elements that alter favourably the intent to purchase sustainably crafted apparel or unfavourably, uniquely from a psychological point of view and uncovered that supportive attitudes had a notable impact on purchasing intention. This discovery from different points of views is affirmed by other explorations (Hwang, Chung, & Sanders, 2016; Reimers, Magnuson, & Chao, 2017). Further, conclusions of Blazquez, Henninger, Alexander, & Franquesa (2020) complemented exploration implemented by (Jung et al., 2020) in connection with the discovery that purchasers are supportive of sustainability but opposed to the discovery that they ponder sustainability when purchasing apparel that is crafted sustainably. However, these contradictions are not novel and are frequently termed as attitude-behaviour gap (Wiederhold & Martinez, 2018) in scientific publications making them a separate stream of explorations. Nevertheless, this thesis is grounded on the literature that is concentrated on attitudes of customers as well as the purchase intentions towards sustainably crafted apparel for the reason that the research on this theme in the setting of Lithuania is scant.

Furthermore, the elements altering attitudes of purchasers towards sustainably made apparel are investigated. Jung et al. (2020) stated that attitudes are altered favourably by social norms, Nguyen, Nguyen, & Nguyen (2019) uncovered that materialism in garments that are green altered attitudes of purchasers, Mcneill & Moore (2015) in a qualitative exploration added the elements of care for our prosperity and natural surroundings, prejudices as well as the preceding behaviour connected with sustainability. Moreover, elements of trust as well as eco-labels are added without excluding industry (Atkinson & Rosenthal, 2014). Because a big part of explorations that study purchase intention concentrates on the TPB, which says that attitudes alter purchase intention, the elements that alter attitudes and the elements that alter purchase intentions overlap. However, explorations researching how attitudes and therefore purchase intentions are altered by diverse cues of sustainability and a cue of durability in the sphere of apparel are rare.

Furthermore, moving from the broader position to concentrating on the industry of clothing there are a couple of elements that alter the intent to purchase sustainably made garments by altering attitudes. According to Brandão & Costa, (2021), one of them, that have a notable indirect beneficial effect on the intent to purchase, are product attributes which describe the commodity to a purchaser and comprise the points of style, how the attire fits and quality of the garments. Moreover, authors state that purchasers' knowledge about repercussions to surroundings is one of the strongest impacts having element as well, although through attitude. These elements are noteworthy to this thesis in that they add to the importance of durability cue, which is connected with the category of product features, as well as display that elements altering attitudes have an impact on the intent to purchase sustainably crafted apparel.

2.3. Eco-labels: environmental and ethical cues

One of the ways to increase consumers' purchase intention towards sustainable apparel is through presenting the relevant cues on eco-labels. According to the Koszewska (2015), eco-labels are defined as optional and grounded on diverse guidelines that are commonly given by independent organisations in order that businesses could display more details about their endeavours of non-pollution. Moreover, author states that nowadays the use of these eco-labels growingly incorporates the cues connected with the prosperity of society. This definition is meaningful because it incorporates both the environmental and social cues of sustainability on eco-label.

Furthermore, some researchers use the eco-label when talking about sustainably made apparel that, according to Byrd & Su, (2020) encompasses the cues about the item such as: whether it is locally made, is it being manufactured with ethical standards, is it non-polluting, made from or could be recycled, or in the case of globalised manufacturing is it being created based on the fair trade principles. Moreover, authors stated that from businesses' point of view, eco-labels are used in order to assist shoppers in learning on how the attire was created, however they are diverse and can bring some perplexity to a shopper.

Other article complements the use of notion eco-label for describing the tags that incorporate the three sides of sustainably made product. Moreover, in this article it is added that cues that are on the tags can educate purchasers and increase their purchase intention although purchasers that are acquainted with eco-labels are the ones that do not exclude the noteworthiness of the cost and the quality of an item. Moreover, it is added that the explorations about which kind of cues (sustainable or general cues about an item) are the most compelling, are scarce as well (Calderon-Monge et al., 2020). Thus, the latter statement adds to the relevance of this thesis which intends to investigate the impact of durability cue, environmental as well as ethical cues on eco-labels on consumers' purchase intention.

However, in this exploration implemented by Prell, Zanini, Caldieraro, & Migueles (2020) the eco-labels are categorised as mandatory (fig 3.) that are compulsory to be presented on items by law and voluntary that are then categorised into self-declared and certificates that businesses add in order to increase purchase intention towards sustainably made items.
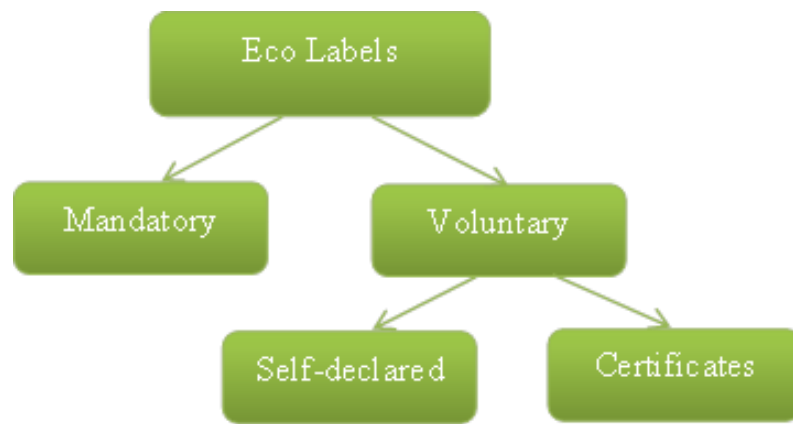
Fig. 3. The categorization of eco-labels. Adapted from (Prell et al., 2020).

Furthermore, according to L. Wang & Shen, (2017) when talking about eco-labels in clothing sector, they are essential not only for cues about sustainability but for motivating the purchaser to maintain their garments in the best condition for as long as it is possible as well. This statement is meaningful because it shows that the durability cue on eco-labels may have an influence on consumers' purchase intention towards sustainable apparel.

Moreover, according to the exploration performed in China the most crucial cues describing problems connected to the environment are connected to the saving of energy and water. Additionally, it is ordinary for purchasers to bear in mind numerous cues when they are purchasing (Rahman et al., 2020). The latter aspect is corresponding with this thesis which considers several cues on garment eco-labels and their influence on buying intention.

In another exploration the details on eco-labels from (Rahman et al., 2020) exploration are complemented with ethical aspects such as sourcing materials ethically of the item, working situation, fair-trade and treatment of animals. Nonetheless, the authors of this exploration mention that the labels have diverse cues as well as their combinations which can be displayed diversely and this can unfavourably modify purchasers' attitudes about an item (Pancer, McShane, & Noseworthy, 2017).

Furthermore, eco-labels with cues that are connected with natural surroundings and ethics are used as a way to heighten the purchase intention, though certain cues can have a bigger impact than others. According to Ma, Gam, & Banning, (2017), the more purchasers think that eco-label is useful for them, the stronger the attitudes and the purchase intention towards sustainably crafted apparel is. Additionally, they discovered that purchasers that were acquainted with and previously used apparel that was labelled with details about sustainability showed more supporting attitudes and stronger purchase intention towards it than those who did not use it. Thus the connection between details on eco-labels and intention to purchase was described in this exploration. Moreover, (Rahman et al., 2020) added to this connection with the discovering in China that some cues connected with sustainability were preferred, when selecting garments, for instance, safeness of employees was assessed by purchasers as more necessary than cues of non-pollution and saving of resources. However, it is worth mentioning that they explored these cues separately not on eco-labels. Thus the diverse details about sustainably made apparel can have a differing effect on purchase intention.

2.4. Durability cue – connection with sustainable apparel and purchase intention

Durability is inseparable from quality and can be attained or improved by creating apparel from the fabrics that are of enhanced quality as well as manufactured with the highest requirements, making them keep the original condition longer (Freudenreich & Schaltegger, 2020).

Purchasers interpret apparel durability as a sign of quality, however, the quality from the viewpoint of purchaser involves a variety of traits, some of which can be accurately displayed by the product and some of which are interpreted by purchaser. Purchasers use diversified cues, those can be the cost of the clothes, the feeling and the composition of fabrics. Moreover, researchers of this exploration express that just a few enterprises announce on their apparel the approximate duration it should last after buying (Laitala, Boks, & Klepp, 2015). This statement adds to the aim of this research in that if purchasers value durability cue more than sustainability cues, more enterprises could show both of them on their garments directly on eco-labels for the reason of enhancing purchase intention towards sustainably made apparel.

Additionally, the more recent investigation adds that in clothing sector the intention to purchase sustainably made attire is impacted favourably by functionality and sustainability of garments adding that these details and the looks and brand increase the purchase intention towards sustainable apparel (Jung, Oh, & Kim, 2021).

Furthermore in an interesting exploration researchers investigated purchasers' attitudes towards sustainably made garments and classified purchasers into groups. The "Doubtful egoists" are described as unfavourably viewing sustainably created apparel due to lack of perks and choosing garments that will last longer while "Single-minded bystanders" believe that clothing is intended for expressing oneself and sustainably made clothing is scant in this aspect and both of these groups pick durability over the sustainability (Song & Ko, 2017). This uncovering is meaningful in that it shows that purchasers' are unique in their thinking and the diversity of strategies is needed in order to increase purchase intention towards sustainable apparel as well as the significance of durability.

However, there are contradictions in literature about durability of sustainably made apparel and its connection with purchase intention. Jacobs, Petersen, Hörisch, & Battenfeld, (2018) found that the preference for garments that are durable, significantly alters buying behaviour although unfavourably. The explanations for this, as said in the exploration, could be peoples' assumptions that sustainably made garments are of inferior durability or the shortage of information that concentrate on this detail. It is stated that the durability presentation on labels could solve this outcome. Additionally, the exploration was implemented in Germany and participants consisted only from women. These discoveries show the significance of researching durability and the necessity of further investigations incorporating both genders. Moreover it illustrates that there is a shortage of investigations that would concentrate on the effect that this cue would have if it would be presented on eco-labels.

Furthermore, Magnuson et al., (2017) argues that durability of attire is of high-priority for slow fashion purchasers and the grounds for this flow is sustainability (Štefko & Steffek, 2018). Furthermore, in this exploration the durability incorporated as slow fashion cue, is ascertained to be beneficial for the purchase intention towards attire that is ethically made. Moreover, environmental cues had no and ethical cues had

a meaningful effect on attitudes (Magnuson et al., 2017). These findings are meaningful for the reason that they show what influence different cues have on consumers' purchase intention, however, they do not research the influence that diverse cues make if they are presented directly on eco-labels. Therefore this thesis adds the context of eco-labels and proposes that durability cue, environmental cue and ethical cue have an influence on consumers' purchase intention towards sustainable apparel based on the theoretical model (fig 4.).
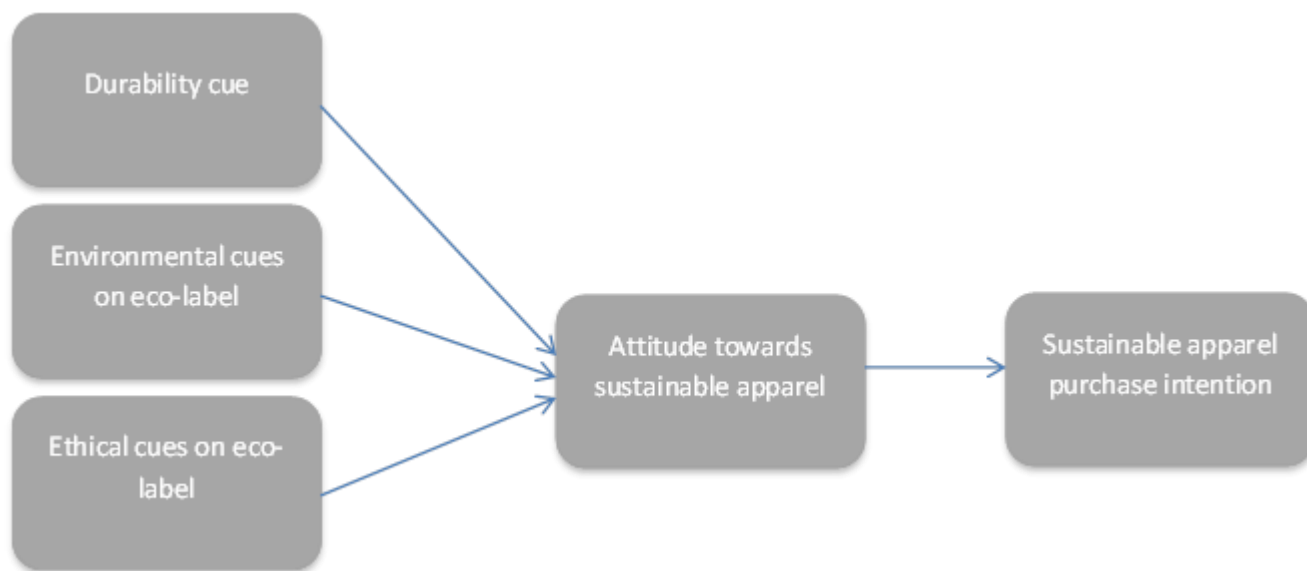
Fig. 4. Theoretical model of the impact of durability and sustainability cues of eco-labels on consumer purchase intention towards sustainable apparel products, created by author based on (E. J. Lee et al., 2020; Magnuson et al., 2017)

Lastly, for the reason of having a deeper comprehension of what methods have been used by researchers in the theme of sustainability connected to purchase intention, the most common instruments used to determine purchasers' buying intention are described. Most of the explorations that explored purchase intention of non-polluting commodities used spectrum called Likert that encompassed five ratings. Moreover, the interest of this exploration was adult purchasers that have completed some edification already. The purposive convenient samples were used as a means and structural equation model (SEM) for the evaluation. The exploration encompassed questions connected to the worrying for natural surroundings as well as questions about the intention to purchase non-polluting commodities (Jaiswal & Kant, 2018). However, because investigators concentrated on the environmental dimension of sustainability, it may not be applicable to other dimensions such as social and economic. A further exploration of purchase intention connected to organic edible commodities, fulfilled by Aitken, Watkins, Williams, & Kean (2020) used the same kind of scales, however they added the total of seven rankings for evaluation of purchaser's intentions. These variations are common in literature as some researchers prefer to use more scores than others. The grounds for this exploration were TRA that is closely related to TPB. The questions connected to purchase intention as well as eco-friendly tags and edible commodities were enquired of the purchasers. Moreover, they concentrated on food industry and explored eco-labels, in comparison to (Jaiswal & Kant, 2018), who did not distinguish particular industry.

In conclusion, although there is a number of explorations on consumers' purchase intentions towards sustainably made products and a large part of those explorations are in the sphere of apparel, there is a scarcity of literature that would explore the influence of durability communication as an additional cue presented on eco-labels as a way to increase consumers' purchase intentions towards sustainable apparel while the survey conducted by (Eurobarometer, 2020) indicated a clear wish of consumers for more durable products in the sphere of apparel. Moreover, based on the literature the environmental and ethical aspects in the industry of clothing are important. This thesis therefore adds to the previous research in that it explores the influence of durability cue presented on eco-labels, as well as environmental and ethical cues displayed on eco-labels in the market of Lithuania.

3. Methodology of empirical research

In this chapter of thesis the methodology of empirical research is presented. This empirical research is based on the findings in the newest scientific literature and theoretical model of purchase intention towards sustainably created apparel. The problem of what influence durability, environmental and ethical cues have on consumers' purchase intention towards sustainable apparel investigated through testing the hypotheses. Moreover the research on environmental, ethical and durability cues on eco-labels and how they impact the purchase intention towards sustainably created apparel was conducted in Lithuania. The research hypotheses and relationships between concepts are presented in (fig 5.).

The empirical aim of this research – to test the theoretical model through testing of the hypotheses
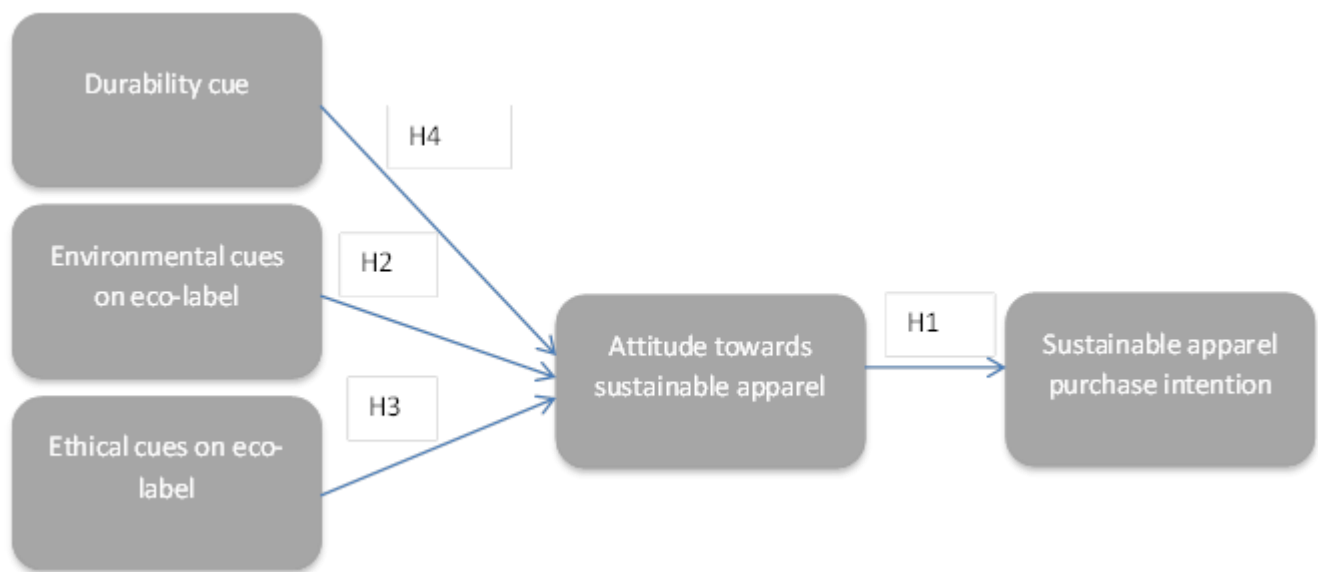
Fig. 5. Research hypotheses and relationships between variables

Dependent variables – purchase intention towards sustainably created apparel.

Mediator – attitudes towards sustainable apparel.

Independent variables – environmental cues on eco-labels and ethical cues on eco-labels, durability cue.

Research hypotheses:

H1 Attitudes towards sustainably created apparel affect favourably the purchase intention towards sustainably created apparel.

H2 Environmental cues on eco-label make an impact on purchasers' attitude and purchase intention towards sustainably created apparel.

H3 Ethical cues on eco-label make an impact on purchasers' attitude and purchase intention towards sustainably created apparel.

H4 Durability cue on eco-label have an impact on attitude and purchase intention towards sustainably created apparel.

The method of the research – quantitative method was chosen as it allows to get a wider view of target population's opinion connected with the purchase intention towards sustainably made apparel (Patel, Trivedi, & Yagnik, 2020). Moreover, it allows testing the hypotheses of theoretical model and to apply statistical methods to analyse the gathered data.

Target population – are adults that live in Lithuania, 2297482 people (Lietuvos Statistikos Departamentas - Oficialiosios Statistikos Portalas, 2021). This target population was chosen because the research aimed to determine consumers' purchase intentions towards sustainable apparel in Lithuania.

Research sample

The intended sample size was 384 surveys and was calculated through online calculator (Qualtrics, 2021) according to the formula (1):

$$N = \frac{z^2 \times p \times (1-p)}{e^2} \quad (1)$$

N = 1.96^2 x 0.5 x (1-0.5)/0.05^2=384 (respondents)

Where N is the size of population,
z score is the coefficient (95% confidence level and is equal to 1,96)
p is standard deviation is equal to 0,5
e is the margin of error in decimals 5%
Moreover, it was an adequate amount compared to other explorations, for instance, (Rausch & Kopplin, 2021). The level of confidence and a margin of error used were 95% and 5% respectively.

The sampling method – convenience sampling was used. This method allows gathering data when a target population is large. Moreover it is inexpensive and allows reaching the respondents that are available to researcher. However, convenience sampling cannot be fully generalizable to the population (Jager, Putnick, & Bornstein, 2017). Nevertheless, this method was appropriate in this thesis because it allowed getting an understanding of sample when target population of adults that live in Lithuania is large.

The method of data collection used - The online questionnaire. This method was chosen in that it gives a possibility of assessing the hypotheses of theoretical model, the size of target population is large and it is commonly used in quantitative studies. Moreover, (Ball, 2019) distinguish that it is more likely that respondent will fill in online questionnaire because they can do it from the place they feel comfortable in as well as answer questions more honestly and reduce the influence of social desirability.

Instrumentation

The content of online questionnaire: self-completed online questionnaires measured responses about environmental, ethical and durability cues on eco-labels and used scales that consisted of five points, where 1 was equal to opinion of "not at all important" and 5 points expressed the opinion of "extremely im-

portant". Attitude and purchase intention were assessed on 5 point scale where 1 was equal to "totally disagree" and 5 was equal to "totally agree".

The items of attitudes and purchase intention towards sustainable apparel were taken from (Rausch & Kopplin, 2021). The items connected with environmental, ethical as well as durability aspects were adapted from (Magnuson et al., 2017). Two durability items "5 year shape and colour guarantee" and "Life-long shape and colour guarantee" were taken from (Jacobs et al., 2018) as they are more specific in describing durability. The items are presented in (table 3.).

Questionnaire consisted of close-ended questions with the exception of the questions about age and country, where respondents entered the number and word respectively. The instrument had the total of six parts: questions about cues on eco-labels connected with environment, questions about cues on eco-labels connected with ethics, cues of durability, questions about peoples' attitudes, questions about their intentions to purchase and their demographics (table 4.) that incorporated the questions of age, income, gender, education and how often they buy apparel. The questionnaire comprised of 31 questions (Appendix 1.). For the reason of ensuring that answers would be of high quality, the respondents could answer to a questionnaire only one time.

Table 3. Items that are selected for the empirical part of the thesis

1.Cues connected to environment on eco-labels	Measurement	Source
(EN) The materials used were produced without the use of pesticides (LT) Naudotos medžiagos buvo gaminamos nenaudojant pesticidų	**5 points(1not at all important, 5extremely important)**	(Magnuson et al., 2017)
(EN) The by-products from making the clothing (emissions, waste water) were not released into the air or waterways (LT) Šalutiniai produktai drabužių gamybos metu (CO_2 dujos, nuotekos) nebuvo paleisti į orą ar vandenis		
(EN) It was made in the most efficient way possible (e.g. using less water and electricity). (LT) Drabužis buvo pagamintas kuo efektyvesniu būdu (naudojant mažiau vandens ir elektros)		
(EN) At least some part of the shirt was made using recycled materials (LT) Bent dalis drabužio buvo pagaminta iš perdirbtų medžiagų		
2. Cues connected to ethical aspects on eco-labels		
(EN) The people who made it were paid a fair wage for their work (LT) Žmonėms, kurie gamino drabužius, už darbą buvo mokamas teisingas atlyginimas		

(EN) It was made by people working in safe working conditions (LT) Drabužius pagamino žmonės, kurie dirbo saugiomis darbo sąlygomis		
(EN) It was not made using child labour (LT) Drabužiai nebuvo pagaminti naudojant vaikų darbo		
(EN) It was not made in a sweatshop (LT) Drabužiai nebuvo pagaminti fabrike, kuriame išnaudojami žmonės		
(EN) It is not made out animal fur, pelts or leather (LT) Drabužiai nėra pagaminti iš gyvūnų kailių ar odos		
(EN) Dyes and bleaches used to make the clothing were not tested on animals (LT) Dažai ir balikliai, naudojami drabužiams gaminti, nebuvo išbandyti su gyvūnais		
(EN) The by-products of making the clothing (waste water) were managed so that they posed no threat to wildlife (e.g. fish, birds, etc.) (LT) Šalutiniai drabužių gamybos produktai (nuotekos) buvo tvarkomi taip, kad nekeltų grėsmės laukinei gamtai (pvz. Žuvims, paukščiams)		
3.Cues of durability on eco-labels		
(EN) It does not stretch or lose shape after only a few washes (LT) Drabužis neišsitampo ar nepraranda formos vos po kelių plovimų		
(EN) It will continue to be fashionable for more than one season (LT) Drabužis išliks madingas ne vieną sezoną		
(EN) It can be worn for at least a few seasons without falling apart (LT) Dėvimas drabužis nesuplyš bent keletą sezonų		
(EN) It is an item that you would want to wear for multiple seasons (LT) Tai drabužis, kurį Jūs norėtumėte dėvėti kelis sezonus		
(EN) High quality: shape and colour guaranteed for 5 years (LT) Aukšta kokybė: forma ir spalva garantuojama 5-iems metams		
(EN) Premium quality: shape and colour guaranteed for life (LT) Aukščiausia kokybė: forma ir spalva garantuojama visam gyvenimui		(Jacobs et al., 2018)

4. Attitude towards sustainable apparel items		
(EN) Generally, I have a favorable attitude towards the sustainable version of clothes (LT) Bendrai, mano požiūris į tvarius drabužius yra palankus	**5points (strongly disagree-strongly agree)**	(Rausch & Kopplin, 2021)
(EN) I am positive minded towards buying second hand clothes (LT) Esu teigiamai nusiteikęs/usi pirkti dėvėtus drabužius		
(EN) I like the idea of buying sustainable clothes instead of conventional clothes to contribute to environmental protection. (LT) Man patinka idėja pirkti tvarius drabužius, o ne įprastus drabužius, siekiant prisidėti prie aplinkos apsaugos.		
5.Purchase intention items		
(EN) I consider purchasing sustainable clothes. (LT) Svarstau galimybę pirkti tvarius drabužius		
(EN) I intend to buy sustainable clothes instead of conventional clothes in the future. (LT) Ateityje ketinu pirkti tvarius drabužius, o ne įprastus drabužius		
(EN) I might possibly buy sustainable clothes in the future. (LT) Ateityje galbūt nusipirksiu tvarių drabužių.		
(EN) I would consider to buy sustainable clothes if I happen to see them in a(n) (online) store. (LT) Svarstyčiau pirkti tvarius drabužius, jeigu juos pamatyčiau (internetinėje) parduotuvėje.		

Table 4. Items of demographics

6.Items of demographics	
Age (number)	
Gender	
Male	
Female	
Country of residence	
Education	
Primary education	

Basic education	
Secondary education	
Advanced vocational education and training	
Higher non University education	
Higher education university type	
Other education	
Income after taxes	
Lower than 468 €	
From 469 to 1000 €	
From 1001 to 1500 €	
More than 1500 €	
Do not want to say	
Employment	
Student	
Employed	
Unemployed	
Other	
Purchase frequency of clothes per month	
Less than one garment	
1-2 garments	
3-5 garments	
6-7 garments	
More than 7 garments	Adapted from (Rausch & Kopplin, 2021)
Consumption frequency of sustainably made products	
Never	
Rarely	
Occasionally	
Mostly	

Always	

Pilot questionnaires

Pilot questionnaires were sent to 5 respondents in order to assess whether the formulation of questions were clear to them as well as to check for any mistakes. The respondents answered the questions and gave their feedback about questionnaire. After the pilot study the questions of questionnaire were slightly corrected.

The collection of data

The online questionnaire was created on Apklausa.lt website and sent to respondents with a generated link through social media networks (Facebook). The social media network was chosen to send the link in order to reach a larger number of respondents. The data was gathered in two weeks with total responses of 478 from which 32 questionnaires were removed because they did not fit in the target population. The removed answers were from respondents that were either not adults or indicated that they live not in Lithuania. The total amount of 446 appropriate online questionnaires was analysed.

Data analysis methods

The SPSS software for statistics was chosen to analyse the gathered data from online questionnaires. The reliability of scales as well as internal consistency was checked using Cronbach's alpha coefficient. There are different opinions about the appropriate value of this coefficient for reliable scales. However, the most commonly accepted standard among researchers is that the coefficient should be above 0.7 (Taber, 2018).

The demographic data of respondents was analysed using descriptive statistics (frequency analysis) aiming to get a better view of respondents' characteristics as well as their distribution in the sample. Frequency analysis allowed describing the collected data: to see how many respondents answered the questions of online questionnaire and the percentages of respondents' characteristics.

Moreover, Kolmogorov-Smirnov test was used to determine if the collected data was distributed normally. This test was chosen in that the sample size was above 50 respondents.

Furthermore, correlation analysis was used for the purpose of analysing the relationships between variables and to show the statistical significance of those relationships. Moreover this analysis showed if relationships were positive or negative, if they were positive when one variable increased other variable increased as well. Similarly if the relationship between variables was negative when one variable increased other variable decreased. Furthermore, in order to test the hypotheses (causal relationships) simple and multivariate regressions were used. They allowed to test if there was an impact of independent variable on dependent variable. Moreover regressions allowed assessing the mediating effect of attitudes on purchase intention.

Research Ethics and limitations

In order to ensure the ethics of empirical study, the statement that the online questionnaire was anonymous and that collected data will be used for the purpose of this thesis only, was written in the beginning of online questionnaire. Moreover, respondents could leave the questionnaire at any time.

One of the limitations of empirical research was convenience sampling. Therefore, it should be noted that the results of this investigation could not reflect the whole target population. Other limitation was the uneven distribution of respondents by gender. In this case, women accounted for 88.1 % and men accounted for 11.9 % of sample. Another limitation was that data was close to normal distribution. However, it was still decided to apply regression and mediation analyses. For mediation analysis significance testing Sobel test was used (Sobel Test, 2021).

4. The influence of durability cue, environmental and ethical cues of eco-labels on consumers' purchase intention towards sustainable apparel results of empirical research

This chapter of thesis presents results of the analysed data. In the beginning the data preparation for the analysis is described, then the demographic data of respondents is analysed for the reason of getting a better comprehension of respondents' characteristics as well as their distribution in the sample. Then the results of scales' reliability (internal consistency) are presented. Furthermore, the constructs from the research model are analysed and descriptive statistics are used. Then the hypotheses raised from the research model were tested.

4.1. The demographic data of respondents

Data preparation for the analysis. In order to analyse the gathered data from respondents, it was necessary to prepare it for the requirements of SPSS. First of all, the data was checked for any entry errors, the answers of respondents that did not fit into target population (previously mentioned in the methodology) were removed then the data was recoded. Respondents' age in the beginning was analysed as a scale variable in order to obtain the mean (M=37.43) and standard deviation (SD=14.015), as well as to see the age of the youngest respondents (18 years) and the oldest respondents (75 years). However, later for more convenient interpretation of results age variable was recoded into five age groups (table 5).

The analysed results were from the total of 446 respondents. The descriptive statistics (frequency analysis) showed that the largest part of the sample (32.3%) consisted of 18-25 years old respondents. The smallest part of the sample (10.1%) was comprised from 56 years and older respondents. The second largest part of sample (22.2%) consisted of 36-45 years old respondents, the third largest part of the sample (20.4%) 46-55 years old respondents. The smaller fourth part of the sample (15.0%) consisted of 26-35 years old respondents.

Moreover, the distribution of respondents according to gender was analysed. The largest part of sample consisted of females (88.1%) the remaining part of sample (11.9%) consisted of males.

Furthermore, the sample was analysed according to education. Respondents that had a higher University type of education comprised the largest part of the sample (63.7%). The second larger part of sample (15.5%) consisted of respondents that had a secondary education. The smallest part of the sample (0.2%) consisted of respondent that had a primary education.

Table 5. Demographic distribution of respondents

	Number of respondents	Percentage of sample %
Age groups		
18-25	144	32,3
26-35	67	15,0
36-45	99	22,2
46-55	91	20,4
56 and older	45	10,1
Gender		
Male	53	11,9
Female	393	88,1

Education		
Primary education	1	0,2
Basic education	6	1,3
Secondary education	69	15,5
Advanced vocational education and training	38	8,5
Higher non University education	39	8,7
Higher education University type	284	63,7
Other	9	2,0
Income after taxes		
Lower than 468 Eur net	70	15,7
From 469 to 1000 Eur net	170	38,1
From 1001 to 1500 Eur net	76	17,0
More than 1500 Eur net	50	11,2
Do not want to say	80	17,9
Employment		
Student	90	20,2
Employed	277	62,1
Unemployed	38	8,5
Other	41	9,2
Purchase frequency of clothes per month		
Less than 1 garment	252	56,5
1-2 garments	141	31,6
3-5 garments	46	10,3
6-7 garments	2	0,4
More than 7 garments	5	1,1
Consumption frequency of sustainably made products		
Never	24	5,4
Rarely	98	22,0
Occasionally	220	49,3
Mostly	98	22,0
Always	6	1,3

Furthermore, according to income after taxes most of the respondents (38.1%) earn in the range of 469 to 1000 Eur. The second largest group of respondents (17.9%) did not want to disclose their income, however, the third largest group (17.0%) of respondents indicated that they earn from 1001 to 1500 Eur after taxes. Moreover, the smallest number of respondents (11.2%) indicated that their income is above 1500 Eur. To conclude the majority of sample consisted of respondents having low and average income. However, it should be noted that a large percentage of respondents considered this information sensitive and did not indicate it.

Furthermore, the majority of respondents (62.1%) were employed the second largest group of respondents were students (20.2%). The smallest group of respondents (8.5%) were unemployed.

Moreover, other important characteristics of the sample are "purchase frequency of apparel per month" and consumption frequency of products that are sustainable. These characteristics help to better understand the purchasing habits of consumers. The results indicated that, the majority of respondents (56.5%) purchase less than 1 garment per month. On the other hand the second largest group of respondents

(31.6%) indicated that they purchase 1-2 garments and the third largest group (10.3%) indicated that they purchase 3-5 garments per month. The smallest group of respondents (0.4%) indicated that they buy 6-7 garments per month. Therefore, it can be seen that Lithuanian adults in this sample purchase apparel rarely. Furthermore, the results of sustainable products' consumption frequency showed that almost half of the respondents (49.3%) occasionally consume sustainably made products. The other two largest groups of respondents indicated that they consume sustainably made products either rarely or mostly. The distribution of respondents for these two answers was equal (22.0%). The smallest group of respondents (1.3%) indicated that they always purchase sustainable products. Moreover, only (5.4%) of respondents indicated that they never consume sustainable products. Therefore, it can be seen that Lithuanian adults in this sample consume sustainable products.

4.2. The reliability of scales

First of all, the reliability of questionnaire scales was assessed. In order to determine the reliability, Cronbach's alpha measure was used. This measure showed whether the items of each scale measured the construct consistently. Moreover, it is accepted that the scales are considered more reliable when they have a high value of this coefficient, usually above 0,7 (Taber, 2018).

The first scales measured the influence of environmental cues on eco-labels and consisted of questions about cues connected to environment on eco-labels. The analysis of these scales showed a high reliability of 0,892. The scales intended to measure ethical cues on eco-labels showed the highest reliability of 0,926 from all five scales. The durability cues showed slightly lower reliability of 0,846 than ethical cues on eco-labels, however the reliability is still considered high.

The initial reliability of scales about attitudes towards sustainable apparel was 0,679 which was a lower reliability than recommended. Moreover, it is worth noting that these scales had three items for the initial reliability analysis. The results of analysis for this scale indicated that the item "I am positive minded towards buying second hand clothes" could be removed in order to increase the reliability of this scale. Therefore, this item was removed and reliability was analysed for the second time. The results showed that reliability increased to 0,737 and was above the recommended value. Furthermore, the reliability of purchase intention scales 0,855 was assessed as high. Table 6 presents the final values of scale reliability and the amount of items each scale had for further analysis.

Table 6. Internal consistency assessment of questionnaire scales

Scales	Cronbach's Alpha	Number of Items
Cues connected to environment on eco-labels	0,892	4
Cues connected to employee ethical aspects on eco-labels	0,926	7
Cues of durability on eco-labels	0,846	6
Attitude towards sustainable apparel items	0,737	2
Purchase intention items	0,855	4

In conclusion, all five scales were assessed as reliable and the final values of Cronbach's alpha were from 0,737 (scale of attitude towards sustainable apparel) to 0,926 (scale of ethical cues on eco-labels).

4.3. The analysis of variables

Variables: durability, environmental and ethical cues as well as attitudes and purchase intention towards sustainable apparel were assessed on Likert scales that consisted of 5 points. In these scales answers above 3 indicated that respondent agreed or thought that the aspect was important to him/her. Answers below 3 indicated the opposite – disagreeing/not important aspect to him/her. For this type of scales in order to be able to analyse the data further, the means of each scale items were computed and created as new variables. Then the mean of respondents' answers to those scales and standard deviations were calculated. The results are illustrated in (table 7.). Furthermore, the results showed that Lithuanian consumers' attitudes towards sustainable apparel products are favourable. Moreover attitudes had the highest value from all five variables. Consumers assessed purchase intention favourably as well however in comparison with attitudes purchase intention had a lower value. Therefore, it can be concluded that Lithuanian consumers' attitudes towards sustainable apparel are more prominent than purchase intention. Moreover, from three types of cues on eco-labels consumers considered durability to be the most important, then slightly less important ethical cues and the least important environmental cues on eco-labels.

Table 7. Means and standard deviations of respondents answers

Scales	Mean (M) of respondents answers	Standard deviation (SD)
1. Cues connected to environment on eco-labels	3,659	0,943
2. Cues connected to ethical aspects on eco-labels	3,979	0,907
3. Cues of durability on eco-labels	4,048	0,758
4. Attitude towards sustainable apparel items	4,112	0,756
5. Purchase intention items	3,873	0,720

The validity of, durability variable was tested using factorial analysis, for the reason that the questions were combined from two different articles. Before performing factor analysis it was essential to assess if the data was appropriate for this type of analysis. For this reason Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) had to be above 0,600 (Pukėnas, 2009). In this case KMO was 0,841. Moreover, Bartlett's Test of Sphericity (expressed in p value) had to be bellow the significance level which was (α=0,05). In this case it was lower (p=0,000), therefore the data of durability scales was appropriate for factor analysis. The analysis showed that all items of durability scale fall into one factor (appendix 2.). Therefore, all 6 items measure cues of durability.

In order to know how to analyse the variables: durability cues, environmental cues and ethical cues on eco-labels, attitudes towards sustainable apparel and purchase intention towards sustainable apparel, it is important to check whether the data is distributed normally. Moreover, it is essential to know the distribution of data because there are different tests for testing the hypotheses and those tests depend on data distribution. To check the normality of data, Kolmogorov-Smirnov test was used (table 8.). The data is normally distributed when ($p > 0.05$), in this case all variables had ($p = 0.000$), therefore the variables were statistically significantly different from normal distribution. After learning that data was distributed not normally, the five variables were transformed using logarithmic transformation in order to get the distribu-

tion of data closer to normal. However, such transformation did not give expected results. Therefore it was decided to accept that data is not normally distributed.

Table 8. Test of normal distribution

	Kolmogorov-Smirnov[a]		
	Statistic	df	Sig. (p)
Environmental cues on eco-labels	0,110	446	0,000
Ethical cues on eco-labels	0,130	446	0,000
Durability cues on eco-labels	0,123	446	0,000
Attitudes towards sustainable apparel	0,120	446	0,000
Purchase intention towards sustainable apparel	0,119	446	0,000

Moreover, for this type of data Spearman correlation was used. This type of correlation allowed testing the relationships between analysed variables. The value of correlation coefficient (r) is from -1 to 1. Values that were near to -1 or 1 indicated a stronger correlation between variables and values that were closer to 0 indicate weaker correlation.

The results of correlation analysis showed that relationships between variables: durability cue, environmental cue, ethical cue, attitudes and purchase intention towards sustainable apparel are all statistically significant (p value that is lower than 0.05 indicated this). Correlation strength between these variables was assessed using (Stockemer, 2019) suggestions.

The relationship between environmental cues on eco-labels and ethical cues on eco-labels is positive and strong (r=0.694 and p=0.000) (table 9.). Therefore it can be concluded that increased amount of environmental cues on eco-labels have an impact on ethical cues on eco-labels. The relationship between environmental cues on eco-labels and durability cues is positive but weak (r=0.290 and p=0.000). Therefore, it can be concluded that increased amount of environmental cues on eco-labels have an impact on durability cues. Therefore, it can be concluded that there is a relationship between independent cues and they were not entirely independent.

The relationship between environmental cues on eco-labels and attitudes towards sustainable apparel is positive and moderately strong (r=0.537 and p=0.000). Therefore, it can be concluded that when there is an increased amount of environmental cues on eco-labels, consumers' favourable attitudes towards sustainable apparel increase as well or when the amount of environmental cues decreases, the favourable attitudes of consumers decreases as well. Moreover, it is worth noting that from the three cues on eco-labels, environmental cues had the strongest positive relationship with consumers' attitudes towards sustainable apparel.

Moreover, the relationship between environmental cues on eco-labels and purchase intention is positive and moderately strong (r=0.468 and p=0.000). Although the correlation is slightly lower than correlation between environmental cues on eco-labels and attitudes. This indicates that increased amount of environ-

mental cues on eco-labels increase consumers' purchase intention towards sustainable apparel. Therefore, it can be concluded that **H2** hypothesis that environmental cues on eco-labels make an impact on purchasers' attitude and purchase intention towards sustainably created apparel is confirmed, although for causal relationship further analysis is required.

The relationship between ethical cues on eco-labels and durability cues is positive but weak (r=0.330 and p=0.000). This indicates that increased amount of ethical cues make an impact on durability cues and the independent variables are not entirely independent.

The relationship between ethical cues on eco-labels and consumers' attitudes towards sustainable apparel is positive and moderately strong (r=0.508 and p=0.000). This indicates that increased amount of ethical cues on eco-labels increase the favourable consumers' attitudes towards sustainable apparel. Additionally from the three cues on eco-labels this correlation with attitudes is the second strongest one. Therefore, it can be concluded that consumers' attitudes would be slightly more increased with environmental cues than with ethical cues on eco-labels.

The relationship between ethical cues on eco-labels and purchase intention is positive but weak (r= 0.393 and p=0.000). This shows that increased amount of ethical cues on eco-labels increase consumers' purchase intention towards sustainable apparel. However, as in the case of environmental cues and purchase intention, it can be seen that the correlation is lower for ethical cues on eco-labels and purchase intention than between ethical cues and consumers' attitudes. Nevertheless, it can be concluded that ethical cues on eco-label make an impact on purchasers' attitude and purchase intention towards sustainably created apparel and **H3** hypothesis is confirmed, although for the causal relationship further analysis is required.

The relationship between durability cues on eco-labels and consumers' attitudes is positive but weak (r=0.388 and p=0.000). This indicates that increased amount of durability cues on eco-labels increase favourable attitudes towards sustainable apparel, although not as strongly as expected. When comparing the three groups of cues, durability cues had the lowest positive correlation with consumers' attitudes towards sustainable apparel. Nevertheless the relationship is still statistically significant.

The relationship between durability cues on eco-labels and purchase intention is positive but weak as well (r=0.324 and p=0.000). This shows that the increased amount of durability cues increase purchase intention towards sustainable apparel. However, this correlation is the lowest from all three groups of cues on purchase intention. Additionally, this correlation between durability cues and purchase intention is lower than the correlation between durability cues and attitudes. However, durability cues on eco-labels have an impact on attitude and purchase intention towards sustainably created apparel, therefore the hypothesis **H4** is confirmed, nevertheless further analysis to determine causal relationship is required.

The relationship between Lithuanian consumers' attitude towards sustainable apparel and purchase intention was positive and strong (r=0.670 and p=0.000). This indicates that favourable consumers' attitudes increase Lithuanian consumers' purchase intention. Moreover, this correlation is the second strongest correlation from all five variables. Therefore it can be concluded that the hypothesis **H1** attitudes towards sustainably created apparel affect favourably purchase intention towards sustainably created apparel is confirmed. Although for causal relationship further analysis is required.

Table 9. Correlations between sustainability, durability cues, attitudes and purchase intention

Correlations			Environmental cues on eco-labels	Ethical cues on eco-labels	Durability cues on eco-labels	Attitudes towards sustainable apparel	Purchase intention towards sustainable apparel
Spearman's rho	Environmental cues on eco-labels	Correlation Coefficient	1,000	,694**	,290**	,537**	,468**
		Sig. (2-tailed)	.	,000	,000	,000	,000
	Ethical cues on eco-labels	Correlation Coefficient	-	1,000	,330**	,508**	,393**
		Sig. (2-tailed)	-	.	,000	,000	,000
	Durability cues on eco-labels	Correlation Coefficient	-	-	1,000	,388**	,324**
		Sig. (2-tailed)	-	-	.	,000	,000
	Attitudes towards sustainable apparel	Correlation Coefficient	-	-	-	1,000	,670**
		Sig. (2-tailed)	-	-	-	.	,000
**. Correlation is significant at the 0.01 level (2-tailed).							
N=446							

In conclusion correlation analysis results showed the positive relationships between all five variables (environmental, ethical and durability cues, attitudes and purchase intention) and they were statistically significant. This meant that if Lithuanian consumers would see more cues on sustainable apparel, they would likely have more positive attitudes towards them and would intend to purchase sustainable apparel more. Furthermore, from the analysed relationships between independent variables and attitudes, the strongest positive relationship was seen with environmental cues. The same observation was between independent variables and purchase intention towards sustainable apparel. This observation could be explained by the assumption that Lithuanians were more familiar with environmental cues and their use on eco-labels. However, ethical and durability cues had statistically significant positive relationships with attitudes and purchase intention. This could mean that attitudes of Lithuanians and their purchase intention would increase if these cues would be accentuated more on eco-labels.

Demographics relationship with attitudes and purchase intention

As a variety of explorations were focused on young consumers purchase intention, it was decided to check the relationships between consumers' demographic information, attitudes and purchase intention. For this purpose correlation analysis was done (appendix 3.).

The relationship between Lithuanian consumers' age and attitudes was positive, however weak and insignificant (r=0.015 and p=0.751). This indicates that there is no statistically significant relationship between age and attitudes in the sphere of sustainable apparel. Therefore, the attitudes of Lithuanian consumers'

were independent from age. Moreover, it is interesting that the relationship between age of consumers and purchase intention is negative, although weak and insignificant (r= -0,031 and p=0,507). These results illustrate as well that there is no statistically significant correlation between age and purchase intention. Therefore in conclusion age in Lithuania is not a meaningful element in altering attitudes and purchase intention.

Furthermore, the correlation between gender and attitudes was positive and weak, although statistically significant (r=0,114 p=0,016). This indicates that there is a statistically significant relationship between gender and Lithuanian consumers' attitudes towards sustainable apparel. However, it is worth noting that the largest part of the sample consisted from females. Moreover, correlation between gender and purchase intention was positive, weak but statistically significant (r=0,096 and p=0,043). This shows that as in the case with attitudes, gender has a statistically significant relationship with purchase intention towards sustainable apparel in Lithuania.

The correlation between education and attitudes towards sustainable apparel was positive, although weak and statistically insignificant (r=0,027 and p=0,564). This indicates that there is no meaningful relationship between level of education and Lithuanian consumers' attitudes towards sustainable apparel. Moreover, correlation between education and purchase intention (r=0,050 and p=0,291) was positive, although statistically insignificant as well. These results are different from the reviewed literature that says that education has an impact on purchase intention.

It is interesting that the correlation between income of Lithuanians and attitudes was negative, weak and statistically insignificant (r= -0,086 and p=0,069). Similar situation can be seen between income and purchase intention towards sustainable apparel. Correlation in this case was negative and lower than between income and attitudes and statistically insignificant (r= -0,017 and p=0,717). It is worth noting that the question asked consumers about income after taxes. Moreover, this question can be considered personal information therefore there is a possibility that respondents that chose not to disclose this information in questionnaire could change the results. Therefore, it can be concluded that income does not have an impact on attitudes and purchase intention towards sustainable apparel.

The correlation between Lithuanians' employment status and attitudes towards sustainable apparel was positive, although weak and statistically insignificant (r=0,091 p=0,053). The similar situation can be seen in the correlation between employment status and consumers' purchase intention as well (r=0,042 and p= 0,377). Therefore, it can be concluded that employment status in Lithuania has no statistically significant relationship with attitudes and purchase intention towards sustainable apparel.

However, the correlation between "purchase frequency of apparel" and attitudes was negative and weak, although statistically significant (r= -0,160 and p=0,001). This indicates that there is a relationship between purchasing frequency and attitudes towards sustainable apparel and when the frequency increases, attitude values of consumers decreases. Therefore, it can be concluded consumers that purchase apparel more frequently, tend to have more unfavourable attitudes towards sustainable apparel. Similar situation can be seen between purchase frequency of apparel and purchase intention towards sustainable apparel. The correlation between these variables was negative and weak, however it was statistically significant (r= -0,113 and p=0,017). This indicates that as well as relationship with attitudes, there is a relationship be-

tween purchasing frequency of apparel and purchase intention towards sustainable apparel. Therefore it can be concluded that the more Lithuanians purchase apparel, the less favourable attitudes towards sustainable apparel they have.

The relationship between "consumption frequency of sustainably made products" and attitudes towards sustainable apparel is positive and moderately strong (r=0,408 and p=0,000). Moreover, it is statistically significant. This indicates that Lithuanian consumers that consume sustainably made products more frequently tend to have more favourable attitudes towards sustainable apparel. Similarly, the relationship between consumption frequency of sustainably made products and purchase intention was positive and moderately strong (r=0,420 and p=0,000). It is worth noting that this correlation is slightly stronger than between attitudes, although both relationships are statistically significant. In conclusion the more Lithuanian consumers consume sustainably made products, the more they intend to purchase sustainable apparel.

In conclusion, correlation results of Lithuanians demographics showed that interestingly age, education, income after taxes and employment status had no statistically significant relationships neither with consumers' attitudes neither with their purchase intention towards sustainable apparel. The explanation for these results could be that respondents were not equally distributed according to these demographics. Another explanation related to income after taxes could be that people chose the answer "do not want to say". However, demographic question of "purchase frequency of apparel" had a statistically significant relationship although unfavourable. This indicated the expected result that the more frequently Lithuanians purchase apparel products, the less likely they will have favourable attitudes and purchase intentions towards sustainable apparel. Contrastingly, demographic questions "consumption frequency of sustainably made products" and gender had a favourable relationship with attitudes and purchase intention in Lithuania. This indicated that Lithuanians that already purchase products that are sustainable will be more inclined to have favourable attitudes and purchase intentions towards sustainable apparel. Moreover despite that the sample largely consisted from women, gender had a statistically significant relationship with attitudes and purchase intention. This suggests that attitudes and purchase intentions towards sustainable apparel are different between women and men.

4.4. Regression analysis of variables

Regression analysis was chosen for the purpose to further test the causal relationships between five variables pictured in figure 5. In order to test the if attitudes mediate the effect of independent variables (durability cue, environmental and ethical cues) on purchase intention three mediation models were made. The mediation effect of attitudes was tested based on Baron and Kenny approach discussed in (Preacher & Hayes, 2004). It should be noted that the mediating effect of attitudes was measured on each independent variable separately. The mediation models were created in three stages:

- First of all the linear regression was done for the purpose of determining the impact of independent variable (e.g. in the first model this was environmental cue on eco-label) on dependent variable (purchase intention towards sustainable apparel) – total effect.
- Then the linear regression was performed between independent variable (e.g. environmental cue on eco-label) and the mediator (consumers' attitudes towards sustainable apparel). This allowed obtaining path of indirect effect (*a*).

- Then, multiple linear regression was done for the purpose of testing the impact of independent variable and mediator (consumers' attitudes towards sustainable apparel) on dependent variable (purchase intention towards sustainable apparel) – direct effect of c and indirect effect of *b* paths.
- Lastly, the statistical significance of the indirect effect (*axb*) was assessed using Sobel test (Sobel Test, 2021).

Mediation model with environmental cues on eco-labels

The first mediation model (fig 6.) included independent variable environmental cues on eco-labels, mediator consumers' attitudes and dependent variable purchase intention towards sustainable apparel. The purpose of the mediation model was to test the hypotheses and to ascertain if consumers' attitudes were the mediator between cues and purchase intention.
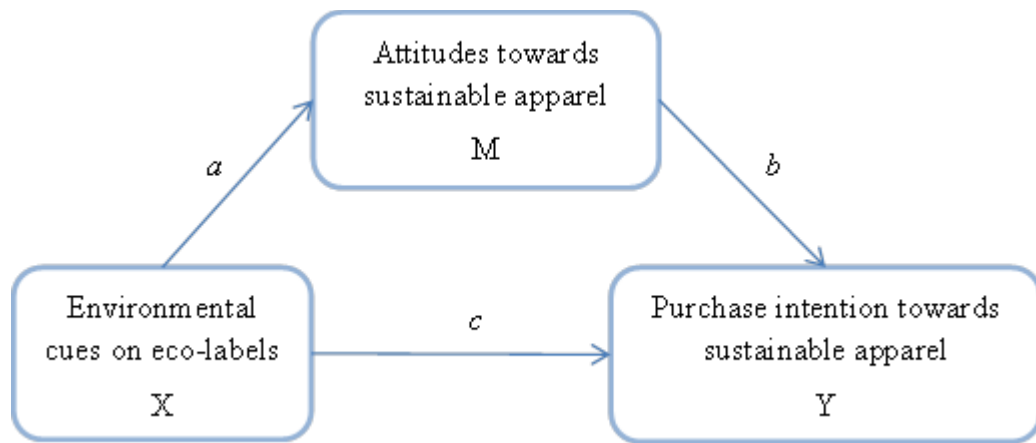

Fig. 6. The relationships in mediation model

The results of **first linear regression** analysis (total effect) showed the impact of environmental cues on purchase intention. The determination coefficient (R^2=0.263) showed that this analysis explained 26.3% of variance (table 10.) which was a low but accepted value, for the reason that the three groups of cues on eco-labels were analysed separately. Moreover, the ANOVA showed that this regression model is statistically significant (F (1,444)=158.642, (p=0.000)). Therefore this model was applicable for the regression analysis.

Furthermore, the regression coefficient and p value (β=0.513 and p=0.000) showed that environmental cues on eco-labels was a statistically significant predictor of consumers' purchase intention. Although the explained variance of this model was low, in this case statistically significant p value was considered more important. Therefore, this model showed that there was a statistically significant total effect which was required in order to know if the first mediation model could be applicable.

Table 10. Linear regression between environmental cues on eco-labels and purchase intention

1.Coefficients[a] Predictor environmental cues, dependent variable purchase intention (X-Y) (TOTAL EFFECT)				
R^2=,263		F=158,642 p=,000[b]		
Regression Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	2,439	,118		20,741	,000
	Environmen-tal cues	,392	,031	,513	12,595	,000
a. Dependent Variable: purchase intention						

The second linear regression analysis was done aiming to obtain direct effect (*a* path) of mediation model. The effect between environmental cues on eco-labels (X) and attitudes (M) was analysed. The results showed that the determination coefficient (R^2=0.327) was higher than in the first regression, however still relatively low. The model explained 32.7% of variance which meant that this model explained better consumers' answers than the regression model between environmental cues and purchase intention (table 11). Furthermore, the ANOVA results indicated that (F (1,444) =215.425, (p=0.000)) that this regression model was statistically significant and appropriate for the analysis.

Furthermore, the regression coefficient and p value (β=0.572, p=0.000) showed that environmental cues on eco-labels was a statistically significant predictor of consumers' attitudes towards sustainable apparel. Moreover, regression coefficient (B=0.458(0.031) p=0.000) showed *a* path of the first mediation model and it was statistically significant. Therefore, it can be concluded that there is a direct effect between environmental cues on eco-labels and consumers' attitudes.

Table 11. Linear regression between environmental cues on eco-labels and attitudes (*a* path) of mediation model

2.Coefficients^a Predictor environmental cues, dependent variable attitudes (X-M)						
R^2=,327				F=215,425 p=,000[b]		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,435	,118		20,641	,000
	Environmen-tal cues	,458	,031	,572	14,677	,000
a. Dependent Variable: attitudes						

Lastly, the third analysis (multiple linear regression) was done for the first mediation model. The chosen predictors were environmental cues and attitudes in order to get direct effect (*c* path) and indirect effect (*b* path) on purchase intention. The results of this analysis indicated that the determination coefficient (R^2=0.506) was considerably higher than in previous regressions and explained 50.6% of variance in the model (table 12.). This suggested that the addition of attitudes positively improved regression model. Moreover the ANOVA results were statistically significant and showed that this regression model was appropriate for the analysis (F (2,443)=226,882 (p=0.000)).

Furthermore, the analysed regression coefficients and p values showed that attitudes not only was a statistically significant predictor of purchase intention (β=0.600, p=0.000) but it was a stronger predictor when environmental cues (β=0.170, p=0.000). However, environmental cues were statistically significant as well.

Table 12. Multivariate regression between environmental cues on eco-labels, attitudes and purchase intention (paths *b* and *c*)

3.Coefficients[a] predictors environmental cues and attitudes, dependent variable purchase intention (X-M and M-Y)										
R²=,506				F=226,882 p=,000b						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Par-tial	Part	Toler-ance	VIF
1 (Constant)	1,046	,135		7,750	,000					
Environ-mental cues	,130	,031	,170	4,174	,000	,513	,195	,139	,673	1,485
Attitudes	,572	,039	,600	14,755	,000	,698	,574	,493	,673	1,485
a. Dependent Variable: purchase intention										

Furthermore the results indicated the indirect effect *b* path (B=0.572 (0.039)) and direct effect *c* path (B=0.130 (0.031). From these results the conclusion can be made that the indirect effect (*axb*=0.262) between environmental cues on eco-labels through attitudes was statistically significant – attitudes in this case mediated the relationship. The first mediation model is summarized in table 13.

Furthermore this model supported the hypotheses **H1:** Attitudes towards sustainably created apparel affect favourably the purchase intention towards sustainably created apparel and **H2:** Environmental cues on eco-label make an impact on purchasers' attitude and purchase intention towards sustainably created apparel.

Table 13. First mediation model with environmental cues on eco-labels through attitudes on purchase intention

	Direct effect of X on M (environmental cues on attitudes) path *a*	Direct effect of M on Y(attitudes on purchase intention) path *b*	Direct effect of X on Y (on purchase intention) path *c* Multivariate regression	The indirect effect (*a*b*) and Sig. (Sobel test)	Mediator
Attitudes	B=.458 Std. Error=.118	B=.572 Std. Error=.039	B=.130 Std. Error=.031	a*b=.262 p=0.000	Yes
X- independent variable, Y- dependent variable, M- mediator					

Mediation model with ethical cues on eco-labels

The second mediation model included the variables: ethical cues on eco-labels, consumers' attitudes and purchase intention towards sustainable apparel. In order to test the hypotheses and to determine if mediation model could be applicable, first simple linear regression was made.

The results of linear regression between ethical cues on eco-labels and purchase intention (total effect) indicated that this regression model explained a lower amount of variance 22.7%, (R^2= 0.227) than the simple regression between environmental cues and purchase intention (table 14.). This indicated that consumers' answers related to ethical cues were more unpredictable than those related to environmental cues.

However, ANOVA (F (1,444) =130,486 (p=0.000)) results showed that this regression model was statistically significant and applicable.

Furthermore, the regression coefficients (β=0.477, p=0.000) showed that ethical cues on eco-labels had a statistically significant impact on purchase intention towards sustainable apparel. Therefore, it is likely that consumers' would intend to purchase sustainable apparel with eco-label that has ethical cues on it. Moreover, this analysis showed that there was a total effect and mediation model could be applicable.

Table 14. Linear regression between ethical cues on eco-labels and purchase intention

1.Coefficients[a] predictor ethical cues, dependent variable purchase intention (X-Y) TOTAL EFFECT					
R^2= ,227			F=130,486 p=,000b		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,368	,135		17,512	,000
	Ethical cues	,378	,033	,477	11,423	,000
a. Dependent Variable: purchase intention						

The second linear regression analysis was conducted aiming to obtain *a* path of mediation model. For this reason, analysis was performed between ethical cues on eco-labels and consumers' attitudes (**table 15**). The results showed that the explained variance was 28.8% (R^2= 0.288). In comparison to the analysis between environmental cues and attitudes, analysis between ethical cues and attitudes explained less variance. This indicated that consumers' attitudes were explained more by environmental cues than ethical cues. However, the relationship between ethical cues and attitudes explained more variance than the relationship between ethical cues and purchase intention. This indicated that attitudes were important element in explaining relationships. Furthermore, ANOVA (F (1,444) =179,986 (p=0.000)) results showed that this regression analysis was appropriate and statistically significant.

Moreover, results showed that the regression coefficients (β=0.537, p=0.000) were statistically significant. Therefore, ethical cues on eco-labels were statistically significant predictors of consumers' attitudes. Furthermore, the coefficients (B=0.448 (0.033)) indicated *a* path between ethical cues and attitudes which was required for the second mediation model. Therefore, it can be concluded, that there is a direct effect between ethical cues on eco-labels and consumers' attitudes towards sustainable apparel.

Table 15. Linear regression between ethical cues on eco-labels and attitudes (*a* path) of mediation model

2.Coefficients[a] predictor ethical cues, dependent variable attitudes (X-M)					
R^2= ,288			F=179,986 p=,000b		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,331	,136		17,123	,000
	Ethical cues	,448	,033	,537	13,416	,000
a. Dependent Variable: attitudes						

The third analysis of multiple linear regression was performed aiming to obtain the second mediation model. The predictors for this analysis were ethical cues on eco-labels and attitudes, the dependent varia-

ble was purchase intention (table 16). The relationships between these variables allowed assessing the direct effect (c path) and indirect effect (b path) of mediation model.

The results of this analysis indicated that the explained variance was 50.1% ($R^2=0.501$) which was considerably higher than when there was only one predictor (ethical cues). Moreover, in comparison with the same analysis with environmental cues and attitudes the explained variance improved about the same however analysis with ethical cues and attitudes explained consumers' answers slightly less. Nevertheless, ANOVA (F (2,443) =222,548 (p=0.000)) results indicated that the regression analysis was statistically significant and applicable.

Furthermore analysis results indicated that consumers' attitudes towards sustainable apparel statistically significantly predicted consumers' purchase intention ($\beta=0.621$, p=0.000) and was a stronger predictor than ethical cues ($\beta=0.143$, p=0.000), although both predictors had a statistically significant impact on consumers' purchase intention.

Table 16. Multivariate regression between ethical cues on eco-labels, attitudes and purchase intention (paths b and c)

3.Coefficients[a] predictors: ethical cues and attitudes, dependent variable purchase intention (X-M and M-Y)										
R^2= ,501				F=222,548 p=,000b						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	,989	,140		7,059	,000					
Ethical cues	,114	,032	,143	3,602	,000	,477	,169	,121	,712	1,405
Attitudes	,591	,038	,621	15,601	,000	,698	,595	,523	,712	1,405
a. Dependent Variable: purchase intention										

Lastly, the results showed the indirect effect b path (B=0.591 (0.038) and direct effect c path (B=0.114 (0.032) of mediation model. From these paths the indirect effect (axb=0.265) was obtained and it was statistically significant. The summary of second mediation model when independent variable was ethical cues on eco-labels, mediator was attitudes and dependent variable was purchase intention towards sustainable apparel is presented in table 17. Therefore, it can be concluded that attitudes mediated the relationship between ethical cues on eco-labels and purchase intention. Furthermore, in conclusion the **H3** hypothesis: ethical cues on eco-label make an impact on purchasers' attitude and purchase intention towards sustainably created apparel was confirmed.

Table 17. Second mediation model with ethical cues on eco-labels through attitudes on purchase intention

	Direct effect of X on M (environmental cues on attitudes) path a	**Direct effect of M on Y(attitudes on purchase intention) path b**	**Direct effect of X on Y (on purchase intention) path c** **Multivariate regression**	**The indirect effect ($a*b$) and Sig. (Sobel test)**	**Mediator**

Atti-tudes	B=.448 Std. Error=.033	B=.591 Std. Error=.039	B=.114 Std. Error=.032	a*b=.265 p=0.000	Yes
X- independent variable, Y- dependent variable, M- mediator					

Mediation model with durability cues on eco-labels

The third mediation model included the variables: durability cue on eco-labels, consumers' attitudes and purchase intention towards sustainable apparel. First simple linear regression was conducted aiming to test the hypothesis and to test if attitudes mediate the relationship between durability and purchase intention.

The results of the first linear regression showed that regression model explained only 15% of variance (R^2=0.150) and indicated that other factors (such environmental, ethical cues) could better explain consumers' answers (table 18.). However, ANOVA (F (1,444) =78,189 (p=0.000)) results showed that this model was still statistically significant and applicable, although it should be taken with caution.

The regression coefficient (β=0.387, p=0.000) confirmed that from the free cues durability cue had the lowest impact on purchase intention but it was statistically significant. Therefore it is likely that consumers would purchase sustainable apparel with durability cue on eco-label. Furthermore, the analysis showed that there was a statistically significant total effect (B=0.368 (0.042), therefore it can be concluded that the mediation model could be applicable.

Table 18. Linear regression between durability cues on eco-labels and purchase intention

1.Coefficients^a predictor durability cue, dependent variable purchase intention (X-Y)					
R^2=,150			F=78,189 p=,000b		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,384	,171		13,920	,000
	Durability cue	,368	,042	,387	8,842	,000
a. Dependent Variable: purchase intention						

The second linear regression analysis was conducted for the purpose of obtaining *a* path of the third mediation model. Therefore, analysis was performed between durability cues on eco-labels and consumers' attitudes (table 19). The results indicated that this model explained 17.3% of variance (R^2=0.173) which was a low but slightly better result compared with analysis between durability cue and purchase intention. Moreover, ANOVA (F (1,444) =92,852 (p=0.000)) indicated that the model was statistically significant and appropriate.

The regression coefficient (β=0.416, p=0.000) showed that durability cues on eco-labels had a statistically significant impact on consumers' attitudes towards sustainable apparel. This meant that consumers that saw an eco-label with durability cues would likely have more positive attitudes towards sustainable apparel. Furthermore, the coefficient (B=0.415 (0.043)) showed *a* path between durability cues and consumers' attitudes for the third mediation model. Therefore, in conclusion there is a statistically significant direct effect between durability cues and attitudes.

Table 19. Linear regression between durability cues on eco-labels and attitudes (*a* path) of mediation model

2.Coefficients[a] predictor durability cue, dependent variable attitudes (X-M)					
R²=,173			F=92,852 p=,000b		
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,433	,177		13,721	,000
Durability cue	,415	,043	,416	9,636	,000
a. Dependent Variable: attitudes					

The third analysis of multiple linear regression was done for the third mediation model. The predictors for in this analysis were durability cues and attitudes, the dependent variable was purchase intention (table 20). This multiple linear regression analysis allowed assessing the direct effect (c path) and indirect effect (*b* path) of mediation model.

The results of this analysis indicated that the regression model explained 49.8% of variance (R^2=0.498) which was slightly lower when in previous models (with environmental and ethical cues). This meant that the durability cue on eco-labels and attitudes together explained almost half of the respondents' answers. Comparing the explained variance where was only durability cue, the model where durability cue and attitudes are predictors together explained a considerably higher amount of consumers' answers.

Furthermore, the ANOVA (F (2,443) =219,660 (p=0.000)) test indicated that the regression model was statistically significant and appropriate. The regression coefficients of durability cue (β=0.117, p=0.000) and attitudes (β=0.649, p=0.000) were both statistically significant. However, similarly to the previous results, the attitudes was a stronger predictor of purchase intention than durability cue.

Table 20. Multivariate regression between durability cues on eco-labels, attitudes and purchase intention (paths *b* and *c*)

3.Coefficients[a] predictors: durability cues and attitudes, dependent variable purchase intention (X-M and M-Y)										
R²=,498					F=219,660 p=,000b					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	,880	,157		5,599	,000					
Durability cue	,111	,035	,117	3,164	,002	,387	,149	,107	,827	1,209
Attitudes	,618	,035	,649	17,527	,000	,698	,640	,590	,827	1,209
a. Dependent Variable: purchase intention										

Furthermore, the results of this analysis showed the indirect effect *b* path (B=0.618 (0.035) and direct effect *c* path (B=0.111 (0.035) of the third mediation model. These paths allowed obtaining the indirect effect (*axb*=0.256) and it was statistically significant. The summary of the third mediation model when independent variable was durability cue on eco-label, dependent variable was purchase intention and mediator was attitudes is presented in (table 21.). Furthermore, it can be concluded that the **H4** hypothesis: du-

rability cue on eco-label have an impact on attitude and purchase intention towards sustainably created apparel was confirmed.

Table 21. Third mediation model with durability cues on eco-labels through attitudes on purchase intention

	Direct effect of X on M (environmental cues on attitudes) path *a*	Direct effect of M on Y(attitudes on purchase intention) path *b*	Direct effect of X on Y (on purchase intention) path *c* Multivariate regression	The indirect effect (*a*b*) and Sig. (Sobel test)	Mediator
Attitudes	B=.415 Std. Error=.043	B=.618 Std. Error=.035	B=.111 Std. Error=.035	a*b=.256 p=0.000	Yes
X- independent variable, Y- dependent variable, M- mediator					

Moreover empirical research confirmed expected relationships between variables and confirmed all hypotheses (table 22.).

Table 22. The outcomes of raised hypotheses

Tested hypothesis	Confirmed or denied
H1 Attitudes towards sustainably created apparel affect favourably the purchase intention towards sustainably created apparel.	Confirmed
H2 Environmental cues on eco-label make an impact on purchasers' attitude and purchase intention towards sustainably created apparel.	Confirmed
H3 Ethical cues on eco-label make an impact on purchasers' attitude and purchase intention towards sustainably created apparel.	Confirmed
H4 Durability cue on eco-label have an impact on attitude and purchase intention towards sustainably created apparel.	Confirmed

In conclusion linear regression analysis results showed that durability cue, environmental and etical cues on eco-labels had all statistically significant direct impact on purchase intention. The strongest impact was between environmental cues, the least strongest impact was between durability cue on purchase intention. However all of those cues impact was relatively low. When analysing those cues impact on attitudes first, the results were not only statistically significant but also considerably higher. Furthermore, all three mediation models were statistically significant, therefore it can be concluded that the causal relationship between variables goes as follows: firstly independent variables (cues) make an impact on attitudes, then attitudes make an impact on purchase intention. Lastly, this analysis allowed to confirm all hypotheses that were raised.

4.5. Discussion and recommendations

This research investigated the impact of durability cue and sustainability cues presented on eco-labels on consumers' purchase intention towards sustainable apparel. First of all, this research defined the demographic features of researched respondents. Moreover, it analysed the impact of demographic features of respondents on attitudes and purchase intention. Additionally this research applied correlation analysis and regression analysis for the hypotheses testing with some limitations. Furthermore, this research was implemented and based on the TPB theory previously explained in the literature review, therefore mediating relationship of attitudes was tested when independent variables were cues on eco-labels and dependent variable was purchase intention. This way allowed to further test causal relationships of hypotheses.

For the reason that demographic characteristics were not of primary interest the correlation analysis was done. The results were interesting because they showed no significant relationship between age, education, income and employment which raises the question of why some studies (de Lenne & Vandenbosch, 2017; Chaturvedi et al., 2020) focus only on young consumers when investigating purchase intention of sustainable products. Moreover these results disagree with the discoveries of (Pekkanen et al., 2018; Chekima et al., 2016) about education, however they agree that gender has a significant favourable relationship with attitudes and purchase intention.

The results of empirical research correlation analysis suggest that in Lithuania environmental cues on eco-labels have the strongest relationship with consumers' attitudes and purchase intention. Furthermore, regression analyses performed in order to determine causality supported correlation analysis results. These findings confirm the information in the literature that investigated the impact of environmental and ethical aspects on purchase intention in the sphere of apparel in other countries for instance, China and the US (Stringer et al., 2020; Bong Ko & Jin, 2017; Rahman et al., 2020). However, the discoveries of this thesis disagree with the (Rahman et al., 2020) findings that ethical cues are more important than environmental. The reasons for this could be that the focus of this research was on purchase intention and their investigation was concentrated on consumers' choices in China. Moreover, the possible differences of results could be because of cultural differences or consumers' knowledge about sustainability.

Furthermore, the correlation analysis results showed that ethical cues on eco-labels have a significant positive impact on attitudes and purchase intention although its impact is lower than environmental cues in Lithuania. Later the causal relationship results done with regression supported the correlation analysis findings. These results corresponds with the discoveries of (Magnuson et al., 2017; Cerri, Testa, & Rizzi, 2018) that investigated ethical features of apparel on purchase intention. In conclusion, it is important to present ethical cues on eco-labels when seeking that consumers would intend to purchase sustainable apparel.

Moreover, the correlation analysis of research showed that durability cues on eco-label have a significant positive impact on consumers' attitudes and purchase intention towards sustainable apparel in Lithuania. Regression analysis results supported the causality of this relationship. This is important finding and novel addition to the existing literature. The reason for this is that in this research durability cue is investigated in the context of eco-label and previous investigations concentrated on investigating durability as a separate aspect from eco-labels (Jacobs et al., 2018; Magnuson et al., 2017). Therefore it can be concluded that

durability cues presented on eco-labels are important for increasing consumers' purchase intention towards sustainable apparel.

Finally, the results of correlation analysis showed a strong relationship between consumers' attitudes and purchase intention towards sustainable apparel in Lithuania. Moreover for the reason that attitudes and the theory of TPB dominates in literature it was chosen to test the hypotheses with attitudes as a mediating variable. The mediation analysis was implemented using regression and the results indicated that attitudes have a positive impact on purchase intention in Lithuania. This finding confirms the existing literature in a variety of countries (Nam, Dong, & Lee, 2017; Reimers et al., 2017; S. H. N. Lee & Chow, 2020). Therefore, it can be concluded that Lithuanian consumers' attitudes make a positive impact towards sustainable apparel products and agree with investigations made abroad.

Directions for further research:

This research focused on the impact that durability cues and sustainability cues of eco-labels have on consumers' purchase intention in Lithuania. Therefore further studies could focus on researching the impact of these cues including all three Baltic States. For the reason that in this research the market of Lithuania was investigated it would be interesting to compare all three neighbouring countries and their consumers' purchase intentions. Furthermore, the large part of sample consisted from women and correlation analysis results indicated that there was a relationship between gender and purchase intention. Therefore, further studies could conduct a research involving more equally distributed respondents according to gender. Lastly, this research investigated cues presented on eco-labels, further research could focus on specific eco-labels.

Recommendations

The research results showed that Lithuanian consumers have favourable attitudes towards sustainable apparel and are likely to intend to purchase these products. Moreover for Lithuanians the most important cue on eco-labels is durability, however environmental and ethical cues are still important cues of eco-labels. When talking about relationships between these variables correlation analysis showed that all of the five variables that were researched have positive statistically significant relationships. Moreover, causal relationships explained that durability cue, environmental and ethical cues on eco-labels had a positive impact on purchase intention. This impact was even stronger when these cues impacted purchase intention indirectly through attitudes. Lastly, environmental cues on eco-labels had the strongest impact on purchase intention and durability cues had the least strong but still significant impact on purchase intention towards sustainable apparel. From these results valuable recommendations for several parties can be made.

Recommendations for manufacturing companies could be to create sustainable apparel products that would be distinguished not only by environmental and ethical cues but would also be manufactured in a way that would ensure longer apparel durability. In turn long lasting apparel products would allow companies to directly present durability cues more on eco-labels and would satisfy consumers' demand for visible durability cues on eco-labels. These recommendations arise from the research results that show high importance of durability cue and sustainability cues for Lithuanian consumers and that these cues on eco-labels make a positive impact on purchase intention.

Recommendations for marketing specialists could be to focus on strengthening favourable attitudes towards sustainable apparel as attitudes in turn form stronger purchase intentions. This could be done by incorporating durability cue and sustainability cues on eco-labels as well as accentuating these cues in commercial campaigns or ensuring that apparel will last for a specific period of time if cared properly. The results showed that the biggest impact on purchase intention has environmental cues and the smallest durability cue. The reason for this could be that consumers are already familiar with environmental cues but not with durability cue on eco-labels. This could be a great opportunity for marketing specialists to promote durability cue more in order to increase purchase intention towards sustainable apparel in Lithuania.

Recommendations for apparel retail companies that are planning to enter Lithuanian market could be to actively use and communicate durability and sustainability cues on eco-labels in order to increase consumers' purchase intentions to purchase sustainable apparel. The communication of such cues would help retail companies better accomplish the SDGs and satisfy consumers' demand for lasting sustainable apparel products. It is worth noting that durability cues on apparel are used rarely. Usually retailers focus on environmental and ethical cues on eco-labels. Therefore, for retailers that seek to gain competitive advantage it is recommended to use durability cues more actively in addition to the usual sustainability cues. Furthermore, accentuating these cues on sustainable apparel, particularly durability would be a great way to attract consumers who do not care for the conventional sustainability cues (environmental and ethical) and give a priority for traditional apparel (not sustainable).

Conclusions

The current situation and challenges of consumers' purchase intention towards sustainable apparel were identified as well as the extreme importance of sustainability in clothing industry. Based on the problem analysis clothing industry has a long way to go in order to become sustainable. However a variety of social movements and raising people's awareness of problems in this industry slowly change the consumption patterns of consumers. The analysis revealed that one of the means that increase purchase intention are eco-labels that mainly focus on environmental and ethical dimensions of sustainability for the purpose of informing the consumer and increasing its purchase intention. The analysis showed as well that there is a demand for durability, especially in the apparel products and this aspect is meaningful to consumers. However, its impact on eco-labels is not researched enough.

The theoretical aspects of the impact of durability and sustainability cues of eco-labels on consumer purchase intention towards sustainable apparel products. The analysis revealed that there is a variety of definitions related to sustainability and sustainable apparel. Moreover, it revealed that researchers most commonly use theory of planned behaviour for investigating purchase intention and the elements that alter them. Furthermore the literature analysis revealed that there is a variety of elements that alter purchase intention and between them there are environmental concern, eco-labels, attitudes and quality. Moreover, the analysis revealed that eco-labels usually are concentrated towards informing consumers with environmental and ethical cues, however durability is not directly presented on sustainable apparel eco-labels and not researched enough as such cue.

For the reason of answering the research question of what impact durability, environmental and ethical cues have on consumers' purchase intention towards sustainable apparel the methodology was created. The quantitative research method was chosen to better comprehend the adults of Lithuania. The empirical research raised four hypotheses based on the theoretical model. For the purpose of testing them the online questionnaire was created with scales adapted from other studies. The demographic questions were included as well in order to better understand the respondents' characteristics. The software for statistics SPSS was used to analyse the data.

This thesis aimed at answering the question of what impact durability, environmental and ethical cues have on consumers purchase intention. The empirical aim was to test the raised hypotheses related to this question. The results of empirical research showed that durability cue on eco-labels and sustainability cues on eco-labels (environmental and ethical) all had a statistically significant positive impact on purchase intention. Which meant that in Lithuania these cues presented on eco-labels would increase purchase intention. Moreover, consumers' attitudes towards sustainable apparel mediated this impact. Therefore it is concluded that when seeking to increase purchase intention of sustainable apparel with different cues on eco-labels, it is important to form favourable attitudes of consumers towards them first. Furthermore, the strongest influence had environmental cues and the least strong impact had durability cues of eco-labels on purchase intention. Nevertheless, in conclusion, all cues would be a great addition on eco-labels for the purpose of increasing purchase intention of consumers in Lithuania. Additionally, it is worth noting, that in Lithuania this research is the first to consider the impact of durability cue on sustainable apparel eco-labels.

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Appendix 1. Online questionnaire

Anketa

Laba diena, esu Jūratė Balevičiūtė Kauno Technologijos Universiteto paskutinio kurso magistro studentė. Norėčiau Jūsų paprašyti padėti vykdant magistro tyrimą, kurio tikslas ištirti, kokia informacija: aplinkos išsaugojimo, etiškumo ar drabužio patvarumo/ilgaamžiškumo ant drabužių etikečių daro didžiausią įtaką vartotojų ketinimui įsigyti tvarių drabužių Lietuvos rinkoje.

Prašau Jūsų skirti 5-7 min laiko atsakyti į pateiktus klausimus. Apklausos duomenys yra anoniminiai ir bus naudojami tik magistro darbo tyrimui atlikti.

Eco-etiketės – įvairios etiketės, kuriose pateikiama informacija apie pastangas išsaugoti aplinkos išteklius ir užtikrinti etišką elgesį su žmonėmis ir gyvūnais drabužio gamybos metu.

Tvarūs drabužiai – tai drabužiai, gaminami neteršiant aplinkos, saugant gamtos išteklius ir užtikrinant etišką elgesį su darbuotojais ir gyvūnais.

Patvarus/ilgaamžis drabužis – drabužis, kuris ilgai išlieka „kaip naujas".

1.Nurodykite, kiek Jums svarbi informacija apie aplinkos išsaugojimą ant eco-etikečių nuo 1 („visiškai nesvarbu") iki 5 („labai svarbu")	1 (Visiškai nesvarbu)	2	3	4	5 (Labai svarbu)
Naudotos medžiagos buvo gaminamos nenaudojant pesticidų					
Šalutiniai produktai drabužių gamybos metu (CO_2 dujos, nuotekos) nebuvo paleisti į orą ar vandenis					
Drabužis buvo pagamintas kuo efektyvesniu būdu (naudojant mažiau vandens ir elektros)					
Bent dalis drabužio buvo pagaminta iš perdirbtų medžiagų					
2. Nurodykite, kiek Jums svarbi etiškumo informacija ant eco-etikečių nuo 1 („visiškai nesvarbu") iki 5 („labai svarbu")					
Žmonėms, kurie gamino drabužius, už darbą buvo mokamas teisingas atlyginimas					
Drabužius pagamino žmonės, kurie dirbo saugiomis darbo sąlygomis					
Drabužiai nebuvo pagaminti naudojant vaikų darbo					
Drabužiai nebuvo pagaminti fabrike, kuriame išnaudojami žmonės					

Drabužiai nėra pagaminti iš gyvūnų kailių ar odos					
Dažai ir balikliai naudojami drabužiams gaminti nebuvo išbandyti su gyvūnais					
Šalutiniai drabužių gamybos produktai (nuotekos) buvo tvarkomi taip, kad nekeltų grėsmės laukiniams gyvūnams (pvz. Žuvims, paukščiams)					
3.Nurodykite, kiek Jums svarbi informacija apie drabužio patvarumą (ilgaamžiškumą) ant eco-etikečių nuo 1 („visiškai nesvarbu") iki 5 („labai svarbu")					
Drabužis neišsitampo ar nepraranda formos vos po kelių plovimų					
Drabužis išliks madingas ne vieną sezoną					
Dėvimas drabužis nesuplyš bent keletą sezonų					
Tai drabužis, kurį Jūs norėtumėte dėvėti kelis sezonus					
Aukšta kokybė: forma ir spalva garantuojama 5-iems metams					
Aukščiausia kokybė: forma ir spalva garantuojama visam gyvenimui					
4.Nurodykite savo sutikimą su teiginiais nuo 1 („visiškai nesutinku") iki 5 („visiškai sutinku")	1 (Visiškai nesutinku)				5 (Visiškai sutinku)
Bendrai, mano požiūris į tvarius drabužius yra palankus					
Esu teigiamai nusiteikęs/usi pirkti dėvėtus drabužius					
Man patinka idėja pirkti tvarius drabužius, o ne įprastus drabužius, siekiant prisidėti prie aplinkos apsaugos.					
5. Nurodykite savo sutikimą su teiginiais nuo 1 („visiškai nesutinku") iki 5 („visiškai sutinku")					
Svarstau galimybę pirkti tvarius drabužius					
Ateityje ketinu pirkti tvarius drabužius, o ne įprastus drabužius					
Ateityje galbūt nusipirksiu tvarių drabužių					
Svarstyčiau pirkti tvarius drabužius, jeigu juos pamatyčiau (internetinėje) parduotuvėje					

6.Demografiniai duomenys

1.Nurodykite savo amžių ___

2.Jūsų lytis

- o vyras
- o moteris

3.Jūsų gyvenamoji šalis ____

4.Jūsų išsilavinimas

- o Pradinis
- o Pagrindinis
- o Vidurinis
- o Aukštesnysis
- o Aukštasis neuversitetinis
- o Aukštasis universitetinis
- o Kitas variantas

5.Jūsų pajamos

- o Mažiau nei 468 € (į rankas)
- o Nuo 469 iki 1000 € (į rankas)
- o Nuo 1001 iki 1500 € (į rankas)
- o Daugiau, nei 1500 € (į rankas)
- o Nenoriu nurodyti

6.Darbo statusas

- o Studentas
- o Dirbantis/-i
- o Nedirbantis/-i
- o Kita

7.Drabužių pirkimo dažnumas per mėnesį

- o Mažiau nei 1 drabužis
- o 1-2 drabužiai
- o 3-5 drabužiai
- o 6-7 drabužiai
- o Daugiau nei 7 drabužiai

8.Kaip dažnai vartojate tvarius produktus?

- o Niekada
- o Retai
- o Retkarčiais
- o Dažniausiai
- o Visada

Appendix 2. Factorial analysis of durability scales

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,841
Bartlett's Test of Sphericity	Approx. Chi-Square	1180,506
	df	15
	Sig.	0,000

Communalities		
	Initial	Extraction
"It does not stretch or lose shape after only a few washes"	,413	,422
"It will continue to be fashionable for more than one season"	,358	,365
"It can be worn for at least a few seasons without falling apart"	,619	,733
"It is an item that you would want to wear for multiple seasons"	,529	,571
"High quality: shape and colour guaranteed for 5 years"	,596	,637
"Premium quality: shape and colour guaranteed for life"	,401	,353
Extraction Method: Principal Axis Factoring.		

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,534	58,901	58,901	3,081	51,348	51,348
2	,788	13,128	72,029			
3	,627	10,451	82,480			
4	,470	7,833	90,314			
5	,295	4,915	95,228			
6	,286	4,772	100,000			
Extraction Method: Principal Axis Factoring.						

Factor Matrix[a]	
	Factor
	1
"It does not stretch or lose shape after only a few washes"	,650
"It will continue to be fashionable for more than one season"	,604
"It can be worn for at least a few seasons without falling apart"	,856
"It is an item that you would want to wear for multiple seasons"	,755
"High quality: shape and colour guaranteed for 5 years"	,798
"Premium quality: shape and colour guaranteed for life"	,594
Extraction Method: Principal Axis Factoring.	
a. 1 factors extracted. 6 iterations required.	

Appendix 3. Correlations of demographics, attitudes and purchase intention

Correlations of demographics attitudes and purchase intention			Age	Gender	Education	Income after taxes	Employment	Purchase frequency ***	Consumption frequency ****	Environmental cues	Ethical cues	Durability cues	Attitudes	Purchase intention
Spearman's rho	Age	Correlation Coefficient	1,000	,023	,214**	,075	,446**	-,130**	,025	,142**	,018	,030	,015	-,031
		Sig. (2-tailed)	.	,626	,000	,115	,000	,006	,599	,003	,699	,525	,751	,507
	Gender	Correlation Coefficient		1,000	,105*	-,148**	,123**	,039	,126**	,109*	,123**	,106*	,114*	,096*
		Sig. (2-tailed)		.	,027	,002	,010	,413	,008	,022	,009	,025	,016	,043
	Education	Correlation Coefficient			1,000	,087	,227**	-,042	,083	,055	-,006	-,023	,027	,050
		Sig. (2-tailed)			.	,066	,000	,377	,081	,244	,906	,635	,564	,291
	Income after taxes	Correlation Coefficient				1,000	-,088	-,014	-,008	-,017	-,157**	-,063	-,086	-,017
		Sig. (2-tailed)				.	,064	,771	,859	,713	,001	,181	,069	,717
	Employment	Correlation Coefficient					1,000	-,027	,053	,129**	-,001	,000	,091	,042
		Sig. (2-					.	,568	,268	,006	,991	,998	,053	,377

	tailed)										
Purchase frequency ***	Correlation Coefficient						1,000	-,067	-,116*	-,101*	-,066	-,160**	-,113*
	Sig. (2-tailed)						.	,156	,014	,033	,164	,001	,017
Consumption frequency ****	Correlation Coefficient							1,000	,305**	,253**	,186**	,408**	,420**
	Sig. (2-tailed)							.	,000	,000	,000	,000	,000
Environmental cues	Correlation Coefficient								1,000	,694**	,290**	,537**	,468**
	Sig. (2-tailed)								.	,000	,000	,000	,000
Ethical cues	Correlation Coefficient									1,000	,330**	,508**	,393**
	Sig. (2-tailed)									.	,000	,000	,000
Durability cues	Correlation Coefficient										1,000	,388**	,324**
	Sig. (2-tailed)										.	,000	,000
Attitudes	Correlation Coefficient											1,000	,670**
	Sig. (2-tailed)											.	,000

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).
N=446
***. Purchase frequency of clothes (per month)
****. Consumption frequency of sustainably made products