
Aspects Influencing Purchasing Decision, Based on Fashion Purchasing Attitudes

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Abstract:

Purpose: Authors have set a research goal to describe most important aspects when making a purchasing decision, based on fashion purchasing attitudes.

Design/methodology/approach: In order to verify this hypothesis, quantitative research was carried out on a representative group of people purchasing clothes. Data were gathered in Poland.

Findings: As a result, it was found that non-price aspects are not particularly important to buyers. Therefore, given the educational role of marketing in the area of sustainable purchasing, further efforts by enterprises in terms of education and awareness-raising are necessary.

Practical implications: Sustainable approach to the economy is not only political and macroeconomic. The topic of sustainable management of entities has been strongly present in them for many years, e.g., due to the implementation of the Sustainable Development Goals (SDGs). These issues also apply to consumers, the choices they make in their purchasing decisions.

Originality value: It was presumed that the fashion sector consumers are more focused when making purchasing decisions on non-price aspects related to the trends of the sustainable, circular economy and sharing economy.

Keywords: Purchasing decision, marketing mix, sustainable goals, circular economy.

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1. Introduction

The extraordinary threats, like the COVID-19 pandemic has intensified changes in various areas of life. It would seem that it also contributed to changes in the way consumers think about purchasing. Consumers make purchasing decisions and profits for an organization when making purchasing decisions, so they are vital to the organization. Users are the cornerstones of an organization. When consumers buy goods or services, they drive the company's sales and profits, meeting their needs. Aspects are based on the fashion purchasing attitudes of the consumer.

Buying attitudes are created by the consumer based on the existing purchase behavior, past purchase experience and the need to fulfil a need. There are three buying attitudes that influence the purchase decision. They are - Attractive Buying Attitude - An attractive buying attitude is developed by the consumer who wants to buy something that is trendy, latest, fashionable and modern. They are always looking out for something new and exciting. In buying businesses, attractive buying attitude is found in the younger age group of consumers. Needful Buying Attitude - Consumers who want to buy something that is of good quality, durable and fit for a long-term use are referred to as needful buying attitude.

People belonging to this buying attitude are careful and selective in their purchases. Conservative Buying Attitude - The consumers who are cautious in their purchase decisions and look for the best deal are referred to as the conservative buying attitude. They have a good spending power and have the ability to spend more. There is a close connection between a company and its users (Išoraitė, 2022). The question is, how do consumers choose goods and services? Has it changed recently? e.g., by a pandemic? Research results from 2020 showed that the price variable had a positive and significant effect on purchasing decisions.

The components of the marketing mix that most influence purchasing decisions are price and promotion (Malelak, 2021). Nevertheless, the pandemic has changed buyers, drawing attention to the problem of mass consumptions. Moreover, emphasized the importance of a sustainable approach to living and purchasing. The authors assumed that, especially in the fashion industry, it can be notice. Due to the fact that many aspects dictate purchasing decisions, the authors decided to focus on at least a few possible areas.

Personality factors are psychological characteristics that reside in every person who views his or her response to a relatively environment. Personality is a variable that is very useful in analyzing consumer behavior. Personal characteristics are the age of the buyer and the stage of the life cycle, occupation, economic conditions (income, savings and wealth, debt, interest rates, and the ability to borrow), the lifestyle and personality and self-concept of buyers in assessing the product both in terms of value and benefits that the product has (Mus *et al.*, 2021).

It is necessary to identify most important aspects when making a purchasing decision, so that companies can operate even in difficult times of a pandemic. However, it is also important to learn about these habits in order to shape them properly. Marketing has many functions, including educational. Knowing your buying habits can help you formulate them better. So that they serve:

- consumers,
- enterprises,
- the environment.

In terms of the enterprise, the areas that can be controlled and influenced by the client are the areas of the marketing mix. Therefore, the authors have decided to focus on these areas. In developing an agro-industry, one of the things needed is to see from the agro-industry marketing mix. The marketing mix is a device consisting of product, price, promotion and distribution, which will determine the level of marketing success and all of it is aimed at getting the desired response from the target market (Kotler and Keller, 2007).

A good marketing mix will make consumers make purchasing decisions and feel satisfied / dissatisfied with the product (Malelak, 2021). Satisfaction is the level of feeling a person feels after comparing the performance or results he feels compared to his expectations (Kotler and Keller, 2007).

The sustainable development movement and Sustainable Development Goals (SDGs) implementation is an important trend that can contribute to circular economy model. There have been substantial changes in the view of the term “sustainable development” as well as “circular economy” over the last years. Even in recent months, these subjects have been altered given the significant changes resulting from the COVID-19 pandemic.

The main aim of this paper is to describe the most important aspects when making a purchasing decision, based on fashion purchasing attitudes. The emphasis was placed on the fashion sector which has not yet been fully scientifically researched. There is a lack of empirical and theoretical research in the broadly understood fashion sector in the scientific literature.

The authors hypothesized that the pandemic must have a significant impact on the purchasing behavior of consumers, so that they began to pay attention to aspects beyond the price related, for example, to safety, hygiene, design.

The present research shows changes in purchasing habits do not necessarily occur, as one might suppose in connection with the fallout or general trends in achieving the goals of sustainable development, circular circulation or the sharing economy.

Thereby the main research question was what factors influence consumers' purchasing decisions. Aspects based on the concept of marketing mix were selected for the analysis. It was also intended to provide managers with information on which of the marketing aspects they should now pay particular attention to. This paper addresses these issues via primary and secondary research.

In order to verify research questions and achieve our main aim, the triangulation method was used and desk research was combined and underpinned by empirical quantitative research. The quantitative study was an omnibus study conducted on a representative group of adult Poles.

The study achieved interesting results indicating that non-price factors are not taken into account in purchasing decisions as are price factor. The scientific contribution of the paper lies in an up-to-date description of the actions taken by the studied fashion industry consumers from Poland. The present research reduces the research-to-practice gap related to the guidelines on using the marketing tool in the form of a marketing-mix.

2. Literature Review

Studies show that aspects influencing purchasing decision, change, are subject to trends, but also differ depending on the purchased goods. The rise of Web 2.0 tools and mobile devices means that the image of the traditional consumer has to be replaced with an active, permanently connected, consumer who uses the Internet to find information about brands and to share opinions and shopping experiences with other consumers – a consumer who can be classified as a prosumer (producer + consumer) (Miranda *et al.*, 2015). In this context it is important for marketers to know how consumers how they behave when shopping, what is their purchasing decision process.

The role of social marketing in shaping social change is very important and widely described (Tkocz, 2016). For example In Poland, non-governmental organizations are constantly developing. They operate in different areas of social life and resolve social problems using for this purpose social marketing. It is a way of managing ideas. It uses the principles and techniques of marketing. The task of social marketing is influencing social behaviour to obtain an advantage by a target group and the whole society. It has a positive effect on social issues in the field of public health, prevention and environmental protection. Social advertising is used to change attitudes and behaviour.

This is a transmission addressed to mass audience, which uses the same aesthetics, design and advertising channels as commercial advertising. Its purpose is to signal a social problem and encourage an action that will prevent it or lead to minimize its effects. Nevertheless, sometimes the general function of marketing in the form of education - to educate buyers - is overlooked.

Building the image of an expert in content is a great way to get closer to the recipient, and thus reduce the distance and gain trust, which undeniably translates into his purchasing decisions. It should be remembered that no one has more specialist knowledge about a product or service than the company in which they are offered. Content marketing is an investment that helps salespeople and people from the customer service department improve their daily work.

If our potential customer finds an answer to a question that bothers him in the FAQ section, he will most likely give up making a phone call to the store or chat and will go directly to the basket to make a purchase. If, for example, the article contains a reference to the conditions that the client must meet and what he should do to receive a loan for an apartment, there is a good chance that we will shorten his decision-making process and choose a bank that has provided him with reliable and helpful information.

During the pandemic, the fashion industry experienced changes in the way it works, as well as in customer attitudes. The stores were mainly closed and was selling online and customers no longer needed formal clothes, but mainly home clothes. Fashion, it has a huge impact on the environment. Thus, the change that had to be made in the fashion industry was also accelerated due to the pandemic. Head of Sustainability, H&M Group Leyla Ertur said: "We share the growing sense of urgency with many around the world who recognise the fashion industry needs to move faster towards circularity and continue to work to develop a fairer, more transparent and traceable supply chain" (H&M Group, 2022).

This type of declarations must be translated into specific goals, which in turn must be specifically reflected in the company's policy tools - in marketing tools - in the marketing mix. In H&M Group Responsible Marketing Guidelines was developed. It assumes, inter alia, the affirmation of the value of sustainability and counteracting stereotypes in advertising campaigns.

The role of corporate social responsibility goals in accomplishing sustainable development is also a serious issue for aligning businesses to this end (Kolk and Van Tulder, 2010). The obligation of organization to contribute to sustainable economic development, cooperation with employees, their families, the local community, and society to improve their quality of life or well-being should be worthy for business and for development (Kolić, Stanić, and Barišić, 2019). Corporate responsibility strategy is significant for the successful business of modern organizations (Vukić *et al.*, 2020). Social responsibility has been proven to be an influential tool for increasing brand value and awareness (Pejić Bach *et al.*, 2015). Which means that these aspects should play a significant role in redefining business model.

Circular economy is a new paradigm in sustainability that has attracted the attention of governments and organizations around the world. It is widely regarded as a promising concept for enabling more sustainable economic development in a

changing socio-economic landscape of resource scarcity. Its principles are based on eliminating waste and pollution. Manufacturers, following nature’s lead, introduce solutions that reduce or eliminate the waste problem. The benefits of this approach are substantial. Circular economic assumptions are no longer just postulates. Those rules are increasingly reflected in consumer behavior, approaches to business models, and business policies. However, the path to redefining the economy is long, given that “development” and “sustainability” will not be in conflict.

The 2030 Agenda for Sustainable Development was adopted in 2015 by all member states of the United Nations. It is a blueprint for peace and prosperity for people and the planet, both now and in the future. It contains 17 Sustainable Development Goals (SDGs), which are both a call to action for all developed and underdeveloped countries in a global partnership. The Agenda emphasizes the fact that the fight against poverty and other forms of deprivation must go hand in hand with strategies that improve health and education, reduce inequality, and spur economic growth, while tackling climate change and working to protect our oceans and forests (Sundararajan, 2016).

The social economy is represented by cooperatives, civil society organizations, NGOs, and philanthropic organizations (Chaves and Monzón, 2012) they play an important role in achieving the Sustainable Development Goals (Chaves-Avila and Gallego-Bono, 2020). The UN 2030 Agenda is a global roadmap that was conceived as transformational change (Schot and Steinmueller, 2018). Figure 1 shows the list of 17 Sustainable Development Goals.

Figure 1. The 17 sustainable development goals (SDGs)



Source: Own study.

A transition to a circular economy means a whole system change. There is a need for innovation not only in product design, production methods and technologies, but also in policies, business models, financing, and consumer behaviors (Botsman and Rogers, 2010).

These changes, especially in times of extraordinary threats, can be supported by the principles of the sharing economy. In the opinion of R. Botsman and R. Rogers: “sharing is a grant the future of our world in which we have greatly exaggerated with consumption. The sharing economy uses a currency other than money: it benefits out of trust ” (Sobiecki, 2016). The sharing economy is a system that enables direct or indirect, direct or indirect, payable or free sharing of resources or services (Sundararajan, 2016).

The sharing economy is characterized by heterogeneous practices and sectors, covering a broad spectrum of organizational forms, from profit-driven to non-profit initiatives (Hendel, 2018). Depending on the purpose of the actions taken, the sharing economy has different applications. If the priority for the organization is social goals then the sharing economy is seen as a lifestyle, subculture and narrative (open source, P2P, time banks). The sharing economy can also be used to create a hybrid market model. Then crowdfunding, participatory budgets and social cooperatives come into play. If economic goals are a priority for the organization, the sharing economy is an economic and business model (e.g., B2C, C2B) (Forum Odpowiedzialnego Biznesu, 2022).

3. Materials and Methods

The COVID-19 pandemic has become a challenge for business throughout the whole world. The way of life in various industries has changed significantly. For such drastic changes, new business approaches are necessary. Adjustments are required to companies’ business models for recovery and smooth operation. The pandemic at the same time changed not only the actions of business entities but also the consumers’ approach to many aspects related to the purchase of goods and services.

The authors decided to conduct research in one country - Poland to focus on wide and representative sample. In order to focus on a specific product segment, so that the achieved results are as credible as possible, the fashion sector was selected. Focusing on this group of products resulted in the fact that choosing a wider group of products or services could mislead the respondents. They could be guided in answering by an image of a given product or service that came to their mind.

Thus, each responded could think of a different product, while other factors decide about the choice of food and others decide about the choice of household appliances. Thus, the authors decided to focus on one fashion industry. The choice of this industry was also influenced by the fact that the pandemic left its mark on this industry. It could not function completely uninterrupted.

Thus, customers had the opportunity to rethink their needs in terms of purchases offered by this industry. Consider whether it is an important shopping category for them, necessary, whether they shop there systematically or incidentally. The time of changes in the operation of the fashion industry could not go unnoticed by consumers.

Data were gathered from adult representative group of Poles. 1046 people were included in the study. 50% of women and 50% of men took part in the study. Table 1 below presents the division of respondents by age and education.

Table 1. Respondents sample by gender, age and education

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
men	50%	100%	0%	39%	45%	57%	52%	54%	50%	44%
women	50%	0%	100%	61%	55%	43%	48%	46%	50%	56%
Total	1046	509	537	155	241	224	426	345	412	289

Source: Own study.

Table 2 below presents the division of respondents by earnings.

Table 2. Respondents sample by earnings

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
up to 3 000 zł	23%	20%	26%	23%	26%	21%	21%	33%	19%	10%
3 000 zł - 5 000 zł	23%	23%	24%	24%	24%	23%	23%	24%	26%	18%
5 000 zł - 8 000 zł	27%	30%	24%	16%	26%	27%	30%	22%	29%	32%
above 8000 zł	16%	19%	13%	12%	13%	20%	16%	7%	17%	29%
refusal to answer	11%	9%	14%	25%	10%	9%	9%	14%	8%	11%
Total	1046	509	537	155	241	224	426	345	412	289

Source: Own study.

In order to process and verify hypothesis that the fashion sector consumers are more focused when making purchasing decisions on non-price aspects related to the trends of the sustainable, circular economy empirical quantitative study was used. The study was conducted using the Computer-Assisted Web Interview (CAWI) technique.

The CAWI technique made it possible to rotate the answers to the question asked of the respondents so that they would not be influenced by the order of possible answers in the cafeteria. The study was carried out in August 2022.

Thereby the main research question was what factors influence consumers' purchasing decisions. aspects based on the concept of marketing mix were selected for the analysis. It was also intended to provide managers with information on which of the marketing aspects they should now pay particular attention to. Figure 2 below shows which aspects responsible for making purchasing decisions were examined.

Figure 2. Aspects responsible for making purchasing decisions analyzed in the study and aspects of the marketing-mix

Aspects responsible for making purchasing decisions analyzed in the study	----->	Aspects of the marketing-mix
product appearance / design / design / aesthetics	----->	product
product price	----->	price
promotion	----->	promotion
availability / delivery	----->	place, distribution
quality of service by the staff	----->	people
hygiene / safety at the point of sale	----->	process of selling
appearance / aesthetics of the place of sale	----->	physical evidence

Source: Own study.

The question was a ranking. The respondent was asked to:

- indicate which of the presented aspects are the most important for you when making a decision to buy clothing.

In the analysis, the average place where a given aspect was indicated was used for interpretation. The lower the value, the more important the aspect was. The interviews were intended to explore patterns and verify the assumption that the fashion sector consumers are more focused when making purchasing decisions on non-price aspects related to the trends of the sustainable, circular economy empirical quantitative.

CAWI technique enabled the subjects to ask an extensive question, giving the respondents time to think and answer. The physical lack of the interviewer eliminated the effect of taking the answer so that it would look good in the eyes of the questioner. The study did not allowed confirming assumption about choosing non-price aspects during purchasing decisions in fashion shopping.

4. Results

The present research reduces the research-to-practice gap pertaining aspects influencing purchasing decision, based on fashion purchasing attitudes during the

COVID-19 pandemic slowdown. The COVID-19 pandemic has changed both consumer attitudes and the attitudes of entrepreneurs. The authors wanted to check what factors in such a time influence consumer choices. Average place was indicated and analyzed. The lower the value, the more important aspect it was for respondent. Respondents were asked to: indicate which of the presented aspects is the most important for you when making a decision to buy clothing.

Due to the adopted ranking of factors, the average place where a given factor was indicated was analyzed. Thus, the lower the mean value, the more important this aspect was. The first aspect taken into account when making a purchasing decision was price. The mean value was 2,3 both for women and men as presented in Table 3.

Table 3. Indicate which of the presented aspects is the most important for you when making a decision to buy clothing - price

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
Mean	2,3	2,3	2,3	2,4	2,5	2,2	2,2	2,3	2,3	2,2
Median	2	2	2	2	2	2	2	2	2	2
Dev. standard	1,52	1,55	1,49	1,60	1,77	1,44	1,38	1,51	1,52	1,53
Total	901	411	490	127	203	187	384	274	364	263

Source: Own study.

The next frequently indicated factor was product appearance (mean: 2,8). What the product looks like, its design was similarly mentioned by women and men (Table 4).

Table 4. Indicate which of the presented aspects is the most important for you when making a decision to buy clothing - product appearance

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
Mean	2,8	2,8	2,8	2,8	3,1	3,0	2,5	3,0	2,7	2,5
Median	2	2	2	2	3	3	2	3	2	2
Dev. standard	1,81	1,78	1,83	1,94	1,88	1,79	1,70	1,88	1,81	1,66
Total	901	411	490	127	203	187	384	274	364	263

Source: Own study.

Another aspect that was taken into account was the promotion of this product. In the marketing-mix aspect, the promotion has quite a broad meaning, it can mean a price promotion as well as media promotion. In this case, the respondents were asked about promotion in general. It turns out that, apart from the price and appearance of the

product, promoting (3,8). It is very important both for women and men as presented in Table 5 below.

Table 5. Indicate which of the presented aspects is the most important for you when making a decision to buy clothing - promotion

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
Mean	3,8	3,8	3,8	4,2	3,9	3,6	3,7	3,9	3,8	3,7
Median	4	4	4	4	4	3	3	4	4	3
Dev. standard	1,77	1,77	1,76	1,79	1,91	1,69	1,70	1,84	1,75	1,67
Total	901	411	490	127	203	187	384	274	364	263

Source: Own study.

Another aspect that was taken into account was the distribution availability of a given product (4,3). This aspect was indicated by women slightly more often (Table 6).

Table 6. Indicate which of the presented aspects is the most important for you when making a decision to buy clothing - availability / delivery

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
Mean	4,3	4,2	4,3	4,4	4,3	3,8	4,5	4,3	4,2	4,4
Median	4	4	4	4	4	4	4	4	4	4
Dev. standard	1,81	1,76	1,86	1,95	1,85	1,80	1,72	1,91	1,75	1,75
Total	901	411	490	127	203	187	384	274	364	263

Source: Own study.

The place aspect, appearance / aesthetics of the place of sale came next in customer choices. Its average readings exceeded 4 (4,7) as presented in Table 7 below.

Table 7. Indicate which of the presented aspects is the most important for you when making a decision to buy clothing - appearance / aesthetics of the place of sale

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
Mean	4,7	4,7	4,7	4,4	4,7	4,8	4,7	4,6	4,8	4,7
Median	5	5	5	5	5	5	5	5	5	5
Dev. standard	1,72	1,74	1,71	1,82	1,76	1,73	1,67	1,75	1,69	1,74
Total	901	411	490	127	203	187	384	274	364	263

Source: Own study.

The respondents list personnel, service aspects in the next place (4,8). They were slightly more often indicated by men (4,7) than by women (5,0). This aspect was chosen also more often by the respondents aged 25-34 (4,5) (Table 8).

Table 8. Indicate which of the presented aspects is the most important for you when making a decision to buy clothing - quality of service by the staff

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
Mean	4,8	4,7	5,0	5,0	4,5	4,9	4,9	4,8	4,8	4,8
Median	5	5	5	5	5	5	5	5	5	5
Dev. standard	1,62	1,63	1,60	1,69	1,68	1,62	1,56	1,64	1,62	1,59
Total	901	411	490	127	203	187	384	274	364	263

Source: Own study.

Considering the duration of COVID-19, the fact that the factor related to hygiene, safety in the last place, may be puzzling. Clothing stores have suffered significantly from constraints during the instinctive waves of the pandemic. Shops in shopping centers were closed, or the number of people allowed to enter was limited. Additional precautions were introduced in the form of a clothes quararray, the prohibition of trying on clothes in try-ons, and liquids for hand disinfection were introduced.

These activities could have left their mark on purchasing decisions, but it turns out that this is not an aspect that is often mentioned. Taking into account the average number of indications in the ranking, he was indicated in the last place (5,3) (Table 9).

Table 9. Indicate which of the presented aspects is the most important for you when making a decision to buy clothing - hygiene / safety at the point of sale

	Total	Gender		Age				Education		
		men	women	18-24	25-34	35-44	45-65	basic/vocational	secondary	higher
Mean	5,3	5,5	5,2	4,8	5,0	5,6	5,5	5,1	5,4	5,6
Median	6	6	6	5	5	6	6	6	6	6
Dev. standard	1,70	1,65	1,73	1,71	1,85	1,55	1,64	1,80	1,68	1,56
Total	901	411	490	127	203	187	384	274	364	263

Source: Own study.

Aspects related to hygiene / safety at the point of sale were indicated slightly more often by women (5,2) than men (5,5). For people in the age group 18-24 it was taken into account more often (4,8) than for people in the age group 35-44 (5,6).

5. Discussion

The outcomes of the research indicate that the price factor is that factor that is taken into account when making purchasing decisions. Moreover, despite the pandemic, the factor related to hygiene and safety is considered the least frequently. The results of the research are to some extent consistent with the results of research in Lithuania. This range mainly applies to prices. M. Išoraitė has achieved the following results: Conscious spending was indicated as a important. Moving to values and necessities was crucial.

As many people expect COVID-19 to affect not only their daily lives but also their finances in the near future, consumers are more closely monitoring their spending and switching to cheaper products. It is not intended to reduce costs for essentials (groceries, household goods, etc.), but is willing to save more with unnecessary purchases (Išoraitė, 2022).

The results of the research in Poland show similarly that the price determines the purchase choice. Spending is more conscious as also M. Išoraitė noted in Lithuania. Moreover, she pointed also decreased consumer loyalty. In her study she noticed that COVID-19 is a major challenge for certain products and companies and their supply chains. When consumers could not find their favorite products, they switched to competitors.

During the pandemic, many consumers tried a new brand or shopped in a new location. Value, affordability, quality and organic products were the main reasons why consumers tried another brand. What can also be seen in Poland. Service, promotions are still indicated, but not in the first positions when making decisions. For consumers, the most important thing is the price.

The authors assumed that the fashion sector consumers are more focused when making purchasing decisions on non-price aspects related to the trends of the sustainable, circular economy. Thus, this hypothesis was rejected. Surveys of Polish consumers indicate that despite the duration of the pandemic and trends related to the withdrawal from consumerism, focusing on circular trading and sustainable consumption, price is the main determinant of purchasing decisions. The price is also more important than the design, which in the case of fashion would also seem unlikely. Thus, it should be pointed out that the most important factor in purchasing decisions in the fashion industry are the price aspects.

The results of the research differ significantly from the results obtained 2 years earlier. In 2020, Accenture, Responsible Business Forum and FashionBiznes.pl conducted a

survey of consumers in Poland in order to understand their current knowledge and needs in the field of sustainable fashion, their purchasing motives and ways of using clothing and footwear.

The study showed the characteristics of consumer behavior in the field of ecological fashion and readiness for sustainable consumption patterns.

- Polish consumers buy clothes most often for practical reasons,
- Generation Z and those who spend the most on clothing buy clothes more often because of new trends and styles,
- Only slightly more than half of the clothes are worn regularly,
- Consumers do not read labels - they cannot indicate what their clothes are made of, and they identify the country of production with the brand's origin,
- Declare readiness to buy products with ecological ingredients, even more expensive, if the higher price will go hand in hand with the high quality of the product,
- Polish consumers sometimes throw away or destroy their clothes, but they often pass them on to others, which is part of the sharing economy concept,
- Consumers like to buy in second-hand shops, they are also curious about new shopping models, especially rental companies (Płaczek, 2020).

Significant differences in research results indicate the need for their continuation and ongoing monitoring of the fashion sector.

6. Conclusions

The decision to buy a product is influenced by many aspects. Consumers with an attractive buying attitude look for the latest trends and styles while consumers with a needful buying attitude look for the product that has good quality and is reasonably priced. When the products are purchased, there are various factors that influence decision. Different aspects are weighted before finalizing the product that need to buy. These considerations are called as 'Aspects' of the buying decision process.

These aspects have positive or negative impact on the purchase decision based on the fashion buying attitudes of the consumer. Understanding these aspects helps in developing tailored strategies and enhancing sales by addressing the concerns of consumers while they make their purchase decisions.

With the presented and discussed results, the authors claim to have delivered both theoretical and managerial contributions. It was presumed that fashion sector consumers are more focused when making purchasing decisions on non-price aspects related to the trends of the sustainable, circular economy. This is a big challenge for all participants of the sharing economy. Enterprises operating in the fashion sector should meet 5 important conditions in order to be considered sharing:

- 1) the core of the business of the enterprise should be based on releasing unused or not values fully utilized resources - for the benefit financial or non-financial;
- 2) the company should be guided by its mission clearly based on values such as transparency and authenticity;
- 3) suppliers, representing the supply side of the platform, should be respected and supported by the enterprise so that they can function better in the economic and social sphere;
- 4) customers, representing the demand side of the platform, should benefit from being able to access goods and services more efficiently than if they would own them;
- 5) the enterprise should be built on distributed markets and decentralized networks that create a sense of belonging, collective responsibility and shared benefit of the community being built.

The scope of necessary changes in the entire fashion sector in Poland is at an early stage. However, the idea of sustainable development, the circular economy and the sharing economy has extended to the fashion industry as well. Successive companies in the world and in Poland declare bold strategies for implementing the principles of responsible production and distribution of clothing, footwear and accessories. The traditional model of clothing production and distribution is unsustainable. The industry has to change.

Clothing companies face a number of challenges, including: introducing circular economy standards, measuring and reducing the negative impact on the environment, ensuring appropriate working conditions, as well as implementing transparent rules for communicating changes to the environment and consumers.

Responsibility for the environment and society is a joint task: companies and consumers. It will not be possible to effectively implement the necessary changes without the appropriate knowledge and leadership of companies.

The conducted research supports these research. In order to process and verify this assumption quantitative, representative study was used. Data were gathered from adult consumers in Poland. The present research reduces information gap, including in terms of consumer readiness for sustainable consumption models in line with the ideas of a circular economy and sharing economy. The conducted research does not exhaust the topic and do not answer questions about all trends.

There were also some research limitations, such as focus on Polish customers. However, the study was carried out on a large repetitive sample, allowing to obtain unadulterated results. The performed analysis can serve as the basis for further research. It is worth continuing the analysis for forecasts for the coming years. Thanks to this, it will be possible to verify whether this situation in customers decision was only temporary, or a long-term trend.

Authors recommend further research in also in other Baltic Sea countries. As noted, Polish consumers are a large group of consumers. However, they have their own specificity.

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