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OPPGAVEN ER SKREVET INNEN FØLGENDE  
TEMATISKE RETNING:

Markedsføring

TITTEL:

*Hvilke faktorer har størst påvirkning på studentenes kjøpsvilje ift. klesplagg?*

ENGELSK TITTEL:

*Which factors will have the strongest impact on students' purchase intentions towards apparel?*

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## **Preface**

It is our greatest pleasure to submit this bachelor's thesis, representing the completion of our undergraduate studies in Economics and Administration at the University of Stavanger. After months of intensive research, analysis, and writing we can finally present it to our readers, marking the culmination of our efforts.

Composing this thesis has proven to be a challenging, yet rewarding journey. We have spent countless hours reviewing relevant literature, collecting data, and scrutinizing our findings. Despite facing setbacks and obstacles, we persisted and are pleased with the final research paper.

We wish to convey our sincere appreciation to our supervisor, Shuai Yan, for his invaluable guidance and unwavering support throughout the entirety of this project. His expertise, insightful feedback, and motivating encouragement proved indispensable in navigating this process to a successful conclusion.

We want to extend our gratitude to all those who participated in our survey by completing the questionnaire, as well as to our friends and all others who assisted in its distribution.

Michał Marek Czerwinski & Aleksandra Maria Kossakowska

## **Abstract**

The thesis investigates the factors that drive or inhibit students in Norway from buying sustainable apparel. It highlights the increasing public concern for the environment, the fashion industry's contribution to environmental problems, and the price as a critical factor affecting consumers' decision-making. The study aims to bridge the gap between the intention to choose sustainable options and actual green consumption among Norwegian students, who are more likely to prioritize green choices. The research is motivated by the growing importance of sustainability and the need to understand the factors driving sustainable consumption among the student population.

The research design involves testing hypotheses through descriptive research. The data collection method used a mixed-methods approach, including primary data collected through surveys and secondary data obtained from online sources and previously conducted studies. Statistical techniques, including correlation analysis and regression models, were employed to establish the relationship between scale items and constructs in the study.

This study enquired the impact of price sensitivity, consumer sustainability value, and consumer durability value on the purchase intentions of low-price products and those with high durability and sustainability labels. Results indicate that these factors have a positive effect on purchase intentions. Additionally, demographic and psychographic characteristics such as age, gender, and sustainability knowledge were found to enhance the positive impact of consumer sustainability value on purchase intentions. Notably, the study's focus on college students offers a novel viewpoint, and the findings offer useful insights for researchers and marketers involved in sustainable products.

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# Introduction

## Background

Global public concern about the environment is steadily rising in recent years (Pew Research Center, 2021). In a report from the Economist Intelligence Unit, commissioned by WWF, the authors state that an “eco-wakening” has occurred. There has been a rapid growth in awareness about the environment from the general public. In 2019, the environmental concern was at 77% (Lampert et. al, 2019). Consumers are changing their behaviours as searches for sustainable goods have risen 71% since 2016 (EIU, 2021). This especially applies to the younger population people between ages 18 and 24. This is the generation that is showing the biggest concern for the environment, and has the strongest “green intentions” (Yamane & Kaneko, 2021).

Today’s fashion industry is responsible for up to 10% of all global greenhouse gas emissions, more than commercial flights and shipping combined. It is a major contributor to environmental problems, as retailers change the styles of the clothing at a rapid pace (Dottle & Gu, 2022). Every year the fashion industry is responsible for 92 million tons of textile waste. Around 30% of every season’s supply is not even sold. The unsold goods get disposed of, as it is easier and needs less resources than recycling or reusing the materials used for production (Komazova, 2022). Less than 0.5% of the textiles produced each year come from recycled materials (Textile Exchange, 2021). Fashion industry is not operating in sustainable ways as of today, but a lot of retailers try to implement strategies to improve their impact on the environment (Dottle & Gu, 2022). There are some companies that offer clothing with sustainable labels, but there are not many. Only 4.3% of the sales in the global apparel market come from sustainable clothing (Statista Research Department, 2022).

Even though the “green intentions” are stronger than before, the higher prices are still keeping consumers from choosing sustainable goods. The price of a product plays an important part in a consumer's decision to purchase. Many studies show that prices have a strong impact on purchase intentions (Albari & Safitri, 2018; Kaczorowska et al., 2019; Melović et al., 2020). Even though the interest in sustainable choices might be higher than ever (EIU, 2021), many consumers are nevertheless prioritizing their financial situation over sustainable options (Pieters, Novak, Pankratz, & Rogers, 2022). The cost of sustainable goods was named as the main reason why respondents did not buy green

options (Pieters et. al, 2022). There is an attitude - intention - behaviour gap when it comes to green consumption (Yuan, R., Liu, M. J., & Blut, M., 2022).

This gap could be even bigger for consumers with low purchasing power. As the inflation in Norway is waited to be higher than originally anticipated through 2023 (Bøe, 2022), incomes of Norwegian students are not rising at the same pace, many news sources state (Lund, 2022; Knudsen, 2021; Andreassen, 2022; Akademikerne, 2022). In the report about students' living conditions in 2021, Statistics Norway (SSB) shows that 48% of students in Norway find the governmental student loan and aid too low to live off of on its own. Most students in Norway would not be able to cover an unexpected expense of NOK 20 thousand (Lervåg, Engvik, & Dalen, 2022). Even though the financial situation of an average student in Norway is tough, it is this age group - people between 18 and 24 years old, that show the most evidence of green intentions (Yamane & Kaneko, 2021).

## **Motivation**

Sustainability has become a critical topic in research in many fields, as its importance is growing due to a transition to a greener future (McManners, 2019). It has become a part of mainstream business discourse (Bonini & Swartz, 2014), and there has lately been an increasing focus on the Sustainable Development Goals set by the UN. There are several studies around the topic of green consumption, but sustainability in research is still in its early days and a lot remains unanswered (Quoquab & Mohammad, 2020). There have been conducted studies around the topics of organic food (Gschwandtner, 2018), upcycled ingredients in food production (Grasso & Asioli, 2020) or eco-labels and sustainability tags on food (Howard & Allen, 2010). However, a limited number of studies addressed the importance of eco-labels and prices of apparel among the Norwegian population.

It is crucial to examine what factors drive people towards and push people away from consumption in a more sustainable way, while more companies focus on corporate social responsibility (Stobierski, 2021), and try to implement strategies to make their products with less impact on the environment (Deloitte, 2022).

We look into an interesting and important topic that specifically concerns the student population. We are motivated to investigate the factors that influence Norwegian students towards purchasing clothing apparel. It is of great significance to us to explore the

behaviour of this group, knowing that they are more likely to choose green, at the same time being a price sensitive group in Norway. Furthermore, we anticipate that our findings will not only contribute to the academic literature on consumer behaviour but also provide practical implications for businesses and marketers who seek to target the student population in Norway.

This thesis aims to find how the general environmental concern, sustainability wave and higher cost of living will translate to the perspective of a student in Norway, and how those aspects will reflect onto the purchase intentions of the students regarding clothing apparel.

To examine this phenomenon, we propose our major research question that follows:

*Which factors will have the strongest impact on students' purchase intentions towards apparel?*

To answer this broad question, we have broken the thesis question into more narrow research questions to explore the problem. By doing so, we hope to thoroughly examine the various factors that may impact our problem from multiple angles.

1. What factors will have the most impact on students' purchase intentions towards apparel?
2. Will price have the biggest impact on students' purchase intentions towards apparel?
3. Will knowledge about sustainability in the fashion industry have an impact on purchase intentions towards apparel?
4. Will different segments of respondents have different attitudes and purchase intentions towards apparel?

By answering these narrower research questions, we are able to gain an understanding of the various factors that impact the preferences and purchase intentions of Norwegian students regarding clothing apparel.

## **Outline**

This thesis consists of six parts. The first section is the introduction. Second part will present the theoretical and conceptual framework that is the basis of our thesis. It consists of the central theories from the marketing and microeconomics field, as well as articles conducted in later years. The theory part is the baseline for conceptual framework and hypotheses of this study. Third part of this study explains the method applied to the study and how the research is designed. The reliability and validity of the scales are tested, and data is presented. Fourth part of the study will focus on the data analysis, present the results and draw the connections between the findings, the theory and the hypotheses. The last part will summarize the main findings and conclude the study. Limitations and suggestions for further study will appear at the end.

## **Theory chapter**

### **Theoretical framework**

In order to conduct this research, we collected relevant theories and scientific papers in the fields of economics, marketing and sustainability that create the basis for analysis and discussion.

### **Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA) is central to understand the behaviour of consumers. It has been developed by Martin Fishbein and Icek Ajzen (Fishbein & Ajzen, 1975) and its key assumptions include that consumers will act based on behaviours that will bring them the desired effect. Behavioural intention is the most important determinant of behaviour- the stronger a person's intention to perform the behaviour, the more likely they are to do so. Behavioural intention is influenced by attitudes, which are positive or negative evaluations of the behaviour. Subjective norms also influence behavioural intention and these constitute a person's perception of what other people think they should do. If a person feels that important relatives in their life believe they should perform a behaviour, they are more likely to intend to do so. Intention to perform an action, attitudes, subjective norms and also external variables are all factors which impact and shape the final behaviour. The function of these elements may lead to the choice of making purchases by consumers (Ajzen & Fishbein, 1980). The notion that an intention for



behaviour is a form of measurement to predict the occurrence of particular behaviour has been consistently and extensively supported by research and literature (Chiang et al. 2021). In line with this, studies have shown that consumers' attitudes, including cognitive, affective, and conative components, serve as a reliable indicator of their purchase intention (Adcock et al., 2001; Schiffman, 2012: 234-236).

### **Law of supply and demand**

Alfred Marshall's law of supply and demand is an essential component of economic theory and cannot be disregarded when discussing market prices. The theory is broadly described in his book "Principles of Economics" (Marshall, 1890, s. 201). The main assumption of this law states that if supply of a good is greater than demand for it, that good's price will fall and, conversely, if the demand for the good would outpace the level of supply for it, the price will go up. The law of supply and demand can be further divided into respective law of supply and law of demand. From the perspective of supply law, the increasing price will encourage companies to produce more as they can obtain higher profits and therefore the supply for the good will rise. On the other hand, the law of demand says that growing price will cause the customers to buy less as they can afford lower quantity for the same amount of money (Mankiw, 2014). Changes in consumers' income, prices of substitutes and complementary goods, and expectations about future prices and income are the primary factors that affect demand. (Lipińska, 2017). In our thesis we will examine consumers' willingness to purchase clothing apparel related to possible low and high price and therefore we will refer to the law of demand.

### **Theory of utility**

Another important concept from literature is the theory of utility. Each consumer is willing to pay a certain amount of money in order to fulfil his needs. That price corresponds with the utility of that good to the consumer. According to theory, each person will rank possible options in connection with his predetermined preferences (Marshall, 1890). People's preferences and values in terms of utility are examined in the management and behavioural sciences (Fishburn, 1968). For example, the customers' choices depend on how perceived performance compares to expectations on utility (Bordley, 2001) and, the lower income among consumers make them try to find substitutes of the goods as they aim to maintain the same amount of utility (Darley & Johnson, 1985).

## **Sustainability trend**

As mentioned on previous occasions, sustainability is quite a fresh trend in the research field (Quoquab & Mohammad, 2020) and it is of the greatest concern among the youngest adults aged 18 to 24 (Yamane & Kaneko, 2021). The United Nations, for statistical purposes, defines 'youth', as those persons between the ages of 15 and 24 years (United Nations, n.d.). Yet, according to UN' surveys and studies, young people express a great portion of both awareness and attention about environment and climate change (United Nations, 2018). Almost half a million youth around the globe have actively engaged in local projects through SGP (Small Grants Programme) in their homes, schools and communities for improving livelihoods, reducing pollution, poverty and supporting gender equality and civil society empowerment. The youth also make up the majority of the population in many countries and thus are the key actors for promoting sustainability (Global Environment Facility, 2023; SGP, 2021). United Nations' surveys among the youth leave no doubt that the vast majority of them confirm they can already feel the climate change, are aware of their own role in changing it, however, may need more information for preventing the process and a very few show confidence in fact that the world itself can counteract it at the right time (United Nations, 2018). Looking a little further, at young people aged 13 to 28, we encounter generation Z, known as Gen Z. That cohort accounts for over a quarter of the human population, which is greater than two billion. They are not only aware of sustainability issues but their attitudes and beliefs are also reflected in the way they act. What is more interesting is that 82% of Gen Z investors have invested in Environmental, Social and Governance (ESG) investments (Abssy & Versace, 2022).

Following Forbes, a recent study conducted by First Insight has shown Gen Z as the one making most purchasing decisions based on values and principles, willing to spend 10% more on sustainable products as the sustainability is more important for them than brand names and, thereby, actually enforcing well-known brands to promote this trend (First Insight Inc., 2019; Petro, 2021). A similar tendency has been observed within the Millennial generation (people born between 1981-1996)- to pursue sustainable practices, 75% of the interviewees would change their purchasing habits and gladly pay more for eco-friendly products (Arnett, 2021). Millennials are also oriented on sustainable development as investors: when compared to the total individual investor population they purchase twice as often from a sustainable brand, they do invest twice more often in

companies targeting social or environmental goals and they are three times more likely to seek employment at sustainably minded company (Morgan Stanley Institute for Sustainable Investing, 2017).

Besides, a Pew Research Center survey is clearly showing Gen Z and Millennials as the outstanding generations when it comes to level of engagement in climate change topic, both on- and offline in the United States, leading to a conclusion that there is an observable shift from older generations (Funk et al., 2021). That being said, not only younger generations are more focused on sustainability, but they even persuade, educate and influence older generations, like Generation X (born 1965-1980), to think the same way: *Today, nearly 90 percent of Gen X consumers said that they would be willing to spend 10 percent extra or more for sustainable products, compared to just over 34 percent two years ago.* (First Insight, Inc. & The Baker Retailing Center at the Wharton School of the University of Pennsylvania, 2021; Petro, 2022).

### **Segmentation characteristics**

Market segmentation facilitates comprehension of an undifferentiated market by dividing it into segments of customers who share similar characteristics and needs. The most practical way to divide the market is using behavioural, psychographic, geographic and demographic segmentation factors (Armstrong & Kotler, 2008). Behavioural segmentation is a technique used by organizations to divide their target market based on their consumers' behaviour, including their purchasing patterns, product usage, and decision-making processes. By grouping consumers with similar behavioural traits, organizations can create customized marketing strategies to better reach and satisfy the needs of their target audience. This segmentation helps finding consumer's preferences on particular levels of spending and buying frequency. Psychographic segmentation enables analysing consumers' personality, values, attitudes, interests, and lifestyles in order to find out preferences and connect them with products or services. The geographic segmentation demonstrates that consumers living in the same region may have the same preferences regarding a product whereas these could vary from the consumers who live in other locations of the world. The demographic segmentation divides the market by income, age, gender or occupation factors. Organizations can target a segment regarding those variables which best suits the product they deliver keeping in the wants and needs of that segment (Gillian, 2011).

## **Conceptual framework**

We have found, through research, main factors that influence the purchase intention in regards to clothing. Based on the theoretical framework, we have constructed a model that presents the relationships between consumer purchase intention and attributes of the respective products.

### **Price sensitivity**

First construct used in our study is price sensitivity. Price is simply the cost that something can be obtained at. Research shows that price is one of the most important determinants of consumer's purchase intention (Lu et al., 2021; Calvo-Porrall & Lévy-Mangin, 2017). Price is a measure of sacrifice that the consumer is required to make in order to obtain a good or a service (Völckner, 2008). Several studies provide evidence for price sensitivity having a strong relationship with purchase intention with a moderating effect, e.g., in India (Walia et al., 2020), in China (Wang et al., 2020) and in Turkey (Erdil, 2018). The last study indicates that a high price impedes the purchase intentions when the consumer is price sensitive (Erdil, 2018). Wang et. al, 2020 contributes also with findings that indicate that consumers that are price sensitive take price as a crucial ingredient when deciding whether to purchase a product. According to the law of supply and demand, the lower price will always create a higher demand for a product. Conversely, when the price increases, the demand for the respective product will decrease. Therefore, we hypothesize:

*H<sub>1</sub>: Price sensitivity has a positive effect on purchase intentions of low-price products.*

### **Consumer's Durability Value**

Durability was selected for this study, as it was named as one of the desired attributes in clothing (Ofori et al., 2014). Durability is simply the longevity of a product. It is the material's ability to last for a long time without damage even when the product is continually used and washed (Biagiotti, 2023). In our study we chose to use wash cycles to define durability of the product (Klepp, Laitala, & Wiedemann, 2020). Durable clothing can be qualified as sustainable, as clothing with longer lifetime means less waste generated ("Durability of Clothing – Why It Matters?," 2021). Quality or durability of the clothing is desired in clothing for two main reasons. First, durable clothing that can last a long time reduces the need to replace it, as it doesn't get damaged at the same pace as low-quality clothing. "Value for money" is the second reason why durability of clothing is desired or

preferred when buying sustainable clothing. Durability is expected to be the trade-off for a higher price that consumers have to pay (Jagel et al., 2012). When the price is higher, the consumer expects it to last longer as a compensation for the higher obtaining cost.

Therefore, we propose this hypothesis:

*H<sub>2</sub>: Consumer's durability value will have a positive effect on purchase intentions of durable products.*

### **Consumer's Sustainability Value**

An increase in demand for green goods occurred in the later years and sustainability has broken into the mainstream. Environmental public concern is on the rise as well. As mentioned earlier, the younger generation (people between 18 and 24 years of age) should value the sustainability aspect of the product more strongly, as opposed to older people (Yamane & Kaneko, 2021). This study also supports another work that provides evidence for eco-labels having a positive effect on purchase intentions in the Gen Z population (Panopoulos et al., 2022). There are several studies that indicate a positive effect between consumer's value of sustainability and purchase intention. Previous study shows that some segments' attitude towards sustainable production affect purchase intentions of sustainably produced wine (Schäufele & Hamm, 2017). Grankvist et. al, 2004 finds that the change in product preference due to positive eco-labels is associated with a stronger concern for the environment. Another study, that was conducted in Korea, points out that people's purchase intentions for eco-labelled products are higher when private benefits are received in exchange (Hwang et al., 2016). There is a significant number of studies that support our selected construct of consumer's sustainability value and there is a great portion of evidence that this construct does indeed have an impact on purchase intentions. In our study we are using sustainability-label as an attribute in products and we are measuring consumers' value of sustainable goods through questions about how they value e.g. sustainable production, eco-labels and recycled materials. Based on that, we propose a hypothesis:

*H<sub>3</sub>: Consumer's sustainability value has a positive effect on purchase intentions of sustainable products.*

## **Sustainability knowledge**

Sustainability knowledge and awareness has shown significant influence on green behaviour in previous studies (Safari et al., 2018; Khan et al., 2020). Safari et al., 2018 found that environmental knowledge and awareness influences green behaviour in management. Khan et al., 2020 established in their study that knowledge and attitude have a positive effect on consumer's green behaviour in the context of potential plastic bag ban in Malaysia and Thailand. Environmental knowledge did also present a strong relationship with green behaviour like local environment involvement. This can also translate to green purchase intentions (Lee, 2010). This tendency is promising for this thesis as the main target of our study are students in Norway, as the Nordic countries are described as the front-runner in sustainable development in Europe (OECD, 2022). Following these findings, higher knowledge or awareness about a topic should mean that more people are focused on or concerned with supporting the cause, in this case buying more sustainable products. We chose sustainability knowledge as a construct for this study to see if it influences consumer's sustainability value and purchase intention towards sustainability-labelled apparel. We propose this hypothesis:

*H<sub>4</sub>: When respondents have a higher level of sustainability knowledge, the positive effect of consumer's sustainability value on purchase intentions of sustainable products is strengthened.*

## **Purchase and spending behaviour**

Purchase and spending behaviour, such as purchase frequency, purchase volume and spending amount can influence consumer's perception of price. Previous studies have presented that consumers with overall higher shopping intensity are more price sensitive than people who don't purchase as much or as often (Kim, Srinivasan, & Wilcox, 1999). Kim et al., 1999 established that demographic characteristics as well as shopping habits and purchase patterns influence the price sensitivity of the consumer. This study has been conducted based on prices of condiments and household articles (Kim et al., 1999), so we can assume that they can translate onto purchase of other types of products. Another finding worth considering is the heavy-user bias. Consumers with high purchase frequency or high purchase volume are much more price sensitive than people who make their purchases less often or buy less in general. This can be related to the fact that consumers who shop more often, are more frequently exposed to prices, so their sense of price

distribution of a product is better (Kim & Rossi, 1994). To support one's buying habits and behaviours with a limited income of a student, the respondents should prefer lower prices or have higher purchase intentions for the low-price products. Therefore, we propose a hypothesis:

*H<sub>5</sub>: When respondents have a higher level of purchase behaviour, the positive effect of the price sensitivity on purchase intentions of low-price products is strengthened.*

### **Demographic characteristics**

Previous research presents that demographic characteristics are related to purchase intention of green products (Fisher, Bashyal, & Bachman, 2012). In this study we will examine the influence of age, gender, income, education level and nationality on purchase intention of sustainable goods, low price goods and goods of higher quality. A number of studies have shown that age and gender significantly influenced purchase intention (Fisher, Bashyal, & Bachman, 2012; Uddin et al., 2019). It has been established in previous research that gender impacts green behaviour, as women were more likely to be environmentally conscious (Lee, 2009), which in this context can also translate to purchase intentions of sustainable products. Therefore, we hypothesize:

*H<sub>6</sub>: When the respondent is female, the positive effect of consumer's sustainability value on purchase intentions of the sustainable product is strengthened.*

*H<sub>7</sub>: When the respondent is in the younger age group, the positive effect of consumer's sustainability value on purchase intentions of the sustainable product is strengthened.*

Education level has also previously shown a positive effect on green behaviour (Meyer, 2015). Higher education level may correlate with pro-environmental behaviour, which in this context can indicate stronger consumer's sustainability value and preference for sustainability labelled clothing. Income was named in several studies as a significant influence on price sensitivity (Mamat, Noor, & Noor, 2016; Akhter, 2003). Lower income regulates purchasing power and according to the utility theory more is always better. This means that consumers with weaker purchasing power are more likely to buy products that are more accessible with their income. The consumers can achieve a higher satisfaction level when purchasing more units of the low-price product, than using the limited income on one product with a higher price.

We want to add nationality to this construct as well, as research has shown that regional characteristics of the consumer do have a significant influence on one's preferences. Generally, immigrants are a price sensitive group (Mazzolari & Neumark, 2012), therefore nationality of the respondent should present influence on the respondent's price sensitivity, and further also purchase intentions. On this ground we propose hypotheses:

*H<sub>8</sub>: When the income of the respondent is lower, the positive effect of price sensitivity on purchase intentions of low-price products is strengthened.*

*H<sub>9</sub>: When the respondent is not Norwegian, the positive effect of price sensitivity on purchase intentions of low-price products is strengthened.*

Figure 1 Conceptual model

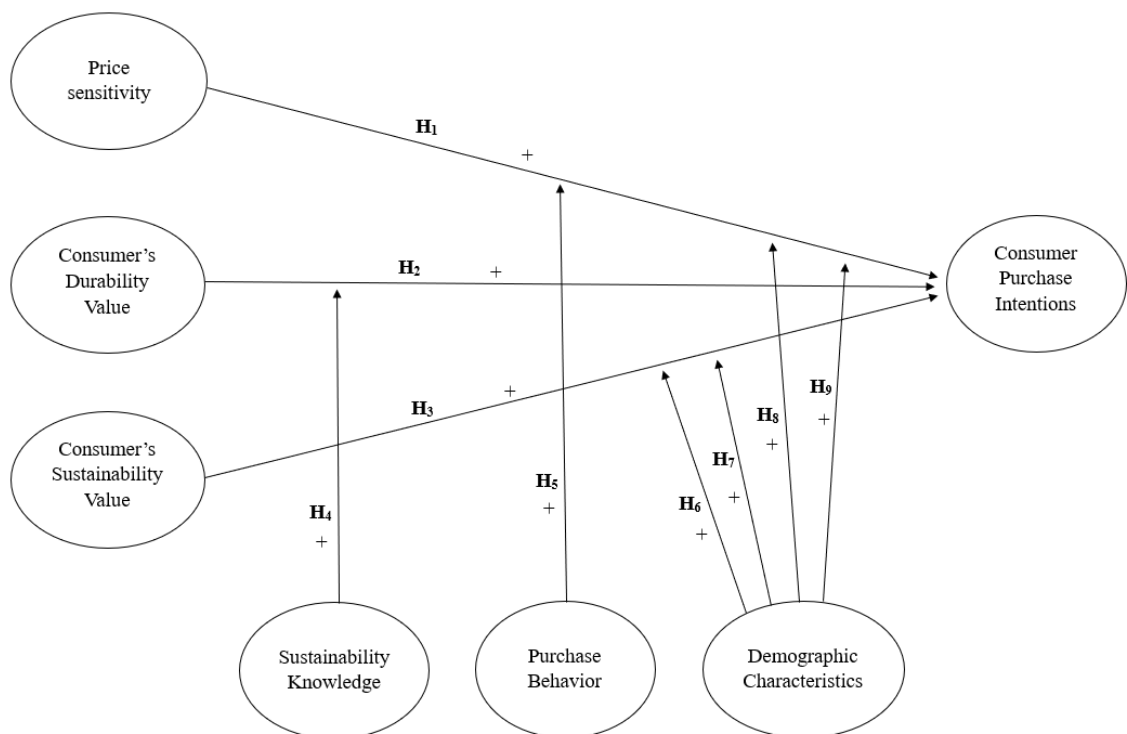


Figure 1: Diagram of the conceptual model for this study.

## Methodology Chapter

In this chapter the selected research design will be presented along with data collection and analysis methods respectively. Reliability and validity of the scales will be explained in this section as well.



## **Research design**

The present study tries to examine the critical determinants that impact students' purchase intention. To this end, research hypotheses are formulated based on crucial factors, including price, durability, and sustainability labelling, among others. The investigation seeks to assess the extent to which causal relationships exist, such as opting for lower-priced goods when income is limited or selecting products with sustainable attributes when environmental consciousness prevails. In light of the research objectives, a quantitative research methodology is deemed suitable, as it allows for experimental testing of hypotheses and facilitates the collection of empirical data (Destiny Apuke, 2017). Therefore, this paper employs a quantitative research approach.

Bloomfield and Fisher (2019) identify four principal types of quantitative research that are commonly utilized in scholarly inquiry. Among these, descriptive research is primarily concerned with examining a given phenomenon or situation by characterizing the various factors associated with it, such as demographic, behavioural, economic, or attitudinal factors (Kelley et al., 2003). Considering the research objectives, which entail testing hypotheses and exploring the factors that influence students' decision-making processes, the descriptive research approach has been deemed appropriate.

## **Data collection method**

The thesis employs a mixed-methods approach that involves the use of both primary and secondary data sources. The process of collecting primary data involves several critical stages, including designing the questionnaire, selecting the appropriate study population or focus group, conducting a pilot study, and ultimately administering the final survey. In comparison, secondary data can be obtained from existing online sources or previously conducted studies (Khuc & Tran, 2021).

For this study, secondary data sources include data on T-shirt prices in Norwegian clothing stores and scale items from relevant literature, which were used to construct the main questionnaire. Both primary and secondary data are presented in the Appendix. The primary data comprises both the pilot study and the main questionnaire, while the secondary data provides supporting information for the survey.

## **Secondary Data**

### **Supportive data about T-shirt prices**

To substantiate our proposition of distinct high and low T-shirt pricing structures, we conducted a comparative analysis of T-shirt prices across diverse retail outlets. Through an exhaustive exploration of various websites the following sample of clothing stores selling T-shirts in Norway has been chosen: H&M, Cubus, Gina Tricot, KappAhl, Vero Moda, ONLY, Lindex, MATCH, Sparkjøp, Dressmann, Bonprix, ZARA, Carlings, Bikbok, JACK & JONES and Lager. The prices of all available white T-shirts have been noted in the Excel spreadsheet. Subsequently, measures of central tendency and variability, specifically the mean, standard deviation, and standard error, were computed, yielding the high price of 209 NOK and low price of 158 NOK.

### **Scale items from literature**

The utilization of scale items represents a prevalent approach in research for the purpose of measuring a given construct or variable of interest. Typically, such items comprise a series of statements or questions which are presented to respondents with the intention of eliciting a rating or response. The objective of this exercise is to generate a numerical score which captures the degree of agreement or disagreement of the respondent with respect to the statement or question posed (DeVellis, 2016).

Prior to constructing our own scale items, we first identified the relevant constructs and variables to be measured in our study. Specifically, we focused on consumer preferences towards product attributes, such as price, sustainability, and durability, and sought to investigate the impact of purchase intention, knowledge about sustainability, and segmentation factors. The resulting pool of questions and statements that we designed aligns with the survey methodology discussed in the previous chapter. We primarily utilized a 7-point Likert scale as the response format for the majority of our scale items, which were formulated as statements. However, we also incorporated closed-end questions for certain variables, such as segmentation factors and purchasing frequency, where we used straightforward answer options or range indicators for income or expenditure.

To establish the relationship between the scale items and the constructs and variables under examination, we employed various statistical techniques, such as correlation analysis and regression models, which are explicated in detail in the Analysis

chapter. We also included both the original scale items sourced from relevant literature, along with the newly created scale items used in our current research, in the Appendix 4a and 4b for transparency and reproducibility purposes.

## **Primary Data**

### **Pilot Study**

The primary objective of conducting a pilot study is to evaluate the practicability of a research plan and approach before proceeding with the primary investigation. It serves as a preliminary inquiry on a small scale, enabling researchers to identify and rectify potential complications or constraints in their research design, data collection procedures, or data analysis techniques. It also helps to test the validity and reliability of research instruments, refine the research methodology, and improve the overall efficiency and effectiveness of the main study (Creswell & Creswell, 2017).

Our pilot study consists of nine short questions. The first four questions aim to establish how the respondent perceives the price of a standard white T-shirt in Norway. Price ranges for high, low, and average/normal product prices are presented, as well as a question regarding the maximum price the individual would be willing to pay. Following this, standard demographic questions are asked, such as student status, age, and gender. The last two questions concern the average income level and average clothing expenses. All questions in the pilot study were designed to prepare for the main survey, support the determination of price levels considered low and high, agree on income and expenditure ranges, and provide preliminary insight into the percentage of respondents who are students.

This pilot study was conducted through the distribution of an online survey to potential respondents. The resulting sample size was 50, consisting of individuals who provided responses to the survey. However, the gender distribution in the sample was uneven, with 62% identifying as female and 38% as male. The majority of the sample (66%) fell within the age range of 21-25. In terms of occupation, 70% identified as students, and approximately two-thirds reported a monthly income of no more than 13,000 NOK gross, with 34% reporting an income below 9,000 NOK and 34% reporting an income between 9,000-13,000 NOK. Table 1 provides a more comprehensive breakdown of the sample demographics from the pilot study.

**TABLE 1**  
**Pilot study: sample demographic**

<b>Gender</b>	<b>N</b>	<b>%</b>
Female	31	62,0 %
Male	19	38,0 %
Other	0	0,0 %
<b>Age group (years)</b>		
18 - 20	5	10,0 %
21-25	33	66,0 %
26-30	9	18,0 %
30+	3	6,0 %
<b>Income (before tax)</b>		
< 9.000 NOK	17	34,0 %
9.000-13.000 NOK	17	34,0 %
13.001-18.000 NOK	7	14,0 %
> 18.000 NOK	9	8,0 %
<b>Student status</b>		
students	35	70,0 %
not students	15	30,0 %

This demographic profile indicates that the sample is skewed towards students as a target group for this research. Moreover, 86% of the respondents deemed a price point of 99 NOK to be a reasonable and affordable cost for a T-shirt, which is indicative of their price sensitivity. When asked about their willingness to pay a higher price, 25.5% suggested a price of 199 NOK, while another 25.5% suggested 249 NOK. This finding is consistent with another question that asked about their average monthly spending on clothing, with 44% of respondents indicating they spend less than 300 NOK per month, thus highlighting their budgetary constraints.

This further confirms our belief that the chosen ranges for average income and expenditure on clothing for students are appropriate to be used in the main questionnaire. Additionally, the established proposals for high and low prices of the T-shirts we presented are highly consistent with the supportive data about the price range of T-shirts in Norwegian clothing stores, as well as with those identified by the survey respondents as being considered high and low. Pilot study can be reviewed in Appendix 1.

## **Main survey**

The main questionnaire is structured from 17 short sections and the very first of them inform about definitions of the attributes used for the product propositions. Originally, out of 4 attributes and 2 levels of each, there were 8 combinations in total, but some were disqualified because of the unlikeliness of the combinations to exist in practice, e.g., a T-shirt with low price but high durability and sustainability label. This would be an unlike combination as typically with the higher quality or other attributes comes a higher price.

## **Price**

The chosen attributes appear to be pivotal for any garment, with price being the most salient, as it represents the amount of money expended on a good. In the conducted survey, specific values for high and low prices were established as 249 and 129 (NOK), respectively. To determine appropriate levels for high and low prices, we conducted a pilot study wherein students indicated perceived prices. After analysing consumer choices, the resulting high price was 257 NOK, which was subsequently normalized to 249 NOK. Likewise, the totalized mean of the low price from the pilot study was 131, which was slightly standardized to 129 NOK. Information pertaining to prices and the designation of high and low values can be found in Appendix 2.

## **Durability**

The subsequent attribute utilized to characterize the product was durability. This attribute is defined as the number of washes a product can endure before exhibiting signs of wear and tear or other forms of damage. Notably, some individuals perceive durability as the total number of years clothing can last with proper care. Various factors such as the fabric type, frequency of wear and washing, and quality of stitching and construction can all impact the longevity of a garment.

A study conducted by the environmental non-profit organization Greenpeace (2014) reveals that fast-fashion garments made of low-cost materials have a relatively short lifespan and may only be worn between 7 to 10 times before being discarded, in contrast to high-quality, well-made garments that can last for years. The Federal Trade Commission (FTC) in the United States mandates that all clothing items have labels with information about their durability and how to care for them (Federal Trade Commission, 2021). The

Clothing Longevity Protocol recommends that companies specify the lifetime of their garments in "wear and wash" cycles instead of years, given the variability in consumer usage conditions. Cooper et al. (2014) conducted testing and determined that a T-shirt should withstand at least 56 washes to be considered of normal quality, assuming 2 days of wear per wash. Any pilling, thinning, or colour loss of the fabric used in such a product should not occur before 56 full cycles of wear and wash.

Another research article emphasizes the importance of the number of cleaning cycles not only in determining the potential lifespan of a garment, but also in assessing the environmental impact of the cleaning process. Klepp et al. (2020) state that the pilot European Commission Product Environmental Footprint Category Rules for T-shirts define the functional unit as *"To wear a clean T-shirt until it becomes dirty 52 times."*

The benchmark of durability standards obtained from literature supports the rationale for selecting high and low durability values in the survey. To provide consistency in quantifying the durability of a T-shirt, a durability threshold of 50 wash cycles was established as the point at which fabric changes are observable. To establish the high and low durability values, we selected wash cycle numbers above and below the threshold, respectively:

- High durability - The T-shirt should remain in decent condition after 65 wash cycles.
- Low durability - The T-shirt should withstand at least 40 wash cycles.

## **Sustainability**

The presentation of our product was concluded by examining the attribute of sustainability. The fashion industry faces many challenges in adopting sustainable practices due to varying definitions and frameworks put forward by different global organizations.

The Sustainable Apparel Coalition (SAC), a prominent alliance for sustainable production in the apparel, footwear, and textile industry, outlines their vision for sustainability. *As a membership organization, we are committed to leading the industry toward a shared vision of sustainability. We are working with our members to enable them to better protect the planet and the rights of workers by positively impacting how products are produced and used, and through better, more transparent data.* Amina Razvi, CEO of

the SAC, emphasizes their focus on enabling members to protect the planet and the rights of workers (Sustainable Apparel Coalition, 2022).

Similarly, Fashion Revolution, a non-profit global movement present in over 100 countries, highlights important aspects of sustainable development in the fashion industry. The organization emphasizes a holistic approach that encompasses social, environmental, and economic aspects of sustainability. Social sustainability emphasizes fair treatment and safe working conditions for everyone involved in the fashion supply chain. Environmental sustainability focuses on reducing the negative impact of fashion on the environment, while economic sustainability aims to ensure the financial viability of the fashion industry over the long term (Fashion Revolution, n.d.).

Numerous organizations promote sustainability in the fashion industry; however, we restricted our search to domestic sustainability labels familiar in Nordic countries. Scandinavia is known for several sustainability labels, each with their own criteria for evaluating a product's sustainability.

The Nordic Swan Ecolabel, also known as *Svanemerket*, is the most recognized and official sustainability label in Norway and other Nordic countries. According to the Foundation of the Ecolabelling in Norway (Norwegian: *Stiftelsen Miljømerking Norge*), it is familiar to 93% of the Norwegian population (Linnås, 2023). This label certifies products that have a lower environmental impact than comparable products in the market. To obtain certification, producers need to comply with strict criteria that include a holistic approach to reducing energy consumption, greenhouse gas emissions, preserving biodiversity, and minimizing the use of environmental toxins and harmful chemicals. The certification process also considers the use of renewable energy sources and environmentally friendly materials and production processes. The assessment of whether a product meets the criteria for certification requires a thorough analysis of its life cycle, taking into account climate, biodiversity, chemical use, and other factors. The granting of the Svanemerket certification indicates that the product has a reduced environmental impact in several areas simultaneously.

Another widely used sustainability label in Nordic countries is the EU Ecolabel, which is the official label of the European Union. It is similar to the Nordic Swan Ecolabel in its standards and certification requirements. The EU Ecolabel considers the entire life cycle of the product and requires the use of environmentally friendly materials, reduction

of greenhouse gas emissions, and promotion of sustainable production and consumption practices. However, this label is primarily associated with EU products and countries, and only 27% of the Norwegian population is familiar with it (Svanemarket, 2022). Over 83,000 products in Europe have received this label, with the most common ones being paints, tissue products, hard coverings, and textiles.

Apart from the sustainability labels above, other sustainability labels related to clothing and less utilized in Nordic countries include Fairtrade International, which is oriented towards trade, and The Global Organic Textile Standard (GOTS). Nonetheless, these labels were not employed in the survey due to their lower level of popularity.

After careful consideration, we selected The Nordic Swan Ecolabel (*Svanemarket*) as the sustainability indicator for the survey. The primary reason for this choice was its popularity in Norwegian society, and to limit the length and complexity of the definitions in the questionnaire. To simplify the understanding of sustainability for the participants, the product with high sustainability has the Svanemarket certification, while the product with low sustainability does not have any certification. This indicates that none of the above analysed criteria for sustainability are guaranteed.

### **Other sections**

In the subsequent sections of the survey, respondents were presented with five different combinations of price, sustainability, and durability for T-shirts. Each of these combinations was followed by three statements intended to determine the respondent's willingness to consider purchasing a product from each combination.

Six questions in the form of statements are presented to assess the respondent's preference for price. These contentions are designed to evaluate the importance of price as well as the product's value, quality, and the time required to search for an alternative product. The assessment of consumers' sustainability sensitivity in garment purchases involves eight questions that determine preferences for T-shirt production, materials, and environmental considerations. Finally, three short statements are included to assess the consumer's interest in the product's quality and longevity. These sections aim to determine which of the three attributes (price, sustainability, or durability) is of the greatest importance to the potential consumer and to what extent.



Subsequently, an attention check question has been included with the purpose of detecting participants who may not have paid sufficient attention to the instructions or questions posed. This check, also known in literature as the Instructional Manipulation Check (IMC), is essential for eliminating careless respondents from the dataset to ensure the validity and reliability of the results. The IMC question is designed to be relatively easy to answer correctly, but requires attentive participation on the part of the respondent (Oppenheimer et al., 2009).

Towards the conclusion of the survey, four additional statements gauge the knowledge of sustainability. These statements do not directly relate to the T-shirts presented in the survey, but rather aim to confirm or deny the respondents' familiarity with sustainability issues, especially among young people, as discussed in the theoretical chapter and consistent with hypotheses 4 and 5. Subsequently, some questions regarding buying and spending behaviour are presented, such as the frequency of purchasing sustainable and regular clothing, and the typical monthly expenditure on clothing for each respondent. To provide context for spending brackets, we refer to a report from the Consumer Research Institute (Norwegian: *Forbrukerforskningsinstitutt*), which suggests that the average amount spent per male individual over 17 years old is 880 NOK, while the corresponding figure for female individuals over 17 years old is 950 NOK in Norway (Hårvik Austgulen et al., 2022).

In the conclusion of the survey, seven questions related to the participants' demographic information were included. The purpose of this section was to investigate whether factors such as education level, nationality, gender, age, and region of residence in Norway had any influence on the consumer's choices. One of the questions pertained to the participant's gross monthly income, which would help in testing hypotheses 1 and 2 and examining whether the monthly income influenced the frequency of clothing purchase and the tendency to choose sustainable or durable garments in general. To justify the income ranges presented in the survey, data from Statistics Norway (Norwegian: *Statistisk Sentralbyrå*- SSB) was used, which indicated that an average student in Norway who did not live with their parents had a gross income of 19,000 NOK per month in 2019, consisting of 53% work income, 32% study loans and/or scholarships, and 15% support from family or other sources (Andresen, 2021). It is noteworthy that the proportion of student income from work has increased in recent years, indicating that being a student has become more expensive, necessitating more paid work to cover expenses. Based on this

information, the survey answers were categorized into low-income options equivalent to a student loan and different combinations of it with work income, as well as a possible high-income option exceeding the average amount of 19,000 NOK if the respondent had a high-paying or full-time job while studying or was not a student. The selection of alternatives was also informed by the pilot study, where the informant indicated their income level.

The questionnaire is composed of a total of 48 questions, with 37 of them structured as statements. To assess respondents' attitudes or opinions towards particular statements, we employed Likert's rating scale. This method is widely used in various fields such as psychology, sociology, and education. The scale permits respondents to express their level of agreement or disagreement with a statement, and it ranges from 1 (strongly disagree) to 5 (strongly agree), with an odd number of options allowing for a neutral response (Likert, 1932). The Likert scale is an easily comprehensible tool for respondents, and the gathered responses are of vital significance for statistical analysis in our research. In addition, we utilized a 7-point rating scale to further allow our informants more space to express their opinions.

### **Data analysis method**

To examine and evaluate the collected data we will mainly rely on correlation analysis and regression models, hereby also sub-sample regression models depending on the hypothesis to be tested. We chose the multiple linear regression for this study, as it is a commonly used statistical method in research. It is used to explore the relationships between a set of independent predicting variables and a dependent outcome variable (DeVellis, 2016). Based on the characteristics of our research design and the nature of the data that was collected for this study, this method is appropriate and suitable for the analysis of our research questions.

First, the descriptive statistics of the data will be presented to show the distribution of each variable utilized in the study. Second, the correlation analysis will determine the significant relationships among the constructs. Last, we will present the regression models conducted to establish the significant effects of the independent variables on the dependent variables which is the consumers' purchase intention of 5 different product combinations. Software used to compute these analyses is SPSS and Excel.

## Data

Through the online survey constructed for this study we have gathered 158 responses in total. Due to the non-satisfactory answers to the attention check question, 23 of the observations were deleted. This is done to minimize the respondents that did not pay attention to the survey properly and gave incorrect or distorted answers. One observation was removed from the dataset due to an indifferent response to all of the questions in the questionnaire. Neutral responses through all of the questions can distort the data.

**TABLE 2**  
**Sample demographic**

<b>Gender</b>	<b>N</b>	<b>%</b>
Female	71	53,0 %
Male	62	46,3 %
Other	1	0,7 %
<b>Age group (years)</b>		
18 - 24	92	68,7 %
25 - 30	18	13,4 %
31 - 40	15	11,2 %
41 - 50	7	5,2 %
>50	2	1,5 %
<b>Income (before tax)</b>		
< 9 000 NOK	45	33,6 %
9 001 NOK - 13 000 NOK	21	15,7 %
13 001 NOK - 18 000 NOK	24	17,9 %
18 001 NOK - 25 000 NOK	10	7,5 %
> 25 000 NOK	34	25,4 %
<b>Education level</b>		
High school of other	98	73,1 %
Bachelor's degree	26	19,4 %
Master's degree or higher	10	7,5 %
<b>Education status</b>		
Students	100	74,6 %
Non-students	34	25,4 %
<b>Nationality</b>		
Norwegian	100	74,6 %
Other	34	25,4 %

The final sample size is 134. The sample consists of 71 female and 62 male respondents. One person falls into the third gender category. Most of the participants fall

into the age group 18 - 24. Around one third of the people that answered did report an income below 9 000 NOK. Education level that is the most observed in the sample is high school level or other that are at the same level. There are 36 people that have higher education, 26 at bachelor's degree level and 10 at master's degree level or higher. A hundred of the participants are currently studying. Around 75% of the respondents are Norwegian, while the rest are international citizens. Table 2 presents the sample demographic in a more detailed manner. While gender is generally evenly distributed in this context, other characteristics show different distributions. The effect of the uneven distribution of the sample will be discussed in the last part of the thesis.

### **Reliability and validity of the scale items**

Items applied to the questionnaire were borrowed from previous studies that examined various constructs. The instrument in this study was altered to some degree, therefore a reliability and validity analysis is needed to revise the scales' overall consistency. Validity of a scale indicates to what extent an instrument is measuring what it intends to measure. Reliability of the respective scale is a requirement for the scale to be validated. Validity will be evaluated using exploratory factor analysis (Kimberlin & Winterstein, 2008). Reliability of a scale reveals if the scale is internally consistent, if the items that weigh onto the same latent variable form a scale that is reliable (Taherdoost, 2016; Kimberlin & Winterstein, 2008). We will use Cronbach's Alpha to measure reliability of the scales utilized in the study, as this coefficient is the most appropriate when Likert scales are applied (Taherdoost, 2016).

Exploratory factor analysis was conducted with the principal component extraction method applied. Kaiser-Meyer-Olkin measure of Sampling Adequacy returned 0,792, which is above the recommended value of 0,6. This indicates that the collected data is adequate for factor analysis. Bartlett's test of sphericity, which was used to determine if the correlations between the variables are strong enough to be suitable for factor analysis, returned values at a highly significant level ( $p < 0.01$ ). Values extracted from KMO and Bartlett's test indicate that our data is satisfactory for further factor analysis (Janssens, Wijnen, Pelsmacker, & Kenhove, 2008).

Based on Kaiser's Eigenvalues greater than 1 criterion (DeVellis, 2016), the output has proposed 9 latent variables that our 37 items fall under. The factor analysis was conducted multiple times to improve the overall quality of the scales. In total 3 items were

deleted to improve the reliability of the scales, as deleting them did return more sufficient results. An oblique method of promax rotation was applied, which allows factors to correlate with each other (DeVellis, 2016). This was done to make conduction of a correlation analysis possible. Table 1 presents the items and respective rotated factor loadings. Values that weighed less than 0,50 were suppressed. Table 1 was broken up into two parts for easier reading.

Out of the 9 factors extracted, 4 of them are our dependent variables (DVs). Purchase intention of T-shirts with different attributes weighed naturally onto different latent variables. Among the DVs we have “Low-price products”, which consists of two T-shirts with low prices, one higher and one of lower durability. The other dependent variables are the “High-durability sustainable product”, “low-durability sustainable product” and “high-price product”. These four DVs did explain a substantial portion (34,50%) of the variance in the dataset, as well as return strong Cronbach's alphas between ,904 and ,953. These are represented in the first part of the Table 1 below.

**TABLE 3a**  
Factor Analysis and Reliability Analysis

Scale item	Factor loadings			
	Low price products	High-durability Sustainable product	Low-durability Sustainable product	High-price product
I will consider buying this product in the future.	0,865			
I want to buy this product.	0,802			
If I were going to purchase a white cotton T-shirt, I would consider buying	0,794			
I will consider buying this product in the future.	0,848			
I want to buy this product.	0,801			
If I were going to purchase a white cotton T-shirt, I would consider buying	0,767			
I will consider buying this product in the future.		0,902		
I want to buy this product.		0,872		
If I were going to purchase a white cotton T-shirt, I would consider buying this product.		0,876		
I will consider buying this product in the future.			0,942	
I want to buy this product.			0,913	
If I were going to purchase a white cotton T-shirt, I would consider buying this product.			0,931	
I will consider buying this product in the future.				0,933
I want to buy this product.				0,908
If I were going to purchase a white cotton T-shirt, I would consider buying this product.				0,907
Explained variance	14,850	5,063	8,381	6,155
Eigenvalue	5,495	1,873	3,101	2,277
Cronbach's Alpha	0,904	0,911	0,952	0,953

\* Scale item scores were reversed.

Note: Some items have been removed to improve scale reliability. Factor loadings <0,5 have been suppressed.

Out of the 9 factors extracted, 5 of them are the independent variables. Four items load onto Price sensitivity scale, with only 3,75% of the variance explained and weak Cronbach's alpha standing at ,679. Another factor – Consumer's Sustainability Value,

consists of 8 scale items. This factor alone explains 23,61% of the variance and has a strong reliability with the alpha standing at ,898. “Consumer’s Durability Value” is another factor extracted from the analysis and it accounts for 4% of the explained variance. This factor is also highly reliable with the Cronbach’s alpha at ,811. Four of the scale items load onto the “Sustainability Knowledge” factor with 5,26% of explained variance and satisfactory reliability with alpha being 0,77. Last factor, which is “Purchase Behaviour” consists of three items. This factor accounts for 3,1% of the explained variance. Its reliability is questionable as the Cronbach’s alpha of this factor is equal to 0,596, which is below the standard 0,7 that commonly occurs in quantitative research (DeVellis, 2016). In total, all nine factors explain approximately 74% of the variance. These factors are represented in the second part of Table 1 below.

**TABLE 3b**  
Factor Analysis and Reliability Analysis

Scale item	Factor loadings				
	Price sensitivity	Consumer's Sustainability Value	Consumer's Durability Value	Sustainability Knowledge	Purchase Behavior
I am not willing to go to extra effort to find lower prices.*	0,718				
The time it takes to find the lower prices is usually not worth the effort.*	0,788				
The price of a T-shirt is important for my purchase decision.	0,607				
I compare prices of at least a few similar products before I choose one.	0,660				
I consider sustainability aspects of the clothes that I buy.		0,739			
I refuse clothes when I know that the people who made the clothes work in unsafe conditions.		0,776			
I buy clothes made from recycled materials.		0,768			
I refuse buying clothes that are harmful to the environment.		0,799			
I can save my money through sustainable clothing consumption.		0,648			
I choose clothing items from organic production (e.g. made from organic cotton).		0,760			
I am willing to pay more for products with The Nordic Swan (Svanemerket) seal.		0,674			
In the future, I intend to purchase environmentally sustainable clothes.		0,831			
I choose high quality and long lasting clothing items.			0,798		
I purchase a piece of clothing after checking its durability to use for a long time.			0,844		
Getting durable clothing is very important to me.			0,865		
I have heard about sustainability in fashion industry.				0,823	
I think I can explain in my own words what sustainable fashion means.				0,819	
I know what The Nordic Swan (Svanemerket) is before this survey.				0,581	
How would you judge your level of expertise in sustainable fashion.				0,867	
On average, how often do you buy new clothes?					0,857
On average, how often do you buy sustainable clothes?					0,548
On average how much money do you spend monthly on clothing?					0,824
Explained variance	3,747	23,611	4,023	5,266	3,101
Eigenvalue	1,386	8,736	1,488	1,948	1,147
Cronbach's Alpha	0,679	0,898	0,811	0,770	0,596

\* Scale item scores were reversed.

Note: Some items have been removed to improve scale reliability. Factor loadings <0,5 have been suppressed.

Some of the factors are not satisfactory, as the reliability of the scales is weak. The preferable outcome of the exploratory factor analysis would be for the scales to be consistent and reliable, also without deleting the items that did deteriorate the original scales. This will be further addressed in the limitations towards the end of this paper.

## **Analysis chapter**

This chapter will present a detailed description of the analysis performed on the data collected in this study. Descriptive statistics of the data such as mean values, as well as results of the correlation analysis and the regression analyses will be introduced and thoroughly described in this section. After introducing the results of the statistical analyses, the paper will focus on the empirical findings and testing of the hypotheses. In the last part of the paper the results of the analyses will be discussed and limitations will be addressed. Lastly, the thesis will be concluded shortly.

### **Descriptive statistics**

Table 3 presents the descriptive statistics of the data collected for this study, in total and divided by gender. We did previously divide the means and standard deviations by other factors, like age and income, but gender did show the strongest differences in the mean scores. Descriptive statistics are used to summarize and describe data. This method is useful for identifying patterns and trends in the dataset, as well as comparing different sub-samples of the data (DeVellis, 2016). We used measures like mean values and standard deviations of the individual items and then averaged out for each latent variable to achieve higher simplicity of the visual presentation of the table.

Mean values describe a lukewarm response to the questions, as most of the means are close to 4, which is the neutral answer in the 7-point Likert scale. The total sample means are showing somehow even distribution as the means is close to the neutral middle answer. The sample shows a slight positive reaction to all of the factors, besides the consumer's sustainability value which is right below the neutral (3,99). Standard deviations of the sample in total were high, varying from 1,541 to 1,882 (excluding behavioural questions, as they did not follow the same scale). This tells us that the individual scores differ from the mean and that the data is spread out. Standard deviation of 1,6 is considerably high for a 7-point scale, as this indicates that answers on average differ from the mean by that value (DeVellis, 2016). The data as a whole showed that an average respondent is slightly price sensitive and values durability to some degree. The average respondent does also have some knowledge about sustainability, based on the mean scores from the questionnaire. For the total sample the product combinations that generated the highest purchase intentions were the second T-shirt (high-price, high-durability product with sustainability label) and T-shirt 3 (low-price, high-durability product without the

label). Purchase intentions of those two products only mildly tilt toward a positive response. This outcome was expected, as there were two groups that we suspected will form among the participants, those who value sustainability more and those who are price sensitive and look for the best price among the products.

However, when the means are computed based on gender groups, there are some differences that are worth noticing. The female group was more enthusiastic about all of the factors and showed higher mean scores. The most critical difference between the average scores of men and the average scores of women is the consumer's sustainability value. This factor is favoured more by women with a whole point, which indicates that more women than men value sustainability in the purchases they do on average. Men's value of sustainability falls with a half point, while women's rises with a half point from the total's mean. Sustainability knowledge presents also very differing mean scores for the genders. According to the descriptive statistics, women have higher knowledge of sustainability in the fashion industry than men. The female group exceeded men in this category by a whole point again with a very high average standing at 5,25. This subset is also more price sensitive and values durability more than the male subset.

When it comes to the purchase intentions of the two groups, there are some very interesting findings. Despite the fact that women on average show stronger value over all of the factors, they did also show weaker purchase intentions than men on all of the products. This can be due to the product type that was selected for the study, which will be further addressed in the limitation part towards the end of the thesis. The product that was the most valued by the female group was the high-price, high-durability T-shirt with sustainability label. Second most preferred was the low-price, high-durability T-shirt without the label. Male respondents exhibited similar answers to their female counterparts, yet with an opposite orientation. The product that men did have the strongest purchase intention towards is the low-price, high-durability T-shirt, with a strong mean score weighing at 5,12.

What is also worth paying attention to is the standard deviations in the male and female group. Men's answers were moderately more spread than the female respondents', which can guide us to the conclusion that women were slightly more unanimous in their answers.



The purchase frequency, and spending amount did not follow the 7-point Likert scale, as the scales were nominal, they have been dummy coded to be suitable for numerical computation. They did follow the same pattern, as the higher the value the more the spending and frequency stands at. All the possible answers to the questions can be viewed in the questionnaire that is added in the appendix at the end of this paper. For the total sample the average frequency is between 0 and 1, where 0 stands for “once every few months or less” and 1 being “once a month”. The mean score of 0,36 is leaning more towards the first answer, which means that the average purchase frequency is closer to “once every few months or less”. The average spending amount for the total sample is between the two answers that have been coded with 1 and 2, where 1 is “301 NOK - 500 NOK” and 2 is “501 NOK - 800 NOK”. The mean leans towards the first answer. The sustainable purchase frequency did have a similar scale to the other frequency question. The scale did go towards the same direction, however a “never” and “not sure” option has been added. The mean is between 1 and 2, with 1 being “not sure” and 2 being “once every few months or less”.

Women and men do exhibit slightly different behaviours pertaining to purchase and spending. Based on the mean scores women buy more often and spend more when shopping for clothes. They do also present a somewhat higher frequency of purchasing sustainable clothing, nevertheless they lean towards the “not sure”. Standard deviations in the purchase behaviour questions are higher for female respondents, which means that answers from women varied more than men’s responses to the same questions. Table 3 is presenting all of the values directly and indirectly described in this section.

**TABLE 4**  
Descriptive Statistics

Variables	Total		Male		Female	
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
Price sensitivity	4,92	1,639	4,88	1,704	4,94	1,590
Consumer's Sustainability Value	3,99	1,722	3,43	1,744	4,47	1,559
Consumer's Durability Value	4,70	1,607	4,65	1,620	4,75	1,605
Sustainability Knowledge	4,78	1,882	4,22	1,903	5,25	1,716
Purchase Frequency	0,36	0,618	0,23	0,525	0,48	0,673
Spending Amount	1,35	1,216	1,32	0,647	1,75	0,670
Sustainable Purchase Frequency	1,54	0,690	1,27	1,113	1,44	1,284
<b>Purchase intention</b>						
Low-price, low-quality shirt	3,52	1,817	3,96	1,895	3,15	1,679
High-price, high-quality sustainable shirt	4,54	1,817	4,41	2,058	4,68	1,567
Low-price, high-quality shirt	4,73	1,819	5,12	1,895	4,40	1,700
High-price, low-quality sustainable shirt	2,91	1,541	2,88	1,524	2,94	1,573
High-price, high-quality shirt	3,11	1,675	3,27	1,871	2,96	1,493

Note: There was only one respondent that chose the option "other", thus not included in neither male or female group.

## Correlation analysis

Correlation analysis is a commonly used statistical method to examine how the variables are related to each other. It is a tool to investigate the strength and the direction of the linear relationships between the variables. It is crucial to test the statistical significance of such relationships as well, to confirm if they are representative (Prematunga, 2012). The correlation analysis of variables from this study has been conducted based on the factor scores computed with the individual answers to each of the items and factor loadings in SPSS. Each factor is based on all of the items that belonged together, and they are weighted based on how strongly they loaded onto the latent variables. Table 4 presents the full correlations matrix, with bold numbers being significant with  $p < 0.05$ , bold and underline numbers being significant with  $p < 0.01$ .

The output has presented some substantial and significant correlations between the constructs. The two first dependent variables exhibited the most correlations with the rest of the factors. Low-price products show a moderately strong positive correlation with the fourth variable which is purchase intention of quality product, which means that these variables develop in the same direction. If one moves upwards, the other one does the same as well. This indicates that people who felt strongly about the low-price products did also have stronger purchase intentions towards the quality product (without sustainability-label). The low-price products did also show a strong negative correlation with consumer's sustainability value. For comparison, the correlation between low-price products and price sensitivity (0,190) is not as strong and as significant as the low-price products' negative relationship with the sustainability value (-0,445), which can mean that the bias against or dislike of the sustainable products and sustainability in itself is stronger than the price sensitivity. Other significant correlations with the low-price products were weaker and negative relationships with durability value and sustainability knowledge, which is highly plausible when taking into consideration the fact that the low-price T-shirt did not have the sustainability label and one of them did not possess high durability level.

The second dependent variable – high-quality sustainable product, also shows highly significant correlations with other variables. This variable exhibited moderately strong positive relationships with the third variable – low-quality sustainable product, and the fourth – the quality product. There is no significant relation with the low-price products, and the coefficient is very low and leans towards the negative side. This indicates

that the high-quality sustainable product is uncorrelated with the low-price products. Notably, the second dependent variable presents a highly significant negative relationship with price sensitivity, indicating that consumers with higher intent for this product are less price sensitive. This variable correlates moderately in a positive direction with sustainability value, which is coherent with the theoretical framework that this study is based on. Consumer's durability value shows an even stronger positive relation to this product, logically due to the high durability level that this product accommodates. Other plausible correlations are with the sustainability knowledge and purchase behaviour constructs. These relationships also develop in the positive direction, meaning that higher intentions towards this product can indicate higher knowledge of sustainability within the consumer but also slightly higher purchase frequency or spending amount. Purchase behaviour variable also contains the sustainable purchase frequency, thus the relation can also imply that this frequency is higher in this context.

The third dependent variable, purchase intentions of the low-quality sustainable product, did also present with significant correlations. This variable has the strongest negative relationship with the price sensitivity, as well as it correlates moderately with sustainability value in the opposite direction. An unforeseen relationship is formed with durability value, as it is positive and of moderate strength. This is also observed between sustainability value and durability value, which indicates that consumers may see sustainability as an indicator of durability, despite the fact that the product itself provided a lower level of durability.

We can observe unexpected results regarding the fourth dependent variable, the quality product. This variable did correlate significantly with other dependent variables, but there has been almost no other significant relationships in sight considering this dependent variable. The high in price quality product had a moderately strong positive relationship with low-price products, but also a weaker positive relationship with the purchase intentions of the high-quality sustainable product. At the same time, this variable has also, inexplicably, a negative relationship with consumer's sustainability value. A possible outcome is that this variable is not related to any of the independent variables in our study and that there are other underlying factors that our study does not explore. This will be further discussed in the limitations at the end of the paper.

Notably, price sensitivity correlated positively with nationality. This indicates that there is a coherence with the literature and our hypothesis that the international respondents are more likely to be price sensitive. Another correlation worth noticing is the one between price sensitivity and purchase behaviour. This highly significant negative relationship between these variables indicates that people who are more sensitive towards price are also generally buying less often and/or spending less on clothing. At the same time this relationship can mean that the more price sensitive respondents are purchasing the sustainable products less often, as the purchase behaviour variable includes the frequency of sustainable purchases.

Consumer's sustainability value showed significant correlations with the dependent variables, as mentioned earlier in this section. Additionally, this variable did also present significant relationships with other independent variables. It correlates positively with consumer's durability value and, reasonably, with sustainability knowledge. This means that people who value the sustainability aspect of the products they buy, they also expect a certain quality, durability or longevity to follow along with the respective products. Logically people who have higher sustainability knowledge, value this aspect more strongly. People who value sustainability strongly do also score higher on the purchase behaviour scale, as we can observe in the correlation matrix. This relationship is statistically significant and positive in nature. This can indicate that people who value sustainability spend more money, as sustainable clothing usually costs more. It can also mean that these respondents scored higher on the behaviour variable because of the higher frequency of purchase, including sustainable purchase frequency. Consumer's durability value does exhibit the same relationships with sustainability knowledge and purchase behaviour, nonetheless they are slightly weaker.

Sustainability knowledge does also exhibit some significant correlations with the other variables. This construct correlates with income and education level to a degree; however, the output presents unexpected results. These variables correlate in an unforeseen manner, as the relations are negative. This indicates that people with higher income have a lower level of sustainability knowledge than people with lower income. Same tendency applies to the second correlation, people with a higher education level have a lower level of sustainability knowledge respectively. Another significant relationship is that between sustainability knowledge and education status. People who are currently studying have higher knowledge in this field than the people who are out of school.

What is worth noticing is that age did not present any significant correlation with any of the constructs besides the demographic characteristics. That on itself can rule against our hypothesis that younger people are more likely to value sustainability to a higher degree than their older counterparts. Age did correlate with variables like income and education level, which is a natural relationship, as younger people often don't earn as much or don't have equally high education in comparison to older people.

Gender did show several very promising correlations. These plausible results include a significant relationship with low-price products, consumer's sustainability value, sustainability knowledge and purchase behaviour. Gender correlates negatively with low-price products. For reference, gender has been dummy coded with 0 for "men", 1 for "women", 2 for "other". The negative relationship indicates that if purchase intentions for low-price products were high, the respondent is more likely to be male. The relationships with high significance levels are with the consumer's sustainability value and sustainability knowledge. The output indicates positive correlations between variables. That implies that women value sustainability more strongly and have higher sustainability knowledge than men. The last relationship that is significant and relevant for our study is between gender and purchase behaviour. The results lead us to believe that women either buy clothing more often, buy sustainable clothing more often and/or spend more than men.

TABLE 5  
Correlation Matrix

Construct	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1 Low price products	1,000														
2 High-quality sustainable product	-0,079	1,000													
3 Low-quality sustainable product	<b>-0,219</b>	<b><u>0,338</u></b>	1,000												
4 High-price product product	<b><u>0,422</u></b>	<b><u>0,232</u></b>	-0,004	1,000											
5 Consumer's sensitivity to Price	<b>0,190</b>	<b><u>-0,259</u></b>	<b><u>-0,407</u></b>	0,076	1,000										
6 Consumer's Sustainability Value	<b>-0,445</b>	<b><u>0,294</u></b>	<b><u>0,326</u></b>	<b>-0,190</b>	-0,041	1,000									
7 Consumer's Durability Value	<b>-0,188</b>	<b><u>0,413</u></b>	<b><u>0,233</u></b>	-0,007	-0,104	<b><u>0,369</u></b>	1,000								
8 Sustainability Knowledge	<b>-0,210</b>	<b><u>0,291</u></b>	0,107	-0,068	-0,031	<b><u>0,324</u></b>	<b>0,184</b>	1,000							
9 Purchase Behavior	-0,085	<b>0,193</b>	<b><u>0,244</u></b>	-0,016	<b><u>-0,247</u></b>	<b>0,171</b>	<b>0,211</b>	0,110	1,000						
10 Income	-0,057	-0,084	-0,159	-0,105	-0,116	-0,008	0,092	<b>-0,216</b>	0,018	1,000					
11 Education Level	-0,030	-0,063	-0,162	-0,025	0,091	0,011	0,056	<b>-0,171</b>	-0,049	<b><u>0,279</u></b>	1,000				
12 Education status	0,080	0,039	0,050	0,058	0,033	-0,028	0,010	<b>0,314</b>	-0,035	<b><u>-0,371</u></b>	-0,121	1,000			
13 Nationality	0,038	0,090	-0,141	0,110	<b>0,213</b>	0,111	0,115	-0,048	-0,036	0,004	0,093	-0,094	1,000		
14 Age	-0,152	-0,001	-0,007	-0,021	-0,046	0,149	0,062	-0,030	-0,074	<b><u>0,475</u></b>	<b><u>0,350</u></b>	<b>-0,181</b>	0,034	1,000	
15 Gender	<b><u>-0,253</u></b>	0,076	0,038	-0,135	0,042	<b><u>0,386</u></b>	0,056	<b><u>0,386</u></b>	<b>0,206</b>	<b><u>-0,247</u></b>	-0,144	0,084	0,083	0,021	1,000

Note: Bold text indicates significance  $\alpha < 0,05$ , bold text and underline indicates significance  $\alpha < 0,01$ .

## Regression analysis and empirical results

The regression models and output from the analyses will be presented in this chapter. Firstly, multiple linear regressions were run on the total sample to examine the effects of the independent variables on the dependent variables. Then the different subsets and segments of the sample were explored and the results will be compared.

### Regression model 1

The first regression model is predicting the dependent variables based on all of the independent variables. We are examining the effects of the variables like price sensitivity, consumer's sustainability and durability value, as well as psychographic, behavioural and demographic characteristics of the consumer. For each dependent variable there has been conducted a separate linear regression analysis. The linear regression equation for the model is the following:

$$\begin{aligned} \text{Purchase intentions} = & \beta_0 + \beta_1 \text{Price sensitivity} + \beta_2 \text{Consumer's sustainability value} \\ & + \beta_3 \text{Consumer's durability value} + \beta_4 \text{Sustainability knowledge} + \beta_5 \text{Purchase behaviour} \\ & + \beta_6 \text{Income} + \beta_7 \text{Education level} + \beta_8 \text{Education status} + \beta_9 \text{Nationality} + \beta_{10} \text{Age} \\ & + \beta_{11} \text{Gender} \end{aligned}$$

Table 6a shows the significant output of the regression done based on the first dependent variables - purchase intentions of the low-price products. This analysis has shown that the CPI of low-price products is dictated by the two of the independent variables. The most significant effect is the one by consumer's sustainability value. Here we have got a negative coefficient, which means that these two variables develop in opposite directions. When consumer's sustainability value is higher, the CPI of low-price products is lower. This effect was stronger and more significant than the price sensitivity's effect on the dependent variable. Price sensitivity has a positive effect, but a weaker one. The consumers that are price sensitive have slightly stronger purchase intentions towards the low-price products.

**TABLE 6a**  
**Regression analyses; DV: Low price products**

Variables	Coefficient	P-value	Std. Error
<b>Consumer's Sustainability Value</b>	-0,361	<0,001	0,094
<b>Price sensitivity</b>	0,172	0,042	0,084
<b>Intercept</b>	0,152	0,680	0,368
<b>R Squared</b>	0,261		

Note: Only the significant results displayed

### Empirical results

$$H_0: \beta_1 = 0$$

*(Price sensitivity doesn't have a positive effect on purchase intentions of low-price products.)*

$$H_1: \beta_1 \neq 0$$

*(Price sensitivity has a positive effect on purchase intentions of low-price products.)*

The first hypothesis is supported as price sensitivity has a positive effect on the purchase behaviour of the low-price products. Null hypothesis can be rejected. High price impedes the purchase intentions if the consumer is price sensitive (Edril, 2018), implying that there should be the opposite effect when the price is low. This supports the outcome of our study. The effect of price sensitivity will be further analysed with the moderation variables like psychographic, regional and demographic characteristics.

Table 6b presents the significant output of the analysis conducted based on the second dependent variable - CPI of the high-quality sustainable product. There are intriguing results concerning this dependent variable. What was the most effective, as well as statistically significant, was the influence of consumer's durability value. This is the strongest and the most significant predictor of CPI of high-quality sustainable products. On the other end, the price sensitivity, weaker but also highly significant, is instinctively pushing the dependent variable in the opposite direction. An unforeseen result is that sustainability knowledge had a significant positive effect, however, that is not the case with consumer's sustainability value, which did not exhibit any significance in explaining the dependent variable.

**TABLE 6b**  
**Regression analyses; DV: High-durability sustainable product**

Variables	Coefficient	P-value	Std. Error
<b>Consumer's Durability Value</b>	0,300	<0,001	0,085
<b>Price sensitivity</b>	-0,232	0,005	0,081
<b>Sustainability Knowledge</b>	0,215	0,018	0,090
<b>Intercept</b>	0,214	0,549	0,356
<b>R Square</b>	0,307		

Note: Only the significant results displayed

### Empirical results

$$H_0: \beta_3 = 0$$

*(Consumer's durability value doesn't have a positive effect on purchase intentions of durable products.)*

$$H_2: \beta_3 \neq 0$$

*(Consumer's durability value has a positive effect on purchase intentions of durable products.)*

Output from the table 5b supports hypothesis 3, as the consumer's durability value has a positive effect on the purchase intentions of this high-durability product. The null hypothesis is rejected, as the coefficient of consumer's durability value is a positive value, thus the effect is positive. According to previous research, durability is a desired attribute of clothing, and one of the reasons for that is the value for money that the consumer pays (Jagel et al., 2012). We can observe the same effect in our study, where the product with a higher price is affected by the consumer's preference for durability. This supports the results of our study.

Table 6c, on the next page, proposes the significant effects on the third dependent variable - CPI of the low-quality sustainable product. This model, in comparison to others, is explaining most of the data, as the R squared is 0,365. There are three factors that have an effect on the dependent variable, the price sensitivity, consumer's sustainability value and income. Plausibly, the price sensitivity influences the CPI of low-quality sustainable products in a negative manner, meaning that the more price sensitive the consumer is the lower their purchase intentions of this particular product will be. Another highly significant factor affecting the DV is consumer's sustainability value. This relationship is positive and



moderately strong. This means that price sensitivity and sustainability value are pulling the dependent variable in opposite directions and with similar altitude. An unexpected result is the direction in which income is affecting the CPI in this model. It showed a negative effect, which means that when CPI of low-quality sustainable products is high, the income is lower.

**TABLE 6c**  
**Regression analyses; DV: Low-durability sustainable product**

Variables	Coefficient	P-value	Std. Error
<b>Price sensitivity</b>	-0,343	<0,001	0,078
<b>Consumer's Sustainability Value</b>	0,326	<0,001	0,087
<b>Income</b>	-0,177	0,003	0,058
<b>Intercept</b>	0,212	0,536	0,341
<b>R Square</b>	0,365		

Note: Only the significant results displayed

### Empirical results

$$H_0: \beta_2 = 0$$

*(Consumer's sustainability value doesn't have a positive effect on purchase intentions of sustainable products.)*

$$H_3: \beta_2 \neq 0$$

*(Consumer's sustainability value has a positive effect on purchase intentions of sustainable products.)*

Regression results in the table 5c support hypothesis 4, as the consumer's sustainability value has a positive effect on the purchase intentions of this sustainable product. This outcome finds support in several previous studies. As mentioned earlier in the conceptual framework chapter, according to Schäufele & Hamm, 2017, consumers' attitude towards sustainable production affects their purchase intentions of sustainable wine. There has been established earlier through research that the consumer's sustainability value is affecting purchase intentions towards sustainable products in the Gen Z population (Panopoulos et al., 2022), which supports results in this study as a substantial portion of our sample are members of Generation Z.

## Regression model 2 (moderation of knowledge)

In the second model the dataset has been split in two groups based on sustainability knowledge. As the factors scores have a mean of 0, thus the higher knowledge are all the answers above 0, and the lower knowledge are all the numbers below 0. The knowledge has been taken out of the equation. This analysis is conducted to examine the moderation effect of sustainability knowledge on the other variables. The model equation is the following:

$$\begin{aligned} \text{Purchase intentions} = & \beta_0 + \beta_1 \text{Price sensitivity} + \beta_2 \text{Consumer's sustainability value} \\ & + \beta_3 \text{Consumer's durability value} + \beta_4 \text{Purchase behaviour} + \beta_5 \text{Income} + \beta_6 \text{Education level} \\ & + \beta_7 \text{Education status} + \beta_8 \text{Nationality} + \beta_9 \text{Age} + \beta_{10} \text{Gender} \end{aligned}$$

Table 7 displays the significant results of the regression analysis based on the third dependent variable. In the high knowledge part of the respondents there are two factors that explain the data. Price sensitivity and consumer's sustainability value are named in the regression output as significant effects on purchase intentions of both groups. Price sensitivity influences the dependent variable negatively in both cases, although the first group is more affected by it. The consumer's sustainability value is affecting both groups in a positive direction, however the effect is stronger in the high knowledge group. Other variables that have an effect on the low knowledge group's purchase intentions are purchase behaviour leaning in the positive direction and income leaning to the negative side.

**TABLE 7**  
**Regression analyses, High vs Low Sustainability Knowledge; DV: Low-durability sustainable product**

Variables	High knowledge			Low knowledge		
	Coefficient	P-value	Std. Error	Coefficient	P-value	Std. Error
Price sensitivity	-0,342	0,007	0,122	-0,279	0,017	0,113
Consumer's Sustainability Value	0,356	0,011	0,136	0,300	0,016	0,120
Purchase Behavior	0,012	n.s.	0,116	0,256	0,037	0,120
Income	-0,166	n.s.	0,088	-0,191	0,026	0,083
Intercept	0,432	0,405	0,515	-0,053	0,922	0,537
R Square	0,346			0,422		

Note: Only the significant results displayed

## Empirical results

$$H_0: \beta_2 = 0$$

*(When respondents have a higher level of sustainability knowledge, the positive effect of consumer's sustainability value on purchase intentions of sustainable products is not strengthened.)*

$$H_4: \beta_2 \neq 0$$

*(When respondents have a higher level of sustainability knowledge, the positive effect of consumer's sustainability value on purchase intentions of sustainable products is strengthened.)*

Regression results from the table above support hypothesis 4, as the positive effect of sustainability value is strengthened by higher knowledge. This finds support in literature as previously mentioned in the conceptual framework chapter. Another study that indirectly supports the outcome of our research presents evidence for sustainability knowledge having a positive effect on green behaviour (Safari et al., 2018). These studies provide evidence for sustainability knowledge to have a direct effect, however in our study the knowledge factor had a moderating role.

### Regression model 3 (moderation of behaviour)

In this model the sample is divided by the high and low purchase behaviour. Here, like in the last model, the high behaviour are the respondents above average, and in the low behaviour are people below that same average. The behaviour variable has been taken out of the equation to test if any of the effects are strengthened or weakened when the behavioural characteristics of the respondents differ.

$$\begin{aligned} \text{Purchase intentions} = & \beta_0 + \beta_1 \text{Price sensitivity} + \beta_2 \text{Consumer's sustainability value} \\ & + \beta_3 \text{Consumer's durability value} + \beta_4 \text{Sustainability knowledge} + \beta_5 \text{Income} + \beta_6 \text{Education} \\ & \text{level} + \beta_7 \text{Education status} + \beta_8 \text{Nationality} + \beta_9 \text{Age} + \beta_{10} \text{Gender} \end{aligned}$$

Table 8 presents the significant output of the regression model based on the first dependent variable, which is the purchase intentions for low-price products. For the group with the higher purchase behaviour there is one significant variable. This group's purchase intentions are dictated by their durability value. The relationship is negative, which indicates that people who buy more often or spend more on clothing would be less interested in the low-price products if they also value durability of the clothing. For the low-behaviour group the most significant factor is the consumer's sustainability value. The

effect is negative and moderate, meaning that people who buy less and value sustainability strongly have less intentions to buy these low-price products. There is also a second factor that explains the data in the low-behaviour group. That is education status. People who don't buy as often are more likely students if they have intentions to buy these products.

**TABLE 8**  
**Regression analyses, High vs Low Purchase Behavior; DV: Low price products**

Variables	High behavior			Low Behavior		
	Coefficient	P-value	Std. Error	Coefficient	P-value	Std. Error
Consumer's Sustainability Value	-0,013	n.s.	0,143	-0,458	<0,001	0,127
Consumer's Durability Value	-0,270	0,031	0,121	0,086	n.s.	0,120
Studying	-0,356	n.s.	0,198	0,646	0,035	0,300
Intercept	0,806	0,151	0,551	-0,319	0,533	0,510
R Squared	0,363			0,356		

Note: Only the significant results displayed

## Empirical results

$$H_0: \beta_1 = 0$$

*(When respondents have a higher level of purchase behaviour, the positive effect of the price sensitivity on purchase intentions of low-price products is not strengthened.)*

$$H_5: \beta_1 \neq 0$$

*(When respondents have a higher level of purchase behaviour, the positive effect of the price sensitivity on purchase intentions of low-price products is strengthened.)*

According to the output in table 9 the behaviour does not moderate the positive effect of price sensitivity on purchase intentions. Therefore, we fail to reject the null hypothesis, and the results prove against hypothesis 5. The outcome of our study goes against the previous papers. Shopping habits influenced the price sensitivity in former research, where people who shopped for groceries more often were more price sensitive (Kim, Srinivasan, & Wilcox, 1999). This effect can't be observed in our results.

## Regression model 4 (moderation of gender)

The fourth regression model is used to examine the differences in the effects that are significant for both genders. The dataset has been split in two groups - men and women, and the gender variable has been taken out of the equation. The equation for this model is the following:

$$\begin{aligned}
\text{Purchase intentions} = & \beta_0 + \beta_1 \text{Price sensitivity} + \beta_2 \text{Consumer's sustainability value} \\
& + \beta_3 \text{Consumer's durability value} + \beta_4 \text{Sustainability knowledge} + \beta_5 \text{Purchase behaviour} + \\
& \beta_6 \text{Income} + \beta_7 \text{Education level} + \beta_8 \text{Education status} + \beta_9 \text{Nationality} + \beta_{10} \text{Age}
\end{aligned}$$

Table 9 shows the results of the regression model based on the third dependent variable and is also divided in men and women. Each group has three different variables that predict the dependent variable, which indicates that men and women were driven by different factors towards or against the low-quality sustainable product. What influences women in this model is price sensitivity, consumer's sustainability value and sustainability knowledge. Price sensitivity has a negative effect on the purchase intentions of women, which means that the more price sensitive the consumer, the less they would like to purchase the product. Consumer's sustainability value has a positive effect, while sustainability knowledge has a negative effect for women's purchase intentions. At the same time, consumer's durability value, income and education status have an impact on men's decisions. The first variable has, unexpectedly, a positive influence on the dependent variable. This means that men who value durability had higher intentions towards this low-durability product. The other two variables had a negative effect on purchase intentions in this group. Income has a negative effect on the dependent variable which indicates that people with higher income are less interested in buying this product. Those who are students should also be less interested in this product.

**TABLE 9**  
**Regression analyses, Women vs Men; DV: Low-durability sustainable product**

Variables	Women			Men		
	Coefficient	P-value	Std. Error	Coefficient	P-value	Std. Error
<b>Price sensitivity</b>	-0,431	<0,001	0,096	-0,054	n.s.	0,132
<b>Consumer's Sustainability Value</b>	0,524	<0,001	0,130	0,132	n.s.	0,116
<b>Consumer's Durability Value</b>	0,017	n.s.	0,107	0,295	0,019	0,122
<b>Sustainability Knowledge</b>	-0,248	0,036	0,115	0,142	n.s.	0,130
<b>Income</b>	-0,111	n.s.	0,085	-0,219	0,006	0,077
<b>Studying</b>	0,488	n.s.	0,261	-0,567	0,039	0,268
<b>Intercept</b>	-0,490	0,272	0,442	0,608	0,260	0,534
<b>R Square</b>	0,514			0,377		

Note: Only the significant results displayed

## Empirical results

$$H_0: \beta_2 = 0$$

*(When the respondent is female, the positive effect of consumer's sustainability value on purchase intentions of the sustainable product is not strengthened.)*

$$H_6: \beta_2 \neq 0$$

*(When the respondent is female, the positive effect of consumer's sustainability value on purchase intentions of the sustainable product is strengthened.)*

The output from table 9 supports hypothesis 6, as the effect of consumer's sustainability value is stronger in the female group. This variable was not significant for the male group, and it is weaker as well. This is supported by literature, as previously mentioned in the conceptual framework chapter. Gender's effect on green behaviour can be observed in earlier studies (Fisher, Bashyal, & Bachman, 2012; Uddin et al., 2019). Women have been more likely to value sustainability and have "green tendencies" than men (Lee, 2009), which supports the results of our research.

### Regression model 5 (moderation of age)

The fifth model used in our study is divided by age. We compare the two groups' effects on the four dependent variables. The respondents in this model are divided into a younger group, which consists of people between ages 18 and 24, and the older group which are people over 24 years of age.

$$\begin{aligned} \text{Purchase intentions} = & \beta_0 + \beta_1 \text{Price sensitivity} + \beta_2 \text{Consumer's sustainability value} \\ & + \beta_3 \text{Consumer's durability value} + \beta_4 \text{Sustainability knowledge} + \beta_5 \text{Purchase behaviour} + \\ & \beta_6 \text{Income} + \beta_7 \text{Education level} + \beta_8 \text{Education status} + \beta_9 \text{Nationality} + \beta_{10} \text{Gender} \end{aligned}$$

Table 10a shows the results of the regression analysis done on the two age groups and the first dependent variable which is the purchase intentions of low-price products. The two groups are clearly driven by different forces towards and away from buying these products. The younger group's only significant variable is sustainability value, where this relation is negative. People up to 24 years old will be less interested in these products if they value sustainability strongly. What is statistically significant for the older group is price sensitivity and consumer's durability value. Price sensitivity is affecting the older group's purchase intentions positively, while the consumer's durability value is affecting it

negatively.

**TABLE 10a**  
Regression analyses, Age groups; DV: Low price products

Variables	Age 18 - 24			Age > 24		
	Coefficient	P-value	Std. Error	Coefficient	P-value	Std. Error
Price sensitivity	0,098	n.s.	0,311	0,386	0,007	0,133
Consumer's Sustainability Value	-0,431	<0,001	0,116	-0,274	n.s.	0,187
Consumer's Durability Value	0,074	n.s.	0,110	-0,335	0,049	0,164
Intercept	-0,073	0,816	0,311	-0,259	0,698	0,662
R Squared	0,303			0,435		

Note: Only the significant results displayed

Table 10b displays the results of the linear regression based on the third dependent variable, which is the purchase intentions of the low-durability sustainable product. There is one independent variable that is consistent for both of the groups. Price sensitivity towards this product is significant for both age groups, however it is stronger within the older age group. People up to 24 years of age were also positively driven by their sustainability value towards the intent to buy the product. Purchase intentions of this group are also affected by the purchase behaviour variable in a positive way, meaning that people who buy more, buy more often or buy sustainably have stronger intentions towards purchasing this product. Income, however, shows a negative relationship, which indicates that people under 25 years old with higher income are less interested in this product.

**TABLE 10b**  
Regression analyses, Age groups; DV: Low-durability sustainable product

Variables	Age 18 - 24			Age > 24		
	Coefficient	P-value	Std. Error	Coefficient	P-value	Std. Error
Price sensitivity	-0,240	0,021	0,102	-0,553	<0,001	0,130
Consumer's Sustainability Value	0,309	0,006	0,110	0,245	n.s.	0,183
Purchase Behavior	0,215	0,021	0,091	-0,229	n.s.	0,182
Income	-0,198	0,006	0,070	-0,082	n.s.	0,115
Intercept	0,715	0,017	0,293	0,110	0,866	0,648
R Square	0,381			0,457		

Note: Only the significant results displayed

## Empirical results

$$H_0: \beta_2 = 0$$

*(When the respondent is in the younger age group, the positive effect of consumer's sustainability value on purchase intentions of the sustainable product is not strengthened.)*

$$H_7: \beta_2 \neq 0$$

*(When the respondent is in the younger age group, the positive effect of consumer's sustainability value on purchase intentions of the sustainable product is strengthened.)*

Results from the tables 10a and 10b prove that age is moderating the positive effect of consumer's sustainability value, but also the negative effect of it on the dependent variables. This supports hypothesis 7 and we reject the null hypothesis. Yamane & Kaneko, 2021 found that people of the younger generation (aged between 18 and 24 years) are more concerned with the environment and value the sustainability aspect of products, which supports the outcome of our study. Another study confirms our findings indirectly, as there is evidence of eco-labels having a positive effect on purchase intentions within the Generation Z (Panopoulos et al., 2022). The literature that we used to develop the conceptual side of this paper does not state age's moderating effect, but rather a direct effect, thus only supporting the outcome indirectly.

### Regression model 6 (moderation of income)

The sixth regression model is predicting the dependent variables. To examine the moderating effect of income, the dataset has been split in two subsets of lower and higher income. The income has been removed from the equation, and it is as follows:

$$\begin{aligned} \text{Purchase intentions} = & \beta_0 + \beta_1 \text{Price sensitivity} + \beta_2 \text{Consumer's sustainability value} \\ & + \beta_3 \text{Consumer's durability value} + \beta_4 \text{Sustainability knowledge} + \beta_5 \text{Purchase behaviour} + \\ & \beta_6 \text{Education level} + \beta_7 \text{Education status} + \beta_8 \text{Nationality} + \beta_9 \text{Age} + \beta_{10} \text{Gender} \end{aligned}$$

Table 11 presents the output of the regression model based on the first dependent variable, the low-price products. There are different effects that control the two groups' purchase intentions of low-price products. Consumer's sustainability value and sustainability knowledge are substantial influences in the low-income subset. Both have a negative effect on the dependent variable. Consumer's sustainability value does affect the high-income subsample as well, however the effect is weaker within the second group.



Other effects that are significant in the high-income group are price sensitivity, which is positive and consumer's durability value, which is negative.

**TABLE 11**  
**Regression analyses, High and low incomes; DV: Low price products**

Variables	Low income			High income		
	Coefficient	P-value	Std. Error	Coefficient	P-value	Std. Error
Price sensitivity	0,084	n.s.	0,112	0,290	0,022	0,123
Consumer's Sustainability Value	-0,418	0,003	0,136	-0,326	0,019	0,135
Consumer's Durability Value	0,218	n.s.	0,132	-0,301	0,014	0,118
Sustainability Knowledge	-0,248	0,085	0,141	0,059	n.s.	0,122
Intercept	0,240	0,717	0,659	0,017	0,971	0,471
R Squared	0,294			0,429		

Note: Only the significant results displayed

## Empirical results

$$H_0: \beta_1 = 0$$

*(When the income of the respondent is lower, the positive effect of price sensitivity on purchase intentions of low-price products is not strengthened.)*

$$H_8: \beta_1 \neq 0$$

*(When the income of the respondent is lower, the positive effect of price sensitivity on purchase intentions of low-price products is strengthened.)*

The results from table above are stating against hypothesis 8, as income does not strengthen the effect of the price sensitivity in this study. Price sensitivity is stronger for the high-income group while it is not significant in the low-income subset, which is the opposite of the initial hypothesis. We fail to reject the null hypothesis. These results go against the evidence found in previous research, as low income has a moderating effect on price sensitivity (Mamat, Noor, & Noor, 2016; Akhter, 2003).

## Regression model 7 (moderation of nationality)

The seventh, and last, model in our study is to examine the effects on the purchase intentions of different products among another two subsets, Norwegians and non-Norwegians. These groups have different influences when it comes to attitudes and purchase intentions. The equation for this model is the following:

$$\begin{aligned} \text{Purchase intentions} = & \beta_0 + \beta_1 \text{Price sensitivity} + \beta_2 \text{Consumer's sustainability value} \\ & + \beta_3 \text{Consumer's durability value} + \beta_4 \text{Sustainability knowledge} + \beta_5 \text{Purchase behaviour} + \\ & \beta_6 \text{Income} + \beta_7 \text{Education level} + \beta_8 \text{Education status} + \beta_9 \text{Age} + \beta_{10} \text{Gender} \end{aligned}$$

Table 12a shows the results of regressions based on both of the subsamples and the first dependent variable - purchase intentions of low-price products. For the Norwegian segment of the data there are two factors that mattered when this group decided if they had an intention of buying the products. Consumer's sustainability value and price sensitivity showed significant influence in different directions. Norwegian consumers were pushed away from the idea of buying low-price products without the sustainability label if they valued sustainability strongly. At the same time the consumers that were more price sensitive had higher purchase intentions towards these products. For the non-Norwegian group there are three independent variables that predict the purchase intentions. Consumer's sustainability value, in the same manner as in the Norwegian group, but also age and gender were significant for this small group. Within the non-Norwegian group, the purchase intentions of low-price products are more likely when the consumer is a man and when age is higher.

**TABLE 12a**  
**Regression analyses, Norwegians vs non-Norwegians; DV: Low price products**

Variables	Norwegians			Non-Norwegians		
	Coefficient	P-value	Std. Error	Coefficient	P-value	Std. Error
<b>Consumer's Sustainability Value</b>	-0,369	0,001	0,112	-0,611	0,002	0,172
<b>Price sensitivity</b>	0,275	0,010	0,104	-0,023	n.s.	0,129
<b>Age</b>	-0,013	n.s.	0,014	0,085	0,023	0,035
<b>Gender</b>	-0,075	n.s.	0,217	-0,921	0,008	0,318
<b>Intercept</b>	0,152	0,712	0,409	-0,832	0,340	0,853
<b>R Squared</b>	0,294			0,568		

Note: Only the significant results displayed

Table 12b presents the results of the regression based on the third dependent variable, which is the low-quality sustainable product. There are two factors that are significant for both groups. Price sensitivity and consumer's sustainability value influence the purchase intentions in the opposite directions. This effect is significant for both of the groups. People that are price sensitive have less intentions of buying this product, and oppositely people who value sustainability have stronger intentions towards the product. For the Norwegian part of the respondents, income is the third significant predictor. It,

again, affected the dependent variable in this group in an unforeseen manner. The direction of this relationship is negative, meaning that people with higher income were less likely to have strong purchase intentions over this product. The last variable that is significant in this model is education level. This variable was significant for the non-Norwegian group, and it affected the purchase intentions negatively.

**TABLE 12b**  
**Regression analyses, Norwegians vs non-Norwegians; DV: Low-durability sustainable product**

Variables	Norwegians			Non-Norwegians		
	Coefficient	P-value	Std. Error	Coefficient	P-value	Std. Error
Price sensitivity	-0,339	<0,001	0,094	-0,325	0,041	0,150
Consumer's Sustainability Value	0,259	0,012	0,101	0,646	0,004	0,200
Education level	-0,066	n.s.	0,160	-0,742	0,039	0,338
Income	-0,209	0,002	0,066	0,031	n.s.	0,151
Intercept	0,435	0,244	0,371	-0,997	0,325	0,990
R Square	0,340			0,571		

Note: Only the significant results displayed

## Empirical results

$$H_0: \beta_1 = 0$$

*(When the respondent is not Norwegian, the positive effect of price sensitivity on purchase intentions of low-price products is not strengthened.)*

$$H_9: \beta_1 \neq 0$$

*(When the respondent is not Norwegian, the positive effect of price sensitivity on purchase intentions of low-price products is strengthened..)*

The tables above show the output from the seventh regression model. Hypothesis 9 is not supported, however the negative effect of the purchase intention of the high-price product is stronger in the non-Norwegian group. We fail to reject the null hypothesis that tests against the nationality factor to be strengthening the effect of price sensitivity on purchase intentions of low-price products. This goes against Mazzolari & Neumark, 2012, where it is stated that immigrants are a more price sensitive group. This moderating effect has not been shown in the results of the regression model.

## Other findings

In this part the other findings will be presented. These findings are not directly linked to the hypotheses that are proposed at the beginning of the paper, but contribute new

information to this research. The findings concern the strength and direction of the effects that were not hypothesized when formerly entering the conceptual framework of the thesis.

The models based on the fourth dependent variable have not shown promising results. None of the main independent variables could predict this dependent variable, as there were no significant effects that explain the model. The multiple regression models done on the subsamples have not shown any significant results that would contribute to the findings of this study. The R square, which indicates how much the model explains the data, is very low for all of the regression analysis done involving this dependent variable. It doesn't exceed 0.2 for all of these models, meaning that the models did explain less than 20% of the data. Our assumption is that there is another construct that could predict the fourth dependent variable that we are not exploring or measuring in this study.

Other results of this study complement the main findings that supported the hypotheses in the previous subchapter. As the hypothesized positive effects of the independent variables on purchase intentions are confirmed, we found the opposite effects on purchase intentions of products with opposite attributes. The positive effect of price sensitivity is mirrored in the negative direction when the price of the product is higher. This effect can be observed in the regression output based on the third dependent variable, where the product has a higher price. The other attributes of this product are sustainability label and low durability. If we compare that with the results of the regression based on the second dependent variable where the product has the same price, but higher durability, we find interesting results. The price sensitivity's negative effect on the high-price products is strengthened when the product isn't as durable. The consumers expect a trade-off for the amount of money they pay, therefore the price sensitivity is affecting the second dependent variable less, because of the higher durability to the product.

Similar effects can be observed in the impact of the consumer's sustainability value. The effect of consumer's sustainability value steers in the negative direction when the products do not have the sustainability label. This means that the eco-label or the lack thereof dictates the purchase intentions of consumers who value sustainability strongly, in one or the other direction.

## Discussion

In this chapter the results of the analysis will be interpreted and discussed. The necessary implications will be addressed in this part of the thesis, and the limitations and routes for future research will be presented.

Six out of nine hypotheses are supported by the data output from the multiple linear regression models. The data supports the hypotheses that concern the main independent variables' effect on the dependent variables. The expected effects of price sensitivity, consumer's sustainability value and consumer's durability value have been confirmed through analysis of our dataset. Hypotheses 1, 2 and 3 are supported, which means that the three main constructs of our study present evidence to influence the purchase intentions of the consumer. As much as the price sensitivity and consumer's value of durability have shown effectiveness in the matter in previous research, it is done in a different setting. The main target group of this study are college students, which previous research has not focused on.

A portion of demographic and psychographic characteristics of the consumer have shown their moderating effects on the main constructs. Hypotheses 4, 6 and 7 are supported. Age and gender are strengthening the positive effects of consumer's sustainability value on purchase intentions, as the results in the previous chapter prove. The same effect is observed with the sustainability knowledge factor. This is supported by several papers as mentioned previously. The results cast more light onto the role of the demographic aspects of the consumer and how these characteristics may influence the consumer's decisions and attitudes. This is crucial both for researchers that are exploring this topic and marketers that are interested in the market segments that are presented and examined in this study.

Some of the moderating effects that were formerly expected in the conceptual design stage were not supported by the data in this study. Hypotheses 5, 8 and 9 are not supported in the outcome of this thesis. Income has not shown evidence of moderation of the price sensitivity's effect. Purchase behaviour has not proved its moderating effect on price sensitivity and as an effect of that the hypothesis 5 is not supported by our research. In the same manner, nationality hasn't shown the moderation effect that the proposed hypothesis formerly implied. These variables should be taken into consideration in future research, as the means of our research are limited in the aspect of time and outreach.

These results are crucial to answer the research questions asked at the beginning of the paper. The aim of this study is to examine what factors influence our main target the most in regard to purchase intentions of apparel.

*What factors will have the most impact on students' purchase intentions towards apparel?*

All three of our main factors have had significant influence on the purchase intentions of the products designed for this study. Different attributes of the product provoke different reactions in the consumer, which this study has highlighted. Consumers that have different attitudes towards durability, sustainability or price will present stronger intentions towards different types of products. However, it is the negative effects of the variables that were stronger. The aversion towards the opposite attributes influenced the consumers more than the positive attitudes. The consumers in our study focused more on the negative aspects of the products shown to them.

*Will price have the biggest impact on students' purchase intentions towards apparel?*

Price has presented a strong impact on the three dependent variables. It was on par with the other main factors in our study, depending on the context. When price sensitivity's effect was tested towards purchase intentions of low-price products, the positive effect of the construct was not stronger than the negative effect of sustainability value of the consumer. However, price sensitivity's negative effect is stronger than the positive effect of sustainability value when tested against the purchase intentions of the eco-labelled apparel. Consumer's durability value has also shown an effect with similar strength to the other two when the effects on the second dependent variable are explored.

*Will knowledge about sustainability in the fashion industry have an impact on purchase intentions towards apparel?*

Sustainability knowledge has shown the moderating effect on the consumer's sustainability value. When the consumers have a higher level of knowledge about this topic, they have a more positive attitude towards the sustainability aspect of the products they buy. The effect is strengthened when the knowledge is higher. To make consumers more engaged in sustainable fashion would be to make them more aware about the cause. As knowledge does have an indirect effect on people's willingness to buy the products that are produced in a more sustainable manner, to improve the problem of high consumption and contribute to better the environmental situation.

*Will different segments of respondents have different attitudes and purchase intentions towards apparel?*

Different segments are influenced by different factors. The strength of those effects are also changing depending on the subset in focus. Women have a more positive attitude towards sustainability, while men are generally more price sensitive towards the products with a higher price. The younger group of people value sustainability higher than the older counterpart of the dataset. The non-Norwegian subset did also present a stronger positive impact of consumer's durability value. All these results are highly valuable information about the younger population in Norway and it could be utilized to optimize the approach to different segments of the consumers.

The outcome of our thesis is substantial for researchers as well as marketers that work in the field of sustainable products. Six out of nine hypotheses were supported, indicating that price sensitivity, consumer's sustainability value, and consumer's durability value have a positive effect on purchase intentions of low-price products and products with high durability and sustainability labels. The study also found that age, gender, and sustainability knowledge strengthen the positive effects of consumer's sustainability value on purchase intentions. These findings provide valuable insights into the role of demographic and psychographic characteristics in shaping consumer behaviour and attitudes towards sustainable and durable products. The study's focus on college students also provides a unique perspective, as previous research has not specifically targeted this group.

The results of this study contribute to the field of marketing by highlighting the importance of considering the impact of consumer characteristics on purchase intentions, particularly with regards to sustainability and durability values. This can inform marketing strategies that aim to target specific consumer segments.

This study provides additional evidence to support the positive impact of price sensitivity, consumer's sustainability value, and consumer's durability value on purchase intentions. Furthermore, the study's exploration of the moderating effects of demographic and psychographic characteristics enhances understanding of the intricate interplay between these factors and consumer behaviour. As a result, this study's findings contribute valuable insights that can be applied to marketing and consumer behaviour research and practice.

## **Limitations & Further Research**

This thesis has been produced subsequent to an intensive review of relevant literature, thorough research, and meticulous analysis of acquired data. Nevertheless, no study can be deemed as entirely free of limitations. Therefore, this chapter aims to thoroughly identify and discuss the encountered limitations.

It is evident that the sample size of respondents in this study is considerably inadequate, which can significantly affect both the pilot study and main survey. A small sample size in a pilot study may result in inaccurate representation of the population of interest, as well as limited statistical power to detect significant differences or relationships between variables, leading to false negative results that may threaten the validity and reliability of the main survey. Therefore, it is imperative to carefully consider the appropriate sample size for the pilot study in future research, based on the research question and target population. This inadequacy is largely due to the pilot study and main questionnaire being distributed on only one occasion and the limited time available for data collection. The marketing channels used to promote the survey were also restricted to social media, student platform Canvas, and QR codes within the university campus, which may have further limited the pool of potential respondents. Consequently, the desired sample size was not achieved, and all available respondent data was used for the research.

This study faced a limitation due to budget constraints in promoting the survey, which restricted the potential pool of participants and affected sample representativeness. Paid advertising, direct mail, and online survey directories were not utilised, limiting the reach beyond the university campus. Future studies should consider a wider range of promotional strategies to mitigate this limitation.

The instrument used in this study had weak reliability for some scales, as determined through Cronbach's alpha. A coefficient above 0.70 indicates high internal consistency reliability, whereas a coefficient below 0.60 is considered unacceptable (Streiner, 2003; Nunnally, 1978). In this study, the scales for price sensitivity and purchase behaviour yielded coefficients of 0.679 and 0.596, respectively. Removing two questions did not improve the reliability of the price sensitivity factor. Low Cronbach's alpha coefficients can lead to erroneous conclusions and reduced statistical power. Therefore, future studies should use Cronbach's alpha to assess internal consistency reliability and improve scales if necessary.



The effectiveness of The Nordic Swan eco-label as an indicator of a product's sustainable attribute may be impeded by low levels of sustainability awareness among consumers. In a survey on sustainability knowledge, 15.8% of respondents disagreed or strongly disagreed that they had heard of sustainability in the fashion industry, and 26% disagreed or strongly disagreed that they knew about The Nordic Swan eco-label. These findings suggest that eco-labels' efficacy is influenced by consumers' awareness of them. Research has shown that consumers with higher levels of sustainability awareness are more likely to comprehend the meaning of eco-labels and trust them as reliable sources of information. The European Commission found that consumer awareness and knowledge of eco-labels were critical factors affecting their efficacy in shaping purchasing decisions, and consumers with greater familiarity with eco-labels were more willing to pay a premium for products bearing them (2013).

The attitude-behaviour gap, where individuals' intentions to engage in a particular behaviour do not always translate into actual behaviour, is a potential limitation of this study. Although the Theory of Reasoned Action has been proposed as an explanation for this gap, studies have found it to be incomplete. Sheeran (2002) examined various factors that can moderate the relationship between intention and behaviour, including the specificity and strength of the intention, as well as the level of conscious processing involved in the behaviour. Armitage and Conner (2001) found that attitudes and subjective norms accounted for only 27% of the variance in behavioural intentions, and that other factors such as habit and perceived behavioural control also played a role in predicting behaviour. Wang, Lei and Wu (2017) discovered that consumers may not support their beliefs at the point of purchase, leading to an attitude-behaviour gap even when they embrace the values of ethical consumerism.

As noted in the analysis chapter, the mean purchase intentions of female respondents were weaker than those of men for all of the products. The sample was evenly distributed by gender, with 53.2% female and 46.2% male participants, which is consistent with the gender distribution of students in Norway as reported by SSB (2023). These findings may suggest that this type of product may not appeal as much to women as it does to men or that women have personal preferences that do not favour this type of clothing. However, further research is needed to make a definitive conclusion on this matter.

## Conclusions

This thesis presents the results of the research conducted primarily on college students and provides insights and interpretation of said outcomes that answer the research questions. These are crucial for further research and contribute some plausible and some unforeseen evidence to the field of marketing. There is a limited number of studies that were conducted on the Norwegian college student group and our study provides new results that concern this group.

Price sensitivity has shown both positive and negative effects that influence purchase intentions of the subject of our study. This paper presents the proof of price sensitivity having a direct impact on products with both high and low prices, with a positive effect when the price is low and strong negative effect when the price is higher. The price of a product is one of the main predictors of the purchase intentions (Lu et al., 2021), and this has been the outcome of this study as well.

Consumer's sustainability value has made another strong impact on the consumer's purchase intentions. The young group of respondents had a stronger attitude towards the sustainability aspect of the products, and this attitude influences the purchase intentions in both directions, depending on the presence of an eco-label or a lack thereof. The concern, interest or value of sustainable fashion is moderately high in our sample, and so is the knowledge about this topic. The results support consumer's sustainability value being an impactful factor for the younger generation when they make purchase decisions regarding clothing.

Demographic and psychographic characteristics have shown an influence on other variables through this study. The moderating effect of age, gender and knowledge are valuable insights into the field of sustainable fashion, as it can provide aid when designing marketing strategies for sustainable clothing brands. Some of the demographic and behavioural characteristics did not show the hypothetical effects although the contrasting was implied by previous research.

The limitations should be recognized and discussed in detail to provide recommendations for future research efforts that can enhance the validity and generalizability of the findings. In this study, one of the major limitations is the small sample size that could affect the pilot study's accuracy and threaten the validity and

reliability of the main survey. Budget constraints affected the promotion of the survey and restricted the potential pool of participants. The study's reliability and validity were somewhat weakened by the scales with low Cronbach's alpha coefficients. Therefore, future research needs to address these limitations and take appropriate measures to improve the study's validity and reliability.

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## Appendix

### Appendix 1: Pilot Study Questionnaire

#### Price perception

Which of the below do you consider a high price for a basic white T-shirt?

- |           |                     |
|-----------|---------------------|
| a. kr 249 | e. kr 349           |
| b. kr 399 | f. kr 199           |
| c. kr 499 | g. more than kr 500 |
| d. kr 299 |                     |

Which of the below do you consider a low price for a basic white T-shirt?

- |           |           |
|-----------|-----------|
| a. kr 399 | e. kr 299 |
| b. kr 249 | f. kr 149 |
| c. kr 99  | g. kr 359 |
| d. kr 129 |           |

Which of the below do you consider a normal price for a basic white T-shirt?

- |           |           |
|-----------|-----------|
| a. kr 249 | d. kr 129 |
| b. kr 149 | e. kr 449 |
| c. kr 349 | f. kr 199 |

What is the highest price you would be willing to pay for a basic white t-shirt?

kr \_\_\_\_\_

#### Demographic and geographic information

Are you a college student?

- a. yes
- b. no

What is your approximate monthly income (before tax)?

- a. less than kr 9 000
- b. kr 9 000 - kr 13 000
- c. kr 14 000 - kr 18 000
- d. kr 18 000 - 25 000
- e. more than kr 25 000

What is your age?

- a. 18 - 20
- b. 21 - 25
- c. 26 - 30
- d. > 30

What is your gender?

- a. Male
- b. Female
- c. Other

## Appendix 2: Main Study Questionnaire

*Choose one answer per question where: 1 = Strongly disagree; 7 = Strongly agree*

<b>Purchase intentions for Product 1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I will consider buying this product in the future							
I want to buy the product							
If I were going to purchase a white cotton T-shirt, I would consider buying this product.							
<b>Purchase intentions for Product 2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I will consider buying this product in the future							
I want to buy the product							
If I were going to purchase a white cotton T-shirt, I would consider buying this product.							
<b>Purchase intentions for Product 3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I will consider buying this product in the future							
I want to buy the product							
If I were going to purchase a white cotton T-shirt, I would consider buying this product.							
<b>Purchase intentions for Product 4</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I will consider buying this product in the future							
I want to buy the product							
If I were going to purchase a white cotton T-shirt, I would consider buying this product.							
<b>Purchase intentions for Product 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I will consider buying this product in the future							
I want to buy the product							
If I were going to purchase a white cotton T-shirt, I would consider buying this product.							
<b>Attitude towards price</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I am concerned about low prices, but I am equally concerned about quality.							
When I buy clothes, I like to be sure that I get my money's worth							
I am not willing to go to extra effort to find lower prices when buying clothes.							
The time it takes to find the lower prices when buying clothes is usually not worth the effort.							
The price of a T-shirt is important for my purchase decision.							
When buying clothes, I compare prices of at least a few similar products before I choose one.							

<b>Attitude towards sustainability</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I consider sustainability aspects of the clothes that I buy.							
I refuse clothes when I know that the people who made the clothes work in unsafe conditions							
I buy clothes made from recycled materials							
I refuse buying clothes that are harmful to the environment							
I can save my money through sustainable clothing consumption.							
I choose clothing items from organic production (e.g., made from organic cotton)							
I am willing to pay more for products with The Nordic Swan (Svanemerket) seal.							
In the future, I intend to purchase environmentally sustainable clothes							
<b>Attitude towards durability</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I choose high quality and long-lasting clothing items							
I purchase a piece of clothing after checking its durability to use for a long time.							
Getting durable clothing is very important to me							
<b>Sustainability knowledge</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
I have heard about sustainability in fashion industry.							
I think I can explain in my own words what sustainable fashion means.							
I know what The Nordic Swan (Svanemerket) is							
How would you judge your level of knowledge in sustainable fashion.							

Last question: 1 = very poor, 7 = very good.

### **Purchase behaviour**

On average, how often do you buy new clothes?

- once every few months or less
- once a month
- every two weeks
- at least once a week

On average how much money do you spend monthly on clothing?

- less than kr 300
- kr 301 - kr 500
- kr 501 - kr 800
- kr 801 - kr 1200
- more than kr 1200

Have you ever bought sustainable clothes?

- yes
- no
- not sure



On average, how often do you buy sustainable clothes?

- a. never
- b. once every few months or less
- c. once a month
- d. every two weeks
- e. at least once a week

**Demographic and geographic information**

Are you a college student?

- a. yes
- b. no

What is your approximate monthly income (before tax)?

- a. less than kr 9 000
- b. kr 9 000 - kr 13 000
- c. kr 14 000 - kr 18 000
- d. kr 18 000 - 25 000
- e. more than kr 25 000

What is the highest level of education you have completed?

- a. high school or other
- b. bachelor's degree
- c. master's degree or higher

What is the year of your birth?

\_\_\_\_\_

What is your gender?

- a. Male
- b. Female
- c. Other

What is your postcode if you currently live in Norway or you are Norwegian? (Put N/A otherwise)

\_\_\_\_\_

What is your nationality?

\_\_\_\_\_

**Appendix 3a: Product 1**



**Appendix 3b: Product 2**



**Appendix 3c: Product 3**



### Appendix 3d: Product 4



### Appendix 3e: Product 5



## Appendix 4a: Scale item table (first part)

Construct	Variables	Original scale items (from literature)	Scale items in current study	Reference
Consumer Purchase Intention	Consumer Purchase Intention	I will consider buying green products in the future.	I will consider buying this product in the future.	Yuan, R., Liu, M. J., & Blut, M. (2022). <i>What's in it for you? Examining the roles of consumption values and Thaler's acquisition-transaction utility theory in Chinese consumers' green purchase intentions</i> . <i>European Journal of Marketing</i> .
		I want to buy the product.	I want to buy the product.	
Price Sensitivity	Price	If I were going to purchase a luxury product, I would consider buying this brand.	If I were going to purchase a white cotton T-shirt, I would consider buying this product.	Chiang, A., Aguilera, M., Cabana, R., & Mora, M. (2021). <i>Chinese consumers' purchase intention of fresh cherries: Modeling of relations between satisfaction and perceived quality</i> . <i>Revista De La Facultad De Ciencias Agrarias UNCuyo</i> , 53(2), 204–213. <a href="https://doi.org/10.48162/rev.39.053">https://doi.org/10.48162/rev.39.053</a>
		I am concerned about low prices, but I am equally concerned about product quality.	I am concerned about low prices, but I am equally concerned about quality.	Zhao, H. (2021, December 13). <i>Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role</i> . <i>Frontiers</i> . <a href="https://www.frontiersin.org/articles/10.3389/fpsyg.2021.720151/full">https://www.frontiersin.org/articles/10.3389/fpsyg.2021.720151/full</a>
		When I buy products, I like to be sure that I get my money's worth	When I buy clothes, I like to be sure that I get my money's worth	Zhao, H. (2021, December 13). <i>Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role</i> . <i>Frontiers</i> . <a href="https://www.frontiersin.org/articles/10.3389/fpsyg.2021.720151/full">https://www.frontiersin.org/articles/10.3389/fpsyg.2021.720151/full</a>
		I am not willing to go to extra effort to find lower prices.	I am not willing to go to extra effort to find lower prices when buying clothes.	Zhao, H. (2021, December 13). <i>Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role</i> . <i>Frontiers</i> . <a href="https://www.frontiersin.org/articles/10.3389/fpsyg.2021.720151/full">https://www.frontiersin.org/articles/10.3389/fpsyg.2021.720151/full</a>
		The time it takes to find the lower prices is usually not worth the effort	The time it takes to find the lower prices when buying clothes is usually not worth the effort.	Zhao, H. (2021, December 13). <i>Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role</i> . <i>Frontiers</i> . <a href="https://www.frontiersin.org/articles/10.3389/fpsyg.2021.720151/full">https://www.frontiersin.org/articles/10.3389/fpsyg.2021.720151/full</a>
		The repairability of a [product] is important for my purchase decision.	The price of a T-shirt is important for my purchase decision.	Ackermann, L., Schoormans, J. P., & Mugge, R. (2021). <i>Measuring consumers' product care tendency: Scale development and validation</i> . <i>Journal of Cleaner Production</i> , 295, 126327. <a href="https://doi.org/10.1016/j.jclepro.2021.126327">https://doi.org/10.1016/j.jclepro.2021.126327</a>
Consumer's Sustainability Value	Sustainability	I consider sustainability aspects of the clothes that I buy, rent or swap	I consider sustainability aspects of the clothes that I buy.	Soyer, M. (n.d.). <i>Sustainable Consumer Behavior in Purchasing, Using and Disposing of Clothes</i> . MDPI. <a href="https://www.mdpi.com/2071-1050/13/15/8333">https://www.mdpi.com/2071-1050/13/15/8333</a>
		I refuse clothes when I know that the people who made the clothes work in unsafe conditions	I refuse clothes when I know that the people who made the clothes work in unsafe conditions	Soyer, M. (n.d.). <i>Sustainable Consumer Behavior in Purchasing, Using and Disposing of Clothes</i> . MDPI. <a href="https://www.mdpi.com/2071-1050/13/15/8334">https://www.mdpi.com/2071-1050/13/15/8334</a>
		I buy clothes made from recycled material	I buy clothes made from recycled materials	Soyer, M. (n.d.). <i>Sustainable Consumer Behavior in Purchasing, Using and Disposing of Clothes</i> . MDPI. <a href="https://www.mdpi.com/2071-1050/13/15/8335">https://www.mdpi.com/2071-1050/13/15/8335</a>
		I refuse buying clothes that are harmful to the environment	I refuse buying clothes that are harmful to the environment	Soyer, M. (n.d.). <i>Sustainable Consumer Behavior in Purchasing, Using and Disposing of Clothes</i> . MDPI. <a href="https://www.mdpi.com/2071-1050/13/15/8336">https://www.mdpi.com/2071-1050/13/15/8336</a>
		I can save my money through sustainable clothing consumption.	I can save my money through sustainable clothing consumption.	Park, S. (n.d.). <i>Scale Development of Sustainable Consumption of Clothing Products</i> . MDPI. <a href="https://www.mdpi.com/2071-1050/13/1/115">https://www.mdpi.com/2071-1050/13/1/115</a>
		I choose clothing items from organic production (e.g. made from organic cotton)	I choose clothing items from organic production (e.g. made from organic cotton)	Fischer, D., Böhme, T., & Geiger, S. M. (2017). <i>Measuring young consumers' sustainable consumption behavior: development and validation of the YCSCB scale</i> . <i>Young Consumers</i> , 18(3), 312–326. <a href="https://doi.org/10.1108/yc-03-2017-00671">https://doi.org/10.1108/yc-03-2017-00671</a>
		I am willing to pay more for products with the Fair Trade seal.	I am willing to pay more for products with the Nordic Swan (Svanemarket) seal.	Balderjahn, I., Peyer, M., & Paulssen, M. (2013). <i>Consciousness for fair consumption: conceptualization, scale development and empirical validation</i> . <i>International Journal of Consumer Studies</i> , 37(5), 546–555. <a href="https://doi.org/10.1111/ijcs.12030">https://doi.org/10.1111/ijcs.12030</a>
		In the future, I intend to purchase environmentally sustainable apparel	In the future, I intend to purchase environmentally sustainable clothes	Albloushy, H., & Hiller Connell, K. Y. (2019). <i>Purchasing environmentally sustainable apparel: The attitudes and intentions of female Kuwaiti consumers</i> . <i>International Journal of Consumer Studies</i> , 43(4), 390–401. <a href="https://doi.org/10.1111/ijcs.12518">https://doi.org/10.1111/ijcs.12518</a>

## Appendix 4b: Scale item table (second part)

Construct	Variables	Original scale items (from literature)	Scale items in current study	Reference
Consumer's Durability Value	Durability	I choose high quality and long lasting clothing items	I choose high quality and long lasting clothing items	Fischer, D., Böhme, T., & Geiger, S. M. (2017). <i>Measuring young consumers' sustainable consumption behavior: development and validation of the YCSCB scale</i> . <i>Young Consumers</i> , 18(3), 312–326. <a href="https://doi.org/10.1108/yc-03-2017-00673">https://doi.org/10.1108/yc-03-2017-00673</a>
		I purchase a garment after checking its durability to use for a long time.	I purchase a piece of clothing after checking its durability to use for a long time.	Park, S. (n.d.-b). <i>Scale Development of Sustainable Consumption of Clothing Products</i> . MDPI. <a href="https://www.mdpi.com/2071-1050/13/1/115">https://www.mdpi.com/2071-1050/13/1/115</a>
		Getting a very good quality of fashion apparel is very important to me	Getting durable clothing is very important to me	Park, S. (n.d.-b). <i>Scale Development of Sustainable Consumption of Clothing Products</i> . MDPI. <a href="https://www.mdpi.com/2071-1050/13/1/115">https://www.mdpi.com/2071-1050/13/1/115</a>
Sustainability Knowledge	Sustainability Knowledge	Have you ever heard about sustainable fashion?	I have heard about sustainability in fashion industry.	Riesgo, S. B., & Codina, M. (2021, June 4). <i>The consumption side of sustainable fashion: price sensitivity, value and transparency demand</i> . <a href="https://www.academia.edu/49127891/The_consumption_side_of_sustainable_fashion_price_sensitivity_value_and_transparency_demand">https://www.academia.edu/49127891/The_consumption_side_of_sustainable_fashion_price_sensitivity_value_and_transparency_demand</a>
		Do you think you can explain in your own words what sustainable fashion means?	I think I can explain in my own words what sustainable fashion means.	Riesgo, S. B., & Codina, M. (2021, June 4). <i>The consumption side of sustainable fashion: price sensitivity, value and transparency demand</i> . <a href="https://www.academia.edu/49127891/The_consumption_side_of_sustainable_fashion_price_sensitivity_value_and_transparency_demand">https://www.academia.edu/49127891/The_consumption_side_of_sustainable_fashion_price_sensitivity_value_and_transparency_demand</a>
		I know what a browser is	I know what The Nordic Swan (Svanemerket) is	Potosky, D. (2007). <i>The Internet knowledge (iKnow) measure</i> . <i>Computers in Human Behavior</i> , 23(6), 2760–2777. <a href="https://doi.org/10.1016/j.chb.2006.05.003">https://doi.org/10.1016/j.chb.2006.05.003</a>
		How would you judge your level of expertise in repairing clothing	How would you judge your level of knowledge in sustainable fashion.	Ackermann, L., Schoormans, J. P., & Mugge, R. (2021). <i>Measuring consumers' product care tendency: Scale development and validation</i> . <i>Journal of Cleaner Production</i> , 295, 126327. <a href="https://doi.org/10.1016/j.jclepro.2021.126327">https://doi.org/10.1016/j.jclepro.2021.126327</a>
Segmentations	Purchasing and spending behavior	On average how often do you shop?	On average, how often do you buy new clothes?	Kang, M., & Johnson, K. K. P. (2011). <i>Retail Therapy: Scale Development</i> . <i>Clothing and Textiles Research Journal</i> , 29(1), 3–19. <a href="https://doi.org/10.1177/0887302x11399424">https://doi.org/10.1177/0887302x11399424</a>
		On average how much money do you spend monthly for shopping?	On average how much money do you spend monthly on clothing?	Kang, M., & Johnson, K. K. P. (2011). <i>Retail Therapy: Scale Development</i> . <i>Clothing and Textiles Research Journal</i> , 29(1), 3–19. <a href="https://doi.org/10.1177/0887302x11399424">https://doi.org/10.1177/0887302x11399424</a>
		Have you ever bought second-hand clothes or accessories?	Have you ever bought sustainable clothes?	Riesgo, S. B., & Codina, M. (2021, June 4). <i>The consumption side of sustainable fashion: price sensitivity, value and transparency demand</i> . <a href="https://www.academia.edu/49127891/The_consumption_side_of_sustainable_fashion_price_sensitivity_value_and_transparency_demand">https://www.academia.edu/49127891/The_consumption_side_of_sustainable_fashion_price_sensitivity_value_and_transparency_demand</a>
		On average how often do you shop?	On average, how often do you buy sustainable clothes?	Kang, M., & Johnson, K. K. P. (2011). <i>Retail Therapy: Scale Development</i> . <i>Clothing and Textiles Research Journal</i> , 29(1), 3–19. <a href="https://doi.org/10.1177/0887302x11399424">https://doi.org/10.1177/0887302x11399424</a>
	Age	In what year were you born?	What is the year of your birth?	Gendall, P., & Healey, B. (2008). <i>Forum – Asking the Age Question in Mail and Online Surveys</i> . <i>International Journal of Market Research</i> , 50(3), 309–317. <a href="https://doi.org/10.1177/147078530805000303">https://doi.org/10.1177/147078530805000303</a>
	Gender	What is your gender?	What is your gender?	Spiel, K., Haimson, O. L., & Lottridge, D. (2019). <i>How to do better with gender on surveys</i> . <i>Interactions</i> , 26(4), 62–65. <a href="https://doi.org/10.1145/3338283">https://doi.org/10.1145/3338283</a>
	Income	What is your approximate household income?	What is your approximate monthly income (before tax)?	Bynum Boley, B., Magnini, V. P., & Tuten, T. L. (2013). <i>Social media picture posting and souvenir purchasing behavior: Some initial findings</i> . <i>Tourism Management</i> , 37, 27–30. <a href="https://doi.org/10.1016/j.tourman.2012.11.020">https://doi.org/10.1016/j.tourman.2012.11.020</a>
	Education	What is the highest level of education you have completed?	What is the highest level of education you have completed?	Bynum Boley, B., Magnini, V. P., & Tuten, T. L. (2013). <i>Social media picture posting and souvenir purchasing behavior: Some initial findings</i> . <i>Tourism Management</i> , 37, 27–30. <a href="https://doi.org/10.1016/j.tourman.2012.11.021">https://doi.org/10.1016/j.tourman.2012.11.021</a>
	Location		What is your postcode?	..
	Nationality		What is your nationality?	..