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We're all in this together!

Examining the effect of peer pressure on eco-fashion consumption between Generation Z and Generation Y.

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Abstract

While Generation Y has already given up the stage to a new consumer hype, Generation Z, both consumer groups remain the most avid fashion fans today. In the light of fashion consumption, it is essential to understand some of the consumption behavior motivations of these similar, yet distinct consumer groups. The present dissertation aims to examine the role of peer pressure as positive drive to purchase eco-fashion that is promoted in social media channels like Instagram and Facebook. Based on the academic literature review in marketing and sustainability, an experimental study design was performed to test for the moderating effects of eco-fashion and social media on the relationship between peer pressure and purchase intentions, for both Generation Z and Generation Y. Results suggest that peer pressure highly affects Generation Y, especially when eco-fashion purchasing intentions are concerned. Yet, peer pressure has a greater impact on Generation Z fashion consumption decisions when reached out via Instagram (Facebook). Findings also indicate that peer pressure provides a relevant role both as causal (independent) variable and as a mediator between generation type and purchase intentions. This mediation effect is further strengthened when including social media channel as a moderator, resulting in a partial moderated-mediation relationship.

Resumo

Ainda que a Geração Y já tenha cedido o seu lugar à nova e cosmopolita Geração Z, ambos os grupos de consumidores se mantêm os mais entusiastas no mundo da moda. No consumo de moda, é essencial compreender o comportamento destes semelhantes, mas não obstante diferentes consumidores. A presente dissertação tem como objetivo entender se a pressão dos pares pode ser utilizada como influência no consumo de produtos de moda sustentável também conhecida internacionalmente como "eco-fashion". Baseado em literatura académica, foi utilizado um estudo experimental para testar os efeitos da "eco-fashion", pressão dos pares e redes sociais na decisão de compra da Geração Z e Geração Y. Os resultados sugerem que uma pressão dos pares alta (baixa) tem uma grande (pequena) influência na decisão de compra da Geração Y, especialmente em produtos "eco-fashion". A Geração Z valoriza os produtos "eco-fashion" em si mesmos, não tendo em conta a pressão dos pares. Ainda assim, a utilização da

rede social Instagram resulta numa maior intenção de compra por parte da Geração Z. Os resultados indicam assim que a pressão dos pares tem uma maior influência na Geração Y, nomeadamente em produtos "eco-fashion", enquanto a pressão dos pares através do Instagram influencia a decisão de compra de produtos de moda em geral, da Geração Z. Este estudo sugere ainda que a pressão dos pares tem um efeito moderador parcial entre a geração e a decisão de compra. Este efeito é ainda pelo tipo de rede social que funciona como moderador numa relação moderação-mediação parcial.

Acknowledgments

Throughout the last years I was always passionate to understand people, to make sustainable decisions and to volunteer in social entrepreneurship. I am convinced that it is our responsibility to challenge daily choices and change habits to create less harm to our environment and society. In the end, we as young adults are the future leaders that want to change the world for the better. The question is, do we act upon it? During my academic studies I have found great personal interest in the young consumer, Generation Z, and their behavior from a marketing perspective. Therefore, I enjoyed adding more learning points, especially about my generation while working on this dissertation topic.

First and foremost, I want to express my deepest gratitude for my supervisor Prof. Vera Herédia Colaço for her constant support and passionate involvement throughout the dissertation process. Her expertise in the areas of sustainability, fashion and consumer behavior alongside with her patience and constructive feedback helped me to find the right path and focus in the present dissertation. I am sincerely thankful for the excellent supervision I have received. Thank you, Professor!

After all, this is a bittersweet moment as it represents the end of wonderful years of being a student. I am thankful for the unconditional support from my family and friends, who show me that distance does not matter and always have faith in me. I will always cherish all the great moments I had with all of you in the most beautiful city, Lisbon. Obrigada e Beijinhos!

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1. Introduction

1.1. Problem Definition and Relevance

We have all been there – the turbulent and challenge phase of adolescence. Being in the transitioning phase from teenager to adult there are a lot of struggles to overcome. These challenges can be comprised to a single source: peer pressure (Brown, Eicher, & Petrie, 1986). According to Steinberg & Monahan (2009) it is the direct and biggest social influence that changes attitudes, values and behaviors in order to conform to peers or a peer group. Not conforming to peers' opinions or behaviors may lead to exclusion of the group. Sadly, bullying is a reality in schools nowadays. Most shockingly, with the evolution of social media, 38% of young people have been affected by cyber bullying (Sedghi, 2013). The mobile connection enables simple and fast communication, in both positive and negative ways.

Adolescents these days grow up in a different world (Merriman, 2015). They are tech-savvy and especially sophisticated in using everything digital. This significant behavioral shift raised immense interest to a particular generation: Generation Y, those born between 1980 and 1996. Gen Y or Millennials have been a phenomenon studied excessively in the past years and across various areas to understand how different they are as students, how to motivate them as employees, what to expect from them as entrepreneurs and how to win them over as consumers (Asghar, 2014; Erickson, 2009; Noble, Haytko, & Phillips, 2009; Wolburg & Pokrywczynski, 2001). There is a certain cult around this Millennial generation, that everyone wished to belong to. From a managerial perspective Generation Y are the greatest consumers because they embrace new products and value a long-term connection (Belleau, Summers, Xu, & Pinel, 2007). Marketing activities for young Gen Y consumers need to be multifaceted, broad and innovative; or else the product will not be chosen. However, there is a new consumer to be pleased, the Generation Z, iGen, Gen Z or Centennials, those born after 1997.

While Generation Y is already a lucrative consumption-driven society with more money at their disposal compared to any other teen group in history (Morton, 2002), Centennials are predicted to play a bigger transformational role in the market with their estimated direct purchasing power of 44$ billion (Shay, 2017). Their biggest power is not only their direct consumption as Cowell (2001) points out, but also their great ability to influence their parents to purchase on their behalf. Notably, 93% of parents admit their children having a significant influence on overall

household purchases ("Cassandra Report: Gen Z," 2015), which accounts for 600$ billion in the US yearly (US Chamber of Commerce Foundation, 2012).

Because they live on the Internet with instant access to the newest trends and products, these young consumers demand immediate gratification: "I want it fast, and I want it now" (Barton, Fromm, & Egan, 2012, p.6). Having only a narrow window of attention and time, convenience is the key for them. This trend also provided opportunities to industries such as fast fashion or low-cost clothing, which has disrupted consumerism in the recent years (Joy, Sherry, Venkatesh, Wang, & Chan, 2012). Fast fashion is based on recent high-cost luxury trends and thrives on fast production cycles to have the newest collections from fashion shows on the racks within weeks. Hence, a short-lived and quickly disposable life cycle of apparel is a reality that our society has been experiencing and is here to stay (Joy et al., 2012). Since Gen Z and Gen Y are the most devoted fashion consumers, they are also likely to pressure themselves as well as their peers to keep up with the newest fashion trends (Morgan & Birtwistle, 2009).

In fact, the global apparel market is booming and is currently valued at 3$ trillion, accounting for 2% of the world's Gross Domestic Product (GDP) (FashionUnited, 2016). However, another statistic states an "ugly truth", which is the fact that next to the oil industry, it is the "most polluting industry in the world" with growing scale, exponentially and infinitely (Dolliver, 2016). Horrifying accidents in countries with low-cost production of fast fashion (e.g. Rana Plaza in Bangladesh) show the reality of how workers are exploited. Most shockingly, the International Programme on the Elimination of child labour (2013) estimates that 170 million children are engaged in child labor with many working in garment factories to supply clothes around the world. News like this are instantly shared on social media, thus, there is an overall awareness that fashion causes great damage to the environment and society (Kang, Liu, & Kim, 2013). As such, why do young people consume things made by youngsters? How ethical does that feel to them?

With the rapid development of the fast fashion industry, consumption patterns need to change in order to create less harm. It seems that it is not only up to fashion companies to reduce damages, but it is also consumers' responsibility (Shen, Wang, Lo, & Shum, 2012). As Sinha (2016) suggests, consumers should be able to man-solve the problem since it is man-made. As a matter of fact, this transition into sustainable fashion consumption has already begun with various fashion brands offering environmentally friendly clothes. Yet, being in the initial phase, it is important to especially address the young fashion lovers to become eco-fashion fans.

1.2. Research Objective and Questions

The present research intends to analyze the following main purpose:

RQ1: To what extent can peer pressure be a positive drive for more sustainable fashion consumption?

The primary objective of this research aims to examine how peer pressure can function as an incentive for positive behavior. Previous research has mainly concentrated on peer pressure from a negative perspective (East, Khoo, & Reyes, 2006; Santor, Messervey, & Kusumakar, 2000; van de Bongardt, Reitz, Sandfort, & Dekovic, 2014; Wood, Read, Palfai, & Stevenson, 2001). Similarly, research on fashion consumption from young consumers (Kang et al., 2013; Morgan & Birtwistle, 2009) does not include the essential role of peer pressure influencing these decisions. Considering that fashion has a great symbolic meaning, it is especially affected by peer pressure (Kümpel Nørgaard, Nørgaard Hansen, & Grunert, 2013).

With the first research question a fundamental understanding of the influence from peers in fashion apparel consumption can be established. The literature review along with the theoretical concepts and findings from previous studies on sustainable (fashion) consumption will be used to build a more concise research model for this dissertation. Still, the primary research motivation attempted to understand how two similar, yet distinct generations differ from one another in their actual behaviors. From a brand marketing perspective it is therefore relevant to address the next research question:

RQ2: Does peer pressure influence Generation Z and Generation Y the same way for fashion consumption decisions?

Despite of the vast research in the area of sustainable consumption, there is still lack of research examining high-involvement products, such as fashion goods. Previous research on eco-fashion has focused on knowledge and behavioral theory on an individual level (Kang et al., 2013; Nam, Dong, & Lee, 2017) while neglecting to focus on young consumers only or including social factors (e.g. peer influence). The second research question aims to address the literature scarcity to explore if peer pressure can play a transformational role on eco-fashion. The difference it triggers between generations towards eco-fashion consumption will be highly valuable for business. However, a third question remains to be addressed in order to provide marketers with relevant insights for future campaigns:

RQ3: Does social media affect Generation Z and Generation Y differently in their purchase decisions?

Digital marketing with an integrated multi-channel experience represents daily business for marketers (Yadav, Joshi, & Rahman, 2015). A great deal of statistics reveal that Gen Y and Gen Z have favorite social media channels (Bose, 2017; Chaffey, 2017), but do these preferences also have an effect on their actual purchase behavior? The research model in this dissertation includes Facebook as the preferred channel for Gen Y and Instagram as Gen Z's favorite channel.

1.3. Research Structure

The purpose of this research is to develop an extensive understanding how peer pressure influences two leading young consumer segments and their behavior towards eco-fashion. Towards this goal, this dissertation will first establish the theoretical foundation of eco-fashion, peer pressure, the characteristics of the two generations alongside with social media as a potential powerful tool. Based on the academic literature review, the methodological framework including a set of hypotheses will be presented and tested through a quantitative online survey. Following the methodology and data analysis, the results will be discussed and summarized into overall conclusions. At the end, limitations as well as practical implications and future research for sustainable consumption behavior will be drawn.

2. Academic Literature Review

2.1. Eco-Fashion

Sustainability has increasingly become present in our lives influencing our daily decisions. Over the past decades, a great deal of research has been conducted that addresses different areas of environmental concern (e.g. Gadenne, Sharma, Kerr, & Smith, 2011; M. Laroche et al., 2001; Spaargaren & Van Vliet, 2000; Vermeir & Verbeke, 2008; Young, Hwang, McDonald, & Oates, 2010). As a result, sustainable consumption is a term that is widely used across different sectors of consumption and has various denominations and connotations (e.g. Vermeir & Verbeke, 2008; Young et al., 2010). It is often used interchangeably with other terms that are equivalent in meaning and relevance (e.g., green, ethical, eco, responsible consumption). Consensus about its definition has not been reached and further research is still needed to establish a profound understanding. According to Pattie (2010), green consumption is an

ambivalent concept as green implies the preservation of environmental resources, whereas consumption involves destruction.

Being the second biggest industry in polluting the world, a green trend has altered the fashion industry. In fact, the global market for environmentally-friendly apparel has grown in recent years owing to increased media attention, growing consumer awareness and a greater commitment among apparel companies to adopt more sustainable production measures (Lipson, 2008; Yan, Hyllegard, & Blaesi, 2012). Still, sustainability issues in apparel manufacturing remain very complicated as the supply chain of the clothing industry lacks transparency, is complex and divided on a global level (Niinimäki, 2010). Despite of some increasing efforts to turn the fashion industry greener, research on environmental fashion consumption is still limited (Kim, Lee, & Hur, 2012). Consequently, the current narrow understanding of eco-clothing needs to be expanded.

Sustainable fashion, green apparel or eco-fashion is a recent approach of "fashion with conscience" referring to the growth of companies striving to attract young consumers through fashionable clothes (Joergens, 2006). It is defined as clothing designed and manufactured to maximize benefits to people and society while minimizing conflicting environmental impact through incorporating fair trade principles (Claudio, 2007; Joergens, 2006). According to Niinimäki (2010) eco-clothing is designed for long lifetime use with reduced environmental impact and produced in an ethical system with eco-labeled or recycled materials.

For the purpose of this research eco-fashion is defined as fashion clothing produced in sweatshop- and child labor-free conditions and with efforts to reduce environmental harm. In fact, eco-fashion is one of the top trends in fashion (Johansson, 2010). Just recently, in April 2017, a campaign called "Fashion Revolution Week" raised attention worldwide with their "#whomademyclothes" hashtag in order raise consumer awareness to demand greater transparency in fashion supply chain ("Fashion Revolution," 2017). In addition, fashion brands are increasing their sustainability measures and want to achieve concrete goals like H&M with their commitment to become entirely green by 2030 (*The H&M Group Sustainability Report 2016*, 2016). It is yet unclear what consumers expect from eco-fashion but a comprehensive understanding of their needs can transform the fashion industry into becoming sustainable.

Previous research has analyzed the existing attitude-behavior gap in the eco-fashion field focused on different aspects, such as aesthetics (Niinimäki, 2010), product-attributes (Chan & Wong, 2012), brand influence (Yan et al., 2012) or personal needs (Joergens, 2006). Sustainability has not been seen as a relevant factor for clothes purchases compared to price or

style (Solomon & Rabolt, 2004). The desire to improve self-image according to fashion trends is in contradiction with sustainable consumption (Niinimäki, 2010). In other words, through our individual fashion choices we seek acceptance of others. Kang et al. (2013) highlight it is indeed important to consider this self-image challenge in order to convince consumers to purchase eco-fashion. Young consumers are especially sensitive to wear fashion that is accepted by others because clothes can determine the belongingness to social groups. The influence of social groups on young consumers, also called peer pressure, is a phenomenon widely studied in psychology (Maxwell, 2002) and is essential in the context of the present research, as we review next.

2.2. Peer Pressure

During adolescence, every action is taken in a social setting and is observed by others (Sumter, Bokhorst, Steinberg, & Westenberg, 2009). Throughout each day, teenagers constantly hang out with their peers and they rely on the responses from others for their self-development (Hergovich, Sirsch, & Felinger, 2002). According to van de Bongardt, Reitz, Sandfort, & Dekovic (2014), peers provide significant social and emotional support and hence become important reference groups of how to think and act. It is a natural process of role-modeling, imitation or observational learning that is referred to as Social Learning Theory (Bandura, 1971). Cialdini & Trost (1998) have expanded this concept further with the Normative Conduct Theory that explains how social frame of references determine individual's behavioral decisions. People generally tend to adapt their own behaviors to match the perceived behaviors of accepted, desired or valued social referents (Cialdini & Trost, 1998). These social norms distinguish between descriptive norms and injunctive norms (Cialdini & Trost, 1998) and is amongst the most used frameworks in social behavior research. Yet, the aforementioned social norms predominantly represent indirect effects (e.g. the perception of other's attitudes, Cialdini & Trost, 1998) on adolescents' behavior, not considering how behaviors are directly impacted by social norms.

For the purpose of the present research, peer pressure will be included as a potential direct influence on the behavior of both generations Z and Y. According to van de Bongardt et al. (2014) its influence peaks during adolescence and declines with age. After all, peers can affect behaviors directly through explicit social pressure (Borsari & Carey, 2003; Wood et al., 2001). The concept of peer pressure encompasses the direct encouragement from peers to engage in certain behaviors where social gains (e.g. acceptance, respect, popularity) will be potentially rewarded (van de Bongardt et al., 2014). In the case of not conforming there are potential social

losses to be feared (e.g. rejection). In effect, peer pressure can also be seen as direct social norm and has explicit effects on behavior.

The social landscape of middle adolescence is defined by teenagers desperately wanting to fit it. As a result, peers become increasingly more important as adolescents are creating their own identity and detach themselves from parents to become autonomous. However, they might not be emotionally ready for this degree of independence and therefore fill the void with their peers (Steinberg & Monahan, 2007). As Xie & Singh (2007) point out, peers have substantially more influence on their consumer behavior than parents. Other authors have conducted research of peer pressure on sex (Beadnell et al., 2007; van de Bongardt et al., 2014), alcohol (Wood et al., 2001) and other antisocial dilemmas (Erickson, Crosnoe, & Dornbusch, 2000; Gardner & Steinberg, 2005) suggesting the effect of peer pressure. Still, research examining the impact of peer pressure on the consumption of high-involvement good, such as fashion is restricted (Kümpel Nørgaard et al., 2013; Makgosa & Mohube, 2007). More specifically on the impact of latest trends that involves eco-fashion. Overall, findings suggest that the impact of peer pressure decreases in adulthood as the capacity to resist against others' opinion grows. Therefore, this research will provide a primary contribution in the field of consumer behavior with the focus of peer pressure and its effect on adolescents and young adults, as we review next.

2.3. The Importance of Eco-Fashion among Generations

In the light of eco-fashion, young consumers are considered to be an important consumer group as they are in a development stage of lasting beliefs and mindset (Vermeir & Verbeke, 2008). According to Kang et al. (2013), it seems crucial to target the young generations to establish long-term attitudes and behaviors towards environmentally sustainable consumption of daily products. Moreover, young consumers have been reported to be leaders in fashion due to their strong opinion about taste, advocacy for new trends and, hence, function as a source of inspiration for other consumers (Morgan & Birtwistle, 2009; Newman & Patel, 2004). With eco-fashion being a current trend (Brown, 2015; Shen, 2014) it is a question how to win these "fashion-hungry" young generations over to become advocates for eco-fashion (Morgan & Birtwistle, 2009, p.181).

Still, a generalization of these young consumers is not feasible as they are different generations that have grown up at distinct times with distinct settings and influences. What do they value and how different are their behaviors? Merriman (2015) argues that there are key factors that show clear differences between them (see table 1).

Table 1: *Key Factors Differentiating Two Young Generations*

Generation Z Born after 1997	Generation Y Born from 1981-1996
• Self-aware	• Self-centered
• Realist	• Idealist
• Innovative	• Creative
• Natural digital natives	• Trained digital natives

Source: Merriman, 2015

2.4. The "New Disruptor": Generation Z

In the last years Gen Z, those born after 1997, is the new mystery that brands try to understand. They are the future employees, leaders and, most importantly, the future of our global economy. Besides, they are already effective consumers and their power on their family and their decisions should not be underestimated. Thus, in family decision-making they possess the dominant role as major information source (Dholakia, 1984). A report by the Magazine Publishers of America (2004) reveals that 47% of teens are asked by their parents to conduct Internet research about certain products and services. As a matter of fact, across the research field of children influencing household decisions, numerous researchers have established profound evidence that parents are influenced powerfully by teens in their purchase decisions (Chavda, Haley, & Dunn, 2007; Ebster, Wagner, & Neumueller, 2009; Flurry & Burns, 2005; Foxman, Tansuhaj, & Ekstrom, 1989; Shaw, Grehan, Shiu, Hassan, & Thomson, 2005; Shoham & Dalakas, 2006; Thomson, 2004).

Current academic research on Generation Z is very limited since this is a recent and uprising consumer group. Still, there is an abundance of statistical reports showing that Centennials have a wider world view and put greater emphasis on their responsibility to make the world better (Visioncritical, 2016). It reflects their self-awareness rather than self-centeredness in putting the world first. This urge can be explained by displaying the world they have grown up in: having experienced the biggest recessions and knowing only a post-9/11 world (Merriman, 2015). They were born social and are digital in their DNA (JWT Intelligence, 2012). Being true digital natives, they grow up with the internet at their fingertips (Williams, 2017) and, with that, are connected globally without boundaries. They understand technology better and share information in an incredible speed (Visioncritical, 2016). Individuality and solutions are their drive, so Gen Z are natural self-learners and entrepreneurs.

They are not a continuance of the Generation Y but an entirely new generation with own beliefs and behaviors. The topic of sustainability is no longer an issue for them as they expect it and they actually go beyond and make social issues like racial, sexual and gender equality a reality (Merriman, 2015). As a recent Nielsen global study (*Nielsen Global Survey of Corporate Social Responsibility*, 2015) analyzed, 72% of Gen Z is willing to pay more for products and services from social companies. It seems that this incredible diverse generation is more mature and complex than their age determines them to be.

2.5. The "Fair Conscience": Generation Y

Generation Y, Millennials or Gen Y, those born from 1981-1996) have been a focal point throughout different areas of research in marketing (e.g. Bakewell & Mitchell, 2009; Cui, Trent, Sullivan, & Matiru, 2003; Freestone & Mitchell, 2004; Noble, Haytko, & Phillips, 2009). However, as Martin & Turley (2004) have noticed, a lack of understanding exists for consumption patterns of the younger college-aged members of Generation Y. Especially this sub segment is starting a different phase of life and experiencing freedom on their own for the first time and, thus, showing specific wants and needs (Noble et al., 2009). With the new fixed flow of income salaries for recent millennial graduates, their consumption behavior changes and rises. Wolburg & Pokrywczynski (2001) confirm that they are early-adopters and trendsetters with greater probability of high living standards. Their consumption theme, as Noble et al. (2009) describe, is driven by high knowledge about brands and fashion as well as seeking authentic value in products. In fact, they select products carefully in order to be in line with their ideals while matching them to their own personality. Ultimately, it is a questions of blending in with others or standing out with their personality (Noble et al., 2009).

As Hume (2010) examined, Millennials are socially and environmentally conscious. In fact for them, "doing good" is the baseline and eco-consciousness has become a norm (Bina, 2017). Products with health benefits, made from organic ingredients or being environmentally friendly are among the Top 5 areas where Millennials are willing to pay more ("Green generation: Millennials say sustainability is a shopping priority," 2015). Still, there is an attitude-behavior gap between their interest and actual actions towards eco-fashion efforts (Niinimäki, 2010). Generation Y is egocentric by nature, they want to know what is in it for them. Thus, companies not only need to be authentic, but also need to align their products and services to match Gen Y's value system. There is a direct conflict between their consumption patterns and humane sustainability values (Hume, 2010). According to literature, buying organic food (Vermeir & Verbeke 2008), supporting social causes (Cui et al., 2003) or recycling clothes (Morgan &

Birtwistle, 2009) still depend on knowledge, personal involvement and their belief of actually doing good with the purchase (i.e. personal consumer effectiveness) (Kang et al., 2013). In fact, Millennials are rather hypothetically sustainable in consumer goods. It raises the question whether they can become actual eco-fashion consumers with peer pressure.

2.6. The Power of Social Media

While the Internet has won over 50% of the global population as users, the world has become a global village interconnected through the incredible power of social media (Chaffey, 2017). Social media is by definition a group of internet-based applications on the Web 2.0 allowing to exchange user-generated content (Kaplan & Haenlein, 2010). Leung (2013) describes it as a social phenomenon that is no longer about sharing the daily dairy or staying connected with friends. As a matter of fact, it changed communication completely and reshaped consumers' purchase journey (Keane, 2017). Social media offers challenges and opportunities and accordingly, businesses are making tremendous efforts to integrate their digital identity. As such, literature proves that social media is an effective channel for online marketing and has similarities to word-of-mouth advertising (Colliander & Dahlén, 2011). Word-of-mouth (WOM) marketing has been established as an essential part of the marketing process and a highly powerful purchase influence (Cheema & Kaikati, 2010). Consumers value opinions and advice of their peers and rely on peer-to-peer communication to gain product knowledge (Castronovo & Huang, 2012). In effect, it is required nowadays to build up relationships via social media from brands (Colliander & Dahlén, 2011).

It is especially vital for marketers to understand social media through the eyes of young consumers. Gen Z is multitasking and sophisticated in all types of social media: from Facebook to Snapchat to Youtube. A universal "one-size-fits all" strategy does not work because they use different platforms for selective purposes (Agrawal, 2017). After all, they are by norm constantly connected to the world and have an international tribe they eagerly share common passions with (Fromm, 2016). Their tribe consists of peers they trust but also of celebrities and other influencers whose endorsement on new brands they count on (Young, 2017). All in all, knowing where Centennials gather around online results in stepping into their personal network.

The introduction of social media began in 2004 by a young Millennial who dreamed about a worldwide connection. The founder of Facebook, Mark Zuckerberg, is one of the idols of Gen Y and with the creation of a platform to "give people the power to share" ("Facebook," 2017), he wanted to connect the world in topics that matter to everyone. In fact, current statistics reveal that Facebook has over 1.9 billion active monthly users ("Number of monthly active Facebook

users worldwide as of 1st quarter 2017," 2017) and, with that, it is the most popular social network worldwide, especially for Generation Y. Nonetheless, Instagram shows 10 times higher user engagement than Facebook (Nwazor, 2016). In reality, Generation Z finds Facebook overloaded and prefers Instagram as it resembles an emotional display (Agrawal, 2017). In spite of existing behavioral literature on predictors of social media usage (Hughes, Rowe, Batey, & Lee, 2015; Whiting & Williams, 2013; Williams, Crittenden, Keo, & Mccarty, 2012), there is a necessity to examine generational differences in social media use (Leung, 2013). For this reason, the present research focuses on Instagram and Facebook as the favored channels for Generation Z and Y respectively.

3. Conceptual Framework and Hypotheses

Having set the theoretical foundation of eco-fashion, peer pressure, Generation Z and Y as well as the influence of social media, the following chapter presents the conceptual framework and hypotheses tested in this research. The conceptual model is based on the academic review that revealed several gaps in the literature in line with the research purpose. Therefore, this model (figure 1) represents a new concept.
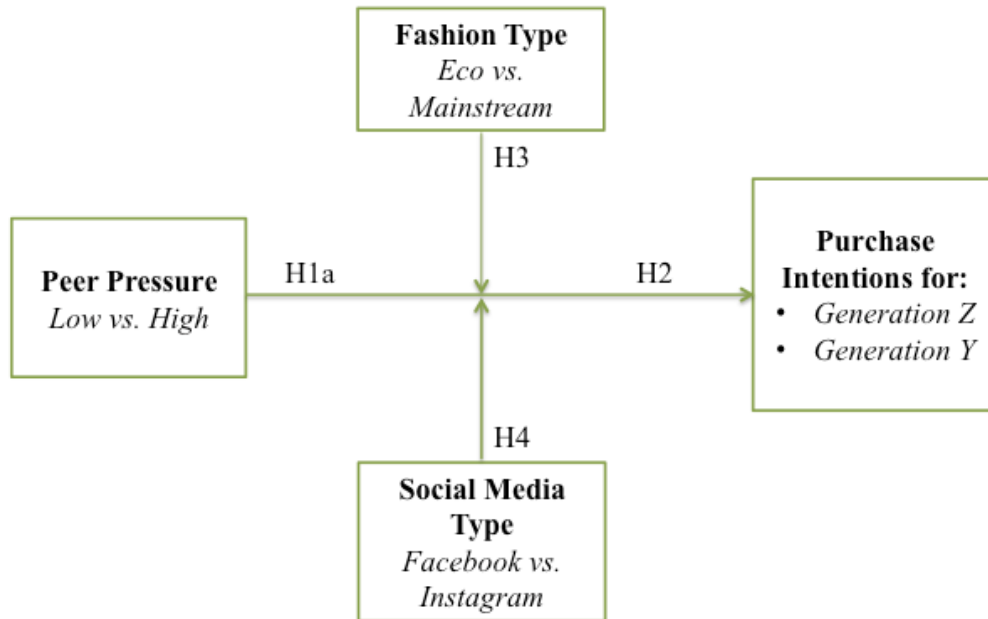
Figure 1: Conceptual Model 1

3.1. Hypotheses

With regard to the first research question whether peer pressure influences Gen Z and Gen Y in their purchase intentions for fashion type we propose the following first hypothesis:

H1: Peer pressure will have an impact on purchase intentions for both Generation Z and Y, so that:

> *H1a: The higher (lower) the peer pressure, the higher (lower) the purchase intentions for fashion goods.*

According to literature on peer pressure, peers increase the importance given to certain topics (Kümpel Nørgaard et al., 2013). Peers raise the discussion on topics they feel more relevant and trendy about and fashion is amongst their interest area (Google, 2017b). Clothes have a symbolic meaning and relate to emotions taking into account that it expresses the inner personality (Niinimäki, 2010). Hence, there is an ongoing need to refresh appearance according

to changing environments. As a result, consumers are insecure and evaluate fashion purchase decisions based on social acceptance: Decisions need to fit the style of others and current trends.

Over the last years, sustainability clearly has been a trend at fashion shows all over the world (Kharpal, 2013). As a result, mainstream fashion brands such as H&M have included environmentally-friendly collections and committed to ambitious sustainability goals (*The H&M Group Sustainability Report 2016*, 2016). According to Brown (2015), fast fashion and overconsumption are highly untrendy. It is important to realize that sustainability has already been established in other areas, namely food (e.g. organic food, fair trade) and is accepted as standard. Now the green movement is transitioning to non-food categories, such as fashion. As Generation Z and Y share the common manifest that eco is the norm, this attitude should naturally affect their purchase behavior positively towards eco-fashion. Consequently, we propose the following hypothesis:

H2: There will be a greater (lower) impact of eco- (mainstream) fashion on purchase intentions for both Generation Z and Y.

As research question two seeks to understand how peer pressure influences fashion purchase decisions, it is worth analyzing the generational differences on purchase intentions. Generation Y is more familiar with the general sustainability concept as they are used to purchasing, cooking and consuming sustainable good from other categories already (e.g. fair trade: Ma, Littrell, Niehm, & Ma, 2012; organic food: Vermeir & Verbeke, 2008). At the same time they have entered an adult lifecycle where they are becoming entirely independent, both in personal and financial aspects. In the same way that this generation is more experienced with eco-friendly products, they also tend to share their experience with one another at home, at work and especially online. Thus, peer pressure to consume responsibly is a phenomenon that likely exists at a considerable and noticeable scale. We hypothesize that this trend is more present for Generation Y than Generation Z, who is younger in nature and less financially independent. Therefore, we suggest, when both peer pressure and type of fashion are concerned, the impact of peer pressure on purchase intentions for eco- (mainstream) fashion goods will be especially salient for Generation Y. The third hypothesis is thus, as follows:

H3: The impact of peer pressure on fashion purchase intentions will be moderated by fashion type, being this effect especially salient for Generation Y.

Considering numerous marketing statistics, Gen Z and Y prefer different social media channels. Generation Z highly values connectivity and expand their reality to the virtual world (Google, 2017a). In addition, research provides evidence that social media fulfills the need for belongingness with people sharing similar beliefs and interests (Gangadharbatla, 2008). To put it differently, there is an emotional connection to others via social media. Hence, when social media is concerned, we hypothesize that the impact of peer pressure on fashion purchase intentions will be especially salient for Generation Z, so that:

H4: The impact of peer pressure on fashion purchase intentions will be moderated by social media type, being this effect especially salient for Generation Z.

Due to the fact that peer pressure is a determinant factor to be analyzed in this research, we want to understand more in-depth how the generation types change their purchase intentions when indirectly confronted with peer pressure. Hence, we test the indirect effect of peer pressure in an additional conceptual framework (see figure 2) that assesses the mediation relationship between generation types on purchase intentions through peer pressure. More specifically, following Kumar & Lim (2008), who suggest that peer pressure changes like an inverted U-shape curve (increasing until 14 and declining after) with age, we predict that intentions of both generation types to purchase will fashion products will be mediated by peer pressure. As such, a fifth hypothesis is proposed:

H5: Peer pressure will mediate the effect between generation type and purchase intentions.

We will test our hypotheses by conducting an experimental study in which we will investigate how peer pressure influences fashion purchase intentions for both Generation Z and Y. Also, the moderating role of fashion type and social media in that relationship will be examined. Further, we test the effect of peer pressure as a mediator between generation type and purchase intentions.
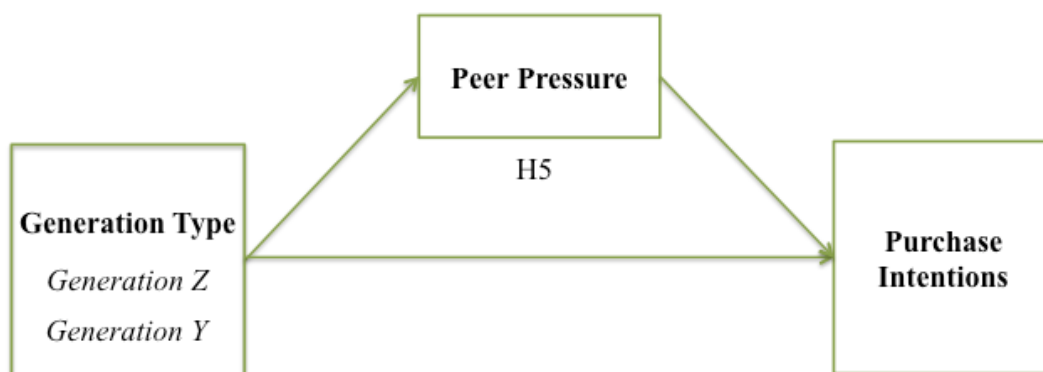
Figure 2: Conceptual Model 2

4. Methodology and Research Framework

This chapter aims to display the method used in this research and a comprehensive description of all variables used in this study to answer our research questions.

4.1. Research Method

In order to reach a sufficiently large number of respondents in a restricted period of time an online survey using the web-platform Qualtrics was chosen. The main advantage of data collection via online survey is the efficient distribution to a large audience with minimum administrative cost in a time-effective manner. This methodology also gives higher convenience and flexibility to participants since the survey can be accessed without temporal or spatial restrictions. Additionally, online survey tools have extensive features to highly customize the survey to the research's needs alongside with simple data entry and analysis (Evans & Mathur, 2005). Possible bias are reduced as internet-based technology allows random allocation to one of the four experimental conditions in the form of high-quality stimuli (Tingling, Parent, & Wade, 2003).

4.2. Sampling

Within the area of nonprobability sampling techniques, namely those not considering the probability of the perfect representation of a population, there is a distinction between convenience and purposive sampling methods. The latter include quota or judgmental sampling whereas convenience sampling offers the advantage of cost- and time-effectiveness (Kothari, 2004, p.15). Given that the present research addresses specific theoretical research questions about the effects of peer pressure among a young population, convenience sampling was used. In effect, this target audience was reached easily through the network of the university (e.g. Católica Lisbon School of Business and Economics, Nova School of Business and Economics, University of Porto) and across social media (e.g. Facebook, Whatsapp). As the research includes minors as participants, consent was asked from parents or legal guardians to participate in the study. In the following, a detailed description of the research instruments and procedures will be presented alongside with the variables used in the research model.

4.3. Research Instruments

This research included two main research instruments: one pilot and one main study using the web-based software Qualtrics. Both studies were accessed through an online link that was shared via e-mail or different social media groups. Participants answered the survey

anonymously in order to reduce the social desirability bias that probable to occur during ethical intention (Carrington, Neville, & Whitwell, 2010).

4.4. Pilot Study

The survey was pretested prior to the official launch to assure that participants perceive a cohesive overall flow, logical questions and, above all, comprehensive experimental conditions. It was crucial to analyze whether participants noticed the different fashion type and social media type manipulations.

The pilot study included a total of 16 participants, who did not respond to the main survey. Participants were exposed to different experimental conditions: fashion type and social media type. The first manipulation check item asked participants to indicate the social media platform the message was posted on. Secondly, the fashion type manipulation was evaluated by specifying the level of sustainability perceived by participants from the message.

4.5. Main Study

The main study collected a total of 639 responses, of which 634 were fully completed. Considering the research method over web-based self-administered surveys, the completion rate is very high as participants usually get easily interrupted and do not show enough commitment (Reips, 2002). With that, the sample size is highly sufficient. According to our randomized experimental-design study each cell of the four experimental conditions displays a minimum of 150 subjects participated (Maxwell & Delaney, 2004, p.645). In order to reduce language barriers, the survey was translated into three languages (English, German, Portuguese).

4.6. Design and Procedure

The data collection was finished within one week in the middle of May 2017 with a total sample of 634 answers. At the beginning of the survey a short introduction of the research scope without revealing its purpose was presented. Next, the habits of Facebook and Instagram usage was assessed before participants were randomly allocated to one single condition (see chapter 4.7 and Appendix 2).

The study followed a mixed design with a 2 (Peer pressure: low, high) x 2 (Fashion type: eco, mainstream) x 2 (Social Media type: Facebook, Instagram) between-within subjects' design. In the questionnaire, peer pressure was measured as a continuous variable using a scale from literature where participants were asked to rate their level of agreement with three statements

related with pressure from peers. Fashion type and social media type were experimentally manipulated in the study. For fashion type we used an eco- (vs. mainstream) fashion brand that was fictionally promoted via Facebook (vs. Instagram), the social media manipulation. Right after seeing the scenario section, a set of control questions was introduced to check, (1) its fashion aspect and (2) whether it was perceived as a personal recommendation. Two questions functioning as manipulation check measures were then asked to participants which checked whether the social media platform used in the scenario was Facebook or Instagram. Their overall perception about the level of sustainability of the message was assessed next. Further, purchase intention as dependent variable was measured by their willingness to purchase the shirt that was described in the scenario. In addition, some psychographic scales were used as possible explanatory variables such as their level of agreement concerning the importance of opinions influencers, alongside with their personal sustainability and social media habits. Also, a scale adapted from literature (Kim et al., 2012; Young et al., 2010) assessed the attitudes regarding personal sustainable habits while social media usage was adapted by a from a Whiting & Williams (2013) scale. To conclude the survey, a set of demographic questions was asked and participants were thanked for completing the survey.

4.7. Stimuli Development

The stimuli used in the study were scenarios of seeing a message posted on social media feeds. It presented a recommendation about a shirt that was "a must-have" for summer. The message aimed to be short and included some "hashtags" (e.g. #summermusthave #getyours) to make it more realistic. The stimuli were developed prior to the main study after being critically discussed in a pilot study to ensure the manipulations of both fashion and social media type were properly perceived as intended.

Four conditions were developed and presented in a random order: eco & Facebook, eco & Instagram, mainstream & Facebook, mainstream & Instagram. In order to minimize group differences, the scenarios shared the same structure. In the introduction, participants were asked to imagine a habitual situation of using Facebook or Instagram where they follow people they "find inspiring, motivating" who can be "friends, acquaintances, celebrities or other influencers". Next, the situation imagined them seeing a message on their newsfeed. The message contained the same tone "Look what I found…" and recommended a shirt "This is definitely a must-have shirt for summer". Two or three hashtags followed, depending on the fashion type (#ecofashion vs. none). Since two different fictional retailers were mentioned (MARA vs. ECO & MORE) a description of both followed. Both fictional companies contained

similar descriptions but differentiated in the clothes provided (e.g. "fast-fashion" vs. "sustainable materials") and way of production ("mass production in low-cost countries" vs. "no child labor"). The stimuli can be found in Appendix 1.

4.8. Variable Descriptions

Manipulation Checks were assessed by asking two different questions. The first manipulation check item asked participants whether the message was posted on Facebook or Instagram. Secondly, participants were requested to indicate their perceptions about the level of sustainability of the message, on a 7-point Likert-type scale with 1 = not sustainable and 7 = very sustainable.

The following variables were also assessed using a 7-point Likert scale in the remaining part of the survey.

Dependent Variable
Purchase Intentions was measured through the level of agreement (1 = strongly agree to 7 = strongly disagree) to the statement "I would be willing to purchase this shirt (regardless of style, price and size)".

Independent Variable
Peer pressure scale items were referred from the meta-analytical research from van Bongarth et al. (2014). Since the meta-analysis investigated peer pressure towards sexual behavior, the scale, consisting of three items, was adapted accordingly. The first item was a general statement ("There is pressure from my friends to think about sustainable consumption of clothes") adapted by (East et al., 2006) while the other two items represented a personal viewpoint (e.g. "If I buy eco-fashion, my friends will respect and appreciate me more"), adapted by (Laflin, Wang, & Barry, 2008; Sieving, Eisenberg, Pettingell, & Skay, 2006).

The complete questionnaire including all measures and corresponding scales (as well as additional variables in Appendix 2) can be found in Appendix 3.

5. Analysis and Results

In this chapter, the data collected will be carefully analyzed in terms of descriptive statistics and successful stimuli manipulation along with reliability and correlation analyses on the measurement items.

5.1. Sample Characterization

The initial descriptive statistical analyses aim to outline sample characteristics and validate the equality between the four experimental conditions in terms of demographic variables. The analyses reveal sample homogeneity that assures greater reliability of the results. The total sample consisted of 639 completed responses. Since this research focuses on the age groups 15-20 years (Gen Z) and 25-30 years (Gen Y), other age groups were excluded. The sample consist then of 454 considered responses.

The considered sample shows a perfectly even distribution of Gen Z (49.1%) and Gen Y (50.1%) and the total participant pool is female-dominated (overall: 72.8% female, 27.2% male; Gen Z: 84% female, Gen Y: 61.6% female). The nationality distribution revealed that 52.2% of respondents grew up in Germany followed by 38.1% with Portuguese roots while other countries accounted for 9.7%. The majority of respondents were university students (57.8%) with a completed Bachelor's (30.5%) or Master's (19.5%) degree while 19.8% were still in high school and 20% were already employed. Finally, annual household income indicated that it ranged from either under €10,000 (22.8%) or €10,000 - €29,000€ (21.4%) whereas 34.4% of participants did not share information. Please see Appendix 3 for more detailed information as well as graphical illustrations.

5.2. Scale Reliability

Despite the majority of scale items being adapted from previous research, reliable and consistent scales used in this research need to be assured. To test the accuracy of scales, the Cronbach's α (alpha) is a widely used statistical measure for Likert-type scales. It is a measure of internal consistency for multiple question items that are interconnected. The value ranges from a scale from 0.1 to 1, whereas higher values indicate high degrees of internal consistency as well as reliability of a sum or average of the survey items. With the Cronbach α, information is provided about whether all items measure the same latent variable and should be consequently combined into one scale. While Bonett & Wright (2015) propose rejecting the assumption of equal variances or covariances, researchers still did not agree to one universal minimum value for Cronbach α. Most commonly, an interval from 0.6-0.9 is referred to an

acceptable value for research purposes. However, a value above 0.9 is assumed to indicate redundancy among scale items (Streiner, 2003).

In this research, the Cronbach α was used as reliability assessment for multi-item scales that intended to measure the same construct. Recoding was necessary for all items for peer pressure as they were reversely coded in the questionnaire. The results for internal consistency of the scales showed an alpha value above the minimum acceptable value of 0.6. However, the alpha for peer pressure could be improved to a value of α = 0.743 (se table 2). For the purpose of a better internal validity of the scale, the item peer pressure 3 was excluded from further analysis.

Table 2: Reliability Test for Multi-Item Scales

Item	Item description
Peer pressure 1	"There is pressure from my friends to think about sustainable consumption of clothes."
Peer pressure 2	"I feel pressured to buy eco-fashion because a lot of people my age are buying it."
Peer pressure 3	"If I buy eco-fashion, my friends will respect and appreciate me more."

Scale	Initial number of items	Cronbach's alpha	Cronbach's alpha if items deleted	Items deleted	Final number of items
Peer Pressure	3	.719	.743	1	2

Note: Items highlighted in bold were include in the final variable

Provided that the alpha coefficient is likely to underestimate reliability if the number of items was too small (Tavakol & Dennick, 2011), a correlation analysis was conducted. The correlation analysis estimates the strength and direction of correlations between variables for scales with only two items. The Pearson correlation index for the remaining two items of peer pressure suggest a strong positive correlation (r = .606, N = 454, p < .01) (see table 3). After the reliability and correlation analysis, all items for each construct were averaged into one scale for later data analysis.

Table 3: Correlation Analysis Two-Item Measures

Variables	1	2
1. Peer Pressure	-	.606**
2. Peer Pressure	.606**	

Note: ** Correlation is significant at the .01 level

5.3. Results Manipulation Check

The first manipulation check considered social media type and asked participants to remember the right social media channel condition. As a result, 27 participants did not fulfill the social media manipulation check. However, manipulation for fashion type conditions showed statistical significance. Using an independent t-test at a 95% confidence level (see table 4), participants in the eco-fashion condition perceived the message to be more sustainable than those in the mainstream condition (M_{eco}= 4.64 vs. $M_{mainstream}$ = 2.29; $t(452)$ = 17.47, p < .001).

Table 4: *Manipulation Check using t-Tests for Equality of Means*

	Eco		Mainstream		
	Mean	SD	Mean	SD	*t-test*
Fashion Type Manipulation Check	4.69	1.54	2.29	1.37	17.47***

Note: ***p <.001, **p <.01, *p <.05, +p ≤.1

5.4. Main Results

A median split was first performed on the peer pressure continuous variable (M = 2.28) by dividing the sample in two conditions low (n = 247) and high (n = 207) peer pressure.

A univariate analysis of variance (ANOVA) was used to test for main results. An ANOVA is an appropriate test for effects of one or more independent categorical variable on one continuous dependent variable, purchase intentions (Rutherford, 2011). Since our research model intended to analyze purchase intentions for both for Generation Z and Generation Y, the analysis was conducted by performing group comparison analysis based on generation type. A split file function on SPSS was used to compare both groups. No significant three-way peer pressure x fashion type x social media interaction effect was found on the purchase intention variable (Fs <.14m p's >,1), suggesting instead the potential moderating effect of fashion type and social media type, separately (see table 5). That is, results indicate a two-way peer pressure x fashion type interaction effect for the Generation Y sample ($F(1,228)$ = 6.4, p <.01) and a two-way peer pressure x social media interaction effect for the Generation Z sample ($F(1,224)$ = 7.82, p <.01), on purchase intentions. The analysis was, thus, further conducted by considering the moderating effects of both fashion type and social media on the relationship between peer pressure and purchase intentions separately.

Table 5: *Results Three-Way Interaction Peer Pressure, Fashion Type and Social Media Type*

	Peer Pressure main effect	Fashion main effect	Social Media main effect	Peer Pressure x Fashion	Peer Pressure x Social Media	Fashion x Social Media	Peer Pressure x Fashion x Social Media
	F Test	*F Test*	*F Test*	*F Test*	*F Test*	*F Test*	*F Test*
(N = 225) Purchase Intentions Generation Z	12.23**	11.10**	.31	.54	8.21**	.03	.23
(N = 229) Purchase Intentions Generation Y	13.58***	7.78***	.33	4.69**	.93	1.18	.14

Note: ***$p < .001$, **$p < .01$, *$p < .05$, +$p \leq .1$

5.5. The effect of low and high peer pressure

H1: Peer pressure will have an impact on purchase intentions for both Generation Z and Y, so that:

> *H1a: The higher (lower) the peer pressure, the higher (lower) the purchase intentions for fashion goods.*

In order to test our first hypothesis that proposes peer pressure influencing purchase decisions on fashion goods with special regard to the level of peer pressure (low vs. high), a first analysis was conducted. Regarding H1a, results indicate a significant main effect of peer pressure on purchase intentions for participants from Generation Z ($F(1,224) = 9.34$, $p < .01$) and also from Generation Y ($F(1,228) = 12.53$, $p = .001$). Concerning Gen Z, those participants with higher peer pressure indicated a higher purchase intentions than those with low peer pressure ($M_{low} = 2.79$ vs. $M_{high} = 3.50$; $t(223) = -3.06$, $p < .001$). The same pattern of results was also obtained for Gen Y ($M_{low} = 2.42$ vs. $M_{high} = 3.16$; $t(227) = -3.54$, $p < .001$). And with that, fully supporting our H1a that states that increases in peer pressure impact purchase intentions for both Generation Z and Y.

Aligned with our expectations, participants with low peer pressure indicated a lesser purchase intention than those with high peer pressure (see table 6), fully supporting H1a.

Table 6: Results Main Effect Peer Pressure

Dependent variables	Peer Pressure				
	low		high		
	Mean	*SD*	*Mean*	*SD*	*F Test*
Purchase Intentions Generation Z	2.79	1.60	3.50	1.62	9.34*
Purchase Intentions Generation Y	2.42	1.39	3.16	1.64	12.53**

Note: ***p <.001, **p <.01, *p <.05, +p ≤.1

5.6. The effect of fashion type

H2: There will be a greater (lower) impact of eco- (mainstream) fashion on purchase intentions for both Generation Z and Y.

In order to test H2, a significant a main effect of fashion type (eco vs. mainstream) was obtained on purchase intentions for both Generation Z ($F(1,224) = 15.29$, p <.001) and Generation Y ($F(1,228) = 10.75$, p <.001), revealing the impact that eco-fashion has on purchasing behavior for both generations (see table 7). Examining Generation Z separately, participants showed higher purchase intentions for eco-fashion than for mainstream fashion (M_{eco} = 3.40 vs. $M_{mainstream}$ = 2.56; $t(223)$ = 3.91, p <.001). Similarly, Generation Y was also more willing to purchase eco- than mainstream fashion (M_{eco} = 3.20 vs. $M_{mainstream}$ = 2.53; $t(227)$ = 3.28, p = .001), fully supporting our second hypothesis that eco-fashion leads to higher purchase intentions than mainstream fashion.

Table 7: Results Main Effect Fashion Type

Dependent variables	Fashion Type				
	eco		mainstream		
	Mean	*SD*	*Mean*	*SD*	*F Test*
Purchase Intentions Generation Z	3.40	1.63	2.58	1.53	15.29**
Purchase Intentions Generation Y	3.20	1.61	2.53	1.48	10.75**

Note: ***p <.001, **p <.01, *p <.05, +p ≤.1

5.7. The moderating effect of fashion type

H3: The impact of peer pressure on fashion purchase intentions will be moderated by fashion type, this effect being especially salient for Generation Y.

After having established the understanding that both peer pressure and fashion type have significant main effects on purchase intentions, the analysis proceeded by examining the ANOVA interaction effects when both variables are considered together. A significant two-way peer pressure x fashion type interaction effect was found on purchase intentions for Generation Y ($F(1,228) = 6.4$, $p < .01$). However, no significant peer pressure x fashion type interaction effect was obtained for Generation Z ($F(1,224) = .35$, $p = .56$) (see table 7). In other words, participants from Generation Y reported higher purchase intentions for eco-fashion clothing than for mainstream clothing when peer pressure was high ($M_{high\_PeerPressure\_eco} = 3.71$ vs. $M_{high\_PeerPressure\_mainstream} = 2.62$, $t(1,135) = 4.09$, $p < .001$). Yet, no significant results were obtained for Generation Z ($M_{high\_PeerPressure\_eco} = 3.79$ vs. $M_{high\_PeerPressure\_mainstream} = 3.16$, $t(1,68) = 1.65$, $p = .11$). These findings support and validate H3 that Generation Y is significantly affected by the interaction of peer pressure and fashion type. Specifically, eco-fashion exerts a special enhancement effect of purchase intentions when peer pressure is high (see table 8).

Table 8: Group Comparison Between Peer Pressure and Fashion Type

	Low Peer Pressure		High Peer Pressure		Peer Pressure main effect	Fashion Type main effect	Peer Pressure x Fashion Type
Purchase Intentions	*eco*	*mainstream*	*eco*	*mainstream*	*F Test*	*F Test*	*F Test*
N = 225	*n = 81*	*n = 74*	*n = 38*	*n = 32*			
Generation Z	3.22 (1.67)	2.32 (1.39)	3.79 (1.51)	3.16 (1.71)	9.66***	11.57***	.35
N = 229	*n = 46*	*n = 46*	*n = 68*	*n = 69*			
Generation Y	2.46 (1.26)	2.62 (1.46)	3.71 (1.64)	2.62 (1.46)	13.57***	8.15***	6.4*

Note: ***$p < .001$, **$p < .01$, *$p < .05$, Standard deviations are presented between parentheses

5.8. The moderating effect of social media type

H4: The impact of peer pressure on fashion purchase intentions will be moderated by social media type, this effect being especially salient for Generation Z.

Next, we tested hypothesis four which proposes that a moderation effect of social media type on the relationship between peer pressure and purchase intentions is especially relevant for Generation Z. As expected, ANOVA results show a significant peer pressure x social media interaction effect on Generation Z ($F(1,224) = 7.82$, $p <.01$) but not for Generation Y ($F(1,228) = 1.81$, $p = .18$, see table 9). Participants from Generation Z reported higher purchase intentions when peer pressure was high and when exposed to the message on Instagram ($M_{high\_PeerPressure\_Instagram} = 3.85$ vs. $M_{low\_PeerPressure\_Instagram} = 2.40$, $t(97) = -4.32$, $p <.001$). Comparably, Generation Y reacts less effective with Instagram ($M_{high\_PeerPressure\_Instagram} = 3.4$ vs. $M_{low\_PeerPressure\_Instagram} = 2.38$ vs.; $t(122) = -3.69$, $p <.001$) (see figure 3 in Appendix 4). Hence, these findings fully support H4 and suggest while peer pressure exerts a determinant influence on purchase intentions, especially at high levels, the type of social media channel is also affecting Generation Z. Instagram shows to be the highest influencer from both social media channels (Instagram vs. Facebook).

Table 9: *Group Comparison Between Peer Pressure and Social Media Type*

	Low Peer Pressure		High Peer Pressure		Peer Pressure main effect	Social Media main effect	Peer Pressure x Social Media
Purchase Intentions	*Facebook*	*Instagam*	*Facebook*	*Instagram*	*F Test*	*F Test*	*F Test*
N = 225	*n = 82*	*n = 73*	*n = 44*	*n = 26*			
Generation Z	3.15 (1.69)	2.40 (1.39)	3.30 (1.58)	3.85 (1.67)	11.82***	.18	7.82**
N = 229	*n = 34*	*n = 58*	*n = 71*	*n = 66*			
Generation Y	2.50 (1.38)	2.38 (1.41)	2.94 (1.63)	3.39 (1.63)	11.81***	.60	1.81

Note: ***$p <.001$, **$p <.01$, *$p <.05$, Standard deviations are presented between parentheses

Further tests were conducted to evaluate how social media type moderated the impact of peer pressure on purchase intentions considering both eco and mainstream fashion brand types. A group comparison analysis was again performed using a split file based on generation type as well as fashion type. Findings show interesting results and implications, which reveal a significant peer pressure x social media interaction effect on purchase intentions for mainstream brands for Generation Z ($F(1, 105) = 5.76$, $p < .05$) and a marginally significant peer pressure x social media interaction effect on purchase intentions for eco-fashion brands ($F(1, 118) =$

2.86, $p = .09$). Participants from Generation Z exposed to mainstream fashion on Instagram revealed higher intentions to purchase when peer pressure was high rather than low ($M_{high\_PeerPressure\_mainstream\_Instagram} = 3.55$ vs. $M_{low\_PeerPressure\_mainstream\_Instagram} = 1.82$; $t(43) = -4.02$, $p < .001$). A similar pattern of results was obtained for eco-fashion on Instagram ($M_{high\_PeerPressureeco\_Instagram} = 4.07$ vs. $M_{low\_PeerPressure\_eco\_Instagram} = 2.90$; $t(52) = -2.52$, $p < .05$). No significant peer pressure x social media interaction effects on purchase intentions were observed for Generation Y when exposed to either mainstream or eco-fashion brands ($Fs < .17$, $p's > .1$) (see table 10).

Table 10: Group Comparison Between Peer Pressure, Fashion Type and Social Media Type

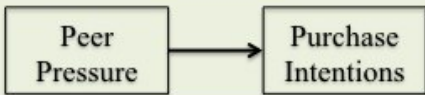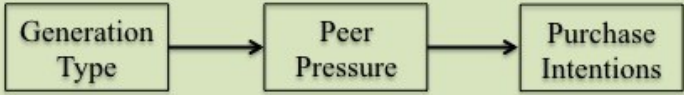| Purchase Intentions	Low Peer Pressure				High Peer Pressure				Peer Pressure x Social Media F Test	Peer Pressure x Social Media F Test
	Eco Fashion		*Mainstream Fashion*		*Eco Fashion*		*Mainstream Fashion*		*Eco*	*Mainstream*
	Facebook	*Instagam*	*Facebook*	*Instagam*	*Facebook*	*Instagram*	*Facebook*	*Instagram*		
N = 225 Generation Z	*n = 42* 3.52 (1.81)	*n = 39* 2.90 (1.45)	*n = 40* 2.75 (1.48)	*n = 34* 1.82 (1.09)	*n = 23* 3.61 (1.37)	*n = 15* 4.07 (1.71)	*n = 21* 2.95 (1.75)	*n = 11* 3.55 (1.63)	2.86+	5.76*
N = 229 Generation Y	*n = 21* 2.67 (1.35)	*n = 25* 2.28 (1.17)	*n = 13* 2.23 (1.42)	*n = 33* 2.45 (1.58)	*n = 31* 3.61 (1.75)	*n = 37* 3.78 (1.57)	*n = 40* 2.43 (1.34)	*n = 29* 2.90 (1.59)	.93	.17

Note: ***p <.001, **p <.01, *p <.05, +p ≤.1 Standard deviations are presented between parentheses

5.9. The mediating effect of peer pressure

H5: Peer pressure will mediate the effect between generation type and purchase intentions.

To test our fifth hypothesis (H5), where we propose that purchase intentions by generation type will be mediated by peer pressure, a mediation analysis was performed (Hayes, 2013; model 4). Type of generation (Generation Z vs. Generation Y) was included as predictor, peer pressure as the mediating variable and purchase intentions as the outcome variable. Bootstrapping results (based on 5000 samples) confirmed a significant and positive conditional indirect effect of generation type (Generation Z or Generation Y) through peer pressure on purchase intentions (indirect effect = .24, SE = .06, 95% CI = [.14, .37]). Though, a significant direct effect of generation type was still found on purchase intentions, a reduction in the variance explained by the independent variable - generation type, was observed, by reducing and turning the conditional direct effect negative ($t(2,451) = -2.56$, $p < .01$, see table 11). This effect suggests a (partial) mediation effect of peer pressure between generation type and purchase intentions (all 95% confidence intervals did not include zero; Hayes, 2013), fully supporting H5.

Table 11: Mediation Role of Peer Pressure on the Effect of Generation Type and Purchase Intentions

Outcome	Indirect Effect Paths			Indirect Effect	Lower CI	Upper CI
1	Generation Type → Peer Pressure			.59	.40	.79
2	Peer Pressure → Purchase Intentions			.40	.26	.54
3	Generation Type → Peer Pressure → Purchase Intentions			.24	.14	.37
Outcome	Direct Effect Path			Indirect Effect	Lower CI	Upper CI
4	Generation Type → Purchase Intentions			-.39	-.69	-.09

5.10.   Further Analysis

Additional analyses were conducted to understand the causal relationship between both our independent and dependent variable more in-depth. Since our main results showed that social media is a significant factor for Generation Z (H4), we wanted to understand further the potential moderation effect of social media on the mediation relationship between generation type and purchase intentions via peer pressure. According to the literature on moderated-mediation, when mediation is moderated, the indirect effect of a predictor on the outcome variable depends on the value of one or more moderators (Hayes, 2013, 2015). Therefore, we included social media type as a moderator (see figure 3) and conducted a moderated mediation analysis (Hayes, 2013; model 14).
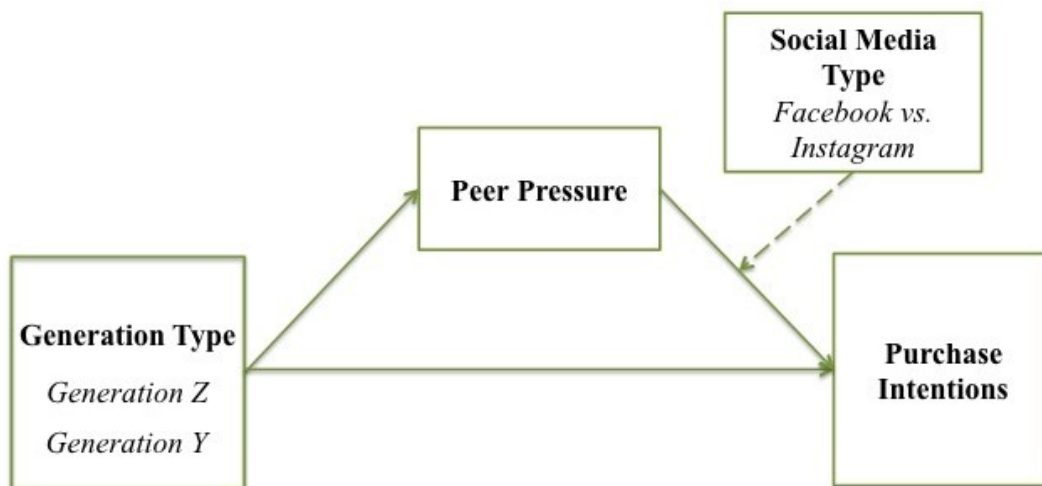
Figure 3: Conceptual Model 2 with Moderated-Mediation

In the same way the mediation results (see chapter 5.9) revealed, the bootstrapping results (based on 5000 samples) confirmed a significant and positive conditional indirect effect of generation type (Generation Z or Generation Y) through peer pressure on purchase intentions (indirect effect = .21, SE = .10, 95% CI = [.05, .45]) for both types of social media (Facebook or Instagram). In other words, the conditional indirect effect of type of generation through peer pressure was both positively moderated by both Facebook and Instagram. However, Instagram showed a larger effect (indirect effect = .34, SE = .10, 95% CI [.19, .56]) than Facebook (indirect effect = .13, SE = .06, 95% CI [.14, .37]). In general, the conditional direct effects revealed to be significant for generation type and social media type but non-significant for peer pressure, also revealing a partial moderation-mediation situation (see table 12).

Table 12: *Moderated Mediation Effect on Purchase Intentions*

	Conditional Direct Effect	SE	t-Test	LLCI	ULCI
Generation Type	**-.36**	**.15**	**-2.33**	**-.65**	**-.06**
Peer Pressure	-.14	.22	-.65	-.57	.28
Social Media Type	**-.90**	**.34**	**-2.64**	**-1.57**	**-.23**
	Conditional Indirect Effect	SE		LLCI	ULCI
Facebook	**.13**	**.06**		**.14**	**.37**
Instagram	**.34**	**.10**		**.19**	**.56**
Index of moderated mediation	**.21**	**.10**		**.05**	**.45**

Note: Significant results are marked in bold

5.10.1 Findings of the Moderated-Mediation Effect

In this section an extra analysis was run in order to understand the moderating effect of social media on the mediation model of generation type through peer pressure on purchase intentions. These results suggest when Gen Z and Gen Y decide for fashion purchases, Facebook and Instagram intensify the level of peer pressure they are exposed to. Instagram, specifically, impacts both generations with higher levels of peer pressure. It is an interesting implication for digital marketers since it shows the relevance of using the right type of social media channel when promoting fashion products.

6. Conclusions and Implications

The present research intended to analyze how peer pressure can be a positive drive for more consumption in eco-fashion. This research purpose was extended with our second research question that focused on the young consumer segments Generation Z and Generation Y. We wanted to understand if peer pressure influences their fashion consumptions decisions in the same way. To complete our research model, our third research question aimed to understand how social media influences these young consumer groups differently. In addition, the role of peer pressure as a determinant factor for these two groups was assessed with a second conceptual model. Moreover, a supplementary analysis helped to understand the effect of different social media channels on purchase decisions.

Our findings suggest that peer pressure can be a relevant trigger for fashion purchase decisions. Specifically, purchase intentions increase for both Generation Z and Generation Y depending to the respective level of peer pressure. That is to say, when there is higher pressure for consumption, the intention to buy increases accordingly. In addition, the results support our second hypothesis that eco is trendy topic in fashion and increases the willingness to buy for both generations. It is important to notice, as our third hypothesis points out, that peers are a determinant factor for eco-fashion consumption for Generation Y. When peer pressure for eco-fashion exists, Generation Y-Millennials are more pressured to purchase it. Generation Z-Centennials on the other hand value eco-fashion per se. That is, in spite that Generation Z shows fairly high purchase intentions for eco-fashion because they follow current trends, our results show that peer pressure has less of an impact on them. These findings confirmed our suspicions that this generation is still developing maturity when it comes to eco-fashion influence. Nonetheless, Generation Z grants Instagram as communication channel with so much value that it leads them to increase their eco-fashion purchase intentions. Thus, virtual communication via social media is an important source for Generation Z to absorb information in order to consume products.

To emphasize on the importance of peer pressure, our fifth hypothesis clearly suggests how young adolescents (Gen Z) and young adults (Gen Y) are influenced by fashion purchases. Peers fundamentally influence their decisions. This supports previous research on peer influence (Kümpel Nørgaard et al., 2013; Makgosa & Mohube, 2007; Steinberg & Monahan, 2007). As an addition to these findings, the type of social media platform intensifies this relationship. Given these points, our research has important theoretical implications that we review next.

6.1. Theoretical Implications

The present research focused on direct peer pressure as one aspect of social norms. Previous literature has not yet established a profound understanding of the effects direct social norms have on consumption behavior (Steinberg & Monahan, 2007). As our findings indicate the importance of peer pressure as a highly influential factor on ethical fashion decisions, there is a need to advance in knowledge to understand young consumers behavior in this area.

Moreover, this dissertation represents a major contribution to the current limited academic literature on Generation Z. As such, findings suggest that Generation Z is well informed about trends and get influenced by peers as well as social media in their consumer behavior. Moreover, results of this research contribute to prior literature on peer pressure for consumption goods (Kümpel Nørgaard et al., 2013), eco-fashion (Kang et al., 2013; Niinimäki, 2010) and social media (Leung, 2013). In fact, this research established new insights in the area of fashion good consumption.

Contrary to previous research, peer pressure with Gen Y did not indicate to be lower than Gen Z (Steinberg & Monahan, 2007). In this case, it might be due to the fact that the stressed topic was eco-fashion. Millennials have been "born green" (Rogers, 2013) and were exposed to the sustainability issue already for years in other areas (e.g. food, water). Thus, it is a fundamental requirement and there is a general pressure to conform (Vermeir & Verbeke, 2008). Given that few studies referred to peer pressure and consumption for Generation Y, this study sets a first foundation of a current cross-generational analysis related to Generation Z. Supporting the findings of Nørgaard et al. (2013), young adolescents are attentive followers of current trends and they are indeed sustainability-driven (Google, 2017a). However, the topic of eco-fashion has not yet been established as relevant enough among Gen Z peers. They were still insensitive to peer pressure as it is a new product (Belleau et al., 2007). Consequently, there are some practical implications that can be derived as well as we suggest in the following.

6.2. Practical Implications

This research provides relevant insights for marketers, advertisers, NGOs and social enterprises that work in the area of eco-fashion. Practitioners should focus on word-of-mouth marketing in order to use their customer's personal social media network as a marketing channel.

In order to raise the discussion on eco-fashion for Generation Z, managers should take the power of social media into account. As the results indicate, social media impacts consumer behavior, which is aligned with previous research findings (Colliander & Dahlén, 2011; Kim

& Ko, 2012). Therefore, fashion brands should increase their awareness and presence on social media, for instance via opinion leaders or influencers. The marketing strategy needs to be engaging as Gen Z has a limited span of attention (Google, 2017a). Aligned with our findings, Instagram is an appropriate channel to deliver content that Gen Z finds cool (Google, 2017b; Williams, 2017). However, both Gen Z and Gen Y still are influenced by Facebook with considerably lesser engagement levels (Nwazor, 2016). With increased growth in social media, eco-fashion can become a relevant topic among Gen Z peer groups and, hence result in gaining new customers.

7. Limitations and Future Research

Even though this research provides a fundamental understanding of peer pressure as a positive driver for eco-fashion consumption, some limitations are associated with the nature and scope of the research.

First of all, self-administered surveys are indeed to be less intrusive and with that more suitable for personal or sensitive topics (Evans & Mathur, 2005) but assumptions exist that intentions rather than actual behaviors are reported (Carrington et al., 2010). Generally speaking, self-reported behavior suggests vulnerability to social desirability bias (Antonetti & Maklan, 2010; Martinho, Pires, Portela, & Fonseca, 2015). It occurs when respondents "feel social pressure to respond with answers in research they believe to be socially acceptable" (Carrington et al., 2010, p.143). While the questionnaire design already tried to reduce social desirability bias (e.g. by asking hypothetically how they would react), it is still a limitation of the methodology used and might explain the results.

For the purpose of the current research model to conduct a conscious analysis of two distinct generations, we emphasized on differentiating the age groups by isolating four years of age range (21-24 years old). In other words, the emphasis was put on only analyzing behavior of two separate consumer groups by avoiding cross-generational overlaps. Future research could expand this differentiation by focusing on high school students as Generation Z and recent graduates as Generation Y sample.

Additionally, potential confound variables assessed in this questionnaire can be used to explain behavior for different consumer types and future research should include fashion involvement as an assessment variable (Belleau et al., 2007). With that, a more detailed analysis of the highly involved fashion fans can help to derive relevant factors for business strategies. Furthermore, the stimuli in survey can be enhanced in their format to simulate a better fitting scenario adapted

to the digital natives' preferences. Generation Z, for instance, enjoy short videos as it is essential in their daily intake (Agrawal, 2017).

Granted that peer pressure is still relevant for young adults, research can use this dimension to receive a more in-depth prediction of consumer behavior. Also, research on eco-fashion should expand the focus area to understand precisely how self-image contribute to the importance of fashion consumption (Dickson, 2000; Niinimäki, 2010; Shaw et al., 2005). It is especially interesting to understand the interaction of personal values, self-image and peer pressure resistance.

Appendices

Appendix 1: Stimuli

A: Eco-Fashion/ Facebook

Now, imagine that you are on Facebook right now...

... and are following people that you find inspiring, motivating and simply enjoy seeing their daily activities. They can be your friends, acquaintances, celebrities or other influencers.

Then you read the following message on your **Facebook** news feed:

"Look what I found at **ECO & MORE:** This is definitely **a must-have shirt** for summer!
#ecofashion #summermusthave #getyours"

ECO & More is a fashion brand for men and women providing clothes made with **sustainable (environmentally-friendly)** materials and in an **ethical (no child labour)** way of production. All basic essentials are available in different ranges of colours and styles in various price ranges.

Please take your time here to imagine the situation. You will not be able to go back after this section.

B: Mainstream Fashion /Facebook

Now, imagine that you are on Facebook right now ...

... and you are following people that you find inspiring, motivating and simply enjoy seeing their daily activities. They can be your friends, acquaintances, celebrities or other influencers.

Then you read the following message on your **Facebook** news feed:

"Look what I found at **MARA:** This is definitely a **must-have shirt** for summer!
#summermusthave #getyours"

MARA is among the leading fashion brands for men and women providing *fast-fashion clothing* **(mass production in low-cost countries)**. All basic essentials are available in different ranges of colours and styles in various price ranges.

Please take your time here to imagine the situation. You will not be able to go back after this section.

C: Eco-Fashion/ Instagram

Now, imagine that you are on Instagram right now ...

... and you are following people that you find inspiring, motivating and simply enjoy seeing their daily activities. They can be your friends, acquaintances, celebrities or other influencers.

Then you read the following message on your **Instagram** news feed:

"Look what I found at **ECO & MORE:** This is definitely **a must-have shirt** for summer!
#ecofashion #summermusthave #getyours"

ECO & More is a fashion brand for men and women providing clothes made with **sustainable (environmentally-friendly)** materials and in an **ethical (no child labour)** way of production. All basic essentials are available in different ranges of colours and styles in various price ranges.

Please take your time here to imagine the situation. You will not be able to go back after this section.

Now, imagine that you are on Instagram right now ...

... and you are following people that you find inspiring, motivating and simply enjoy seeing their daily activities. They can be your friends, acquaintances, celebrities or other influencers.

Then you read the following message on your **Instagram** news feed:

"Look what I found at **MARA:** This is definitely a **must-have shirt** for summer!
#summerfavourite #getyours"

MARA is among the leading fashion brands for men and women providing **fast-fashion clothing (mass production in low-cost countries)**. All basic essentials are available in different ranges of colours and styles in various price ranges.

Please take your time here to imagine the situation. You will not be able to go back after this section.

D: Mainstream Fashion/ Instagram

Appendix 2: Additional Variables

The questionnaire also included potential c*onfound variables*, such as opinion influencers, personal sustainable habits, social media usage:

Opinion influencers was assessed on a five-item scale. Participants had to determine the level of importance given to the opinions from five different groups (close friends, influencers like celebrities or bloggers, acquaintances from school/work, fashion brands, brands in general) on a scale from 1 = not important to 7 = very important.

Personal sustainable habits were broken down into five statements around eco-fashion and sustainability combined with a Likert-scale from 1 = strongly agree to 7 = strongly disagree. Actual behavior on eco-fashion was asked ("I buy eco-fashion on a regular basis") as well as on general sustainable products ("I buy organic food, fair trade or other sustainable products on a regular basis"). Price sensibility of eco-fashion ("I prefer eco-fashion if the price is the same with mainstream fashion") and sustainability were included to assess attitudes of participant. Lastly, participants indicated their familiarity about eco-fashion.

Social media usage was adapted from a scale used by (Whiting & Williams, 2013) by including the five themes of social interaction, information seeking, pass time (e.g. "I use social media to pass time/boredom while waiting"), entertainment, and expression of opinions. The themes were constructed as five sentences participants were asked to agree to on a 7-point Likert scale from 1 = strongly agree to 7 = strongly disagree.

Appendix 3: Survey Questionnaire

Welcome to my Master Thesis survey!

Thank you for participating in the survey for my Master Thesis in Marketing. The survey will take only 5 minutes.

Your participation is very important my research: Please answer all parts carefully and pay attention as only complete submissions can be used for a correct analysis.

There are no right or wrong answers. I am only interested in your opinion and behaviors. All of your answers will be treated anonymously and with absolute discretion.

Thank you very much for your support!

Best Regards, Nanxi Wang

Please click on the button below if you (your parents, if you're under 18) agree with participating in the following survey.

❑ I / my parents agree that I fill out the following survey

Q2 Do you have an account on Facebook?

❍ Yes

❍ No

Q3 Do you have an account on Instagram?

❍ Yes

❍ No

Q4 What is your favorite social media platform? Please select only one

❍ Facebook

❍ Instagram

❍ Snapchat

❍ Twitter

❍ Other: _____

Q5 How much time do you spend on social media platforms (Facebook, Instagram, Snapchat etc.) on average per week?

❍ Less than 5 hours/week

❍ 5-10 hours/week

❍ 10-15 hours/week

❍ 15-20 hours/week

❍ More than 20 hours/week

Randomized Stimuli

Q6 Now, imagine that you are on <u>Facebook</u> right now...

... and are following people that you find inspiring, motivating and simply enjoy seeing their daily activities. They can be your friends, acquaintances, celebrities or other influencers.

Q7 Then you read the following message on your <u>Facebook</u> news feed:

"Look what I found at ECO & MORE: This is definitely a must-have shirt for summer!
#ecofashion #summermusthave #getyours"

ECO & More is a fashion brand for men and women providing clothes made with sustainable (<u>environmentally friendly</u>) materials and in an ethical (<u>no child labor</u>) way of production. All basic essentials are available in different ranges of colors and styles in various price ranges.
<u>Please take your time here to imagine the situation. You will not be able to go back after this section.</u>   Just click ">>" to proceed once you are done.

Manipulation Checks
Q8 The message you just read was posted on which social media platform?
❍ Facebook
❍ Instagram

Q9 Please answer the following question based on your perception: *On a scale from 1 (not sustainable) to 7 (very sustainable)*

	1- Not Sustainable	2	3	4	5	6	7 - Very Sustainable
How sustainable (ethical, environmentally-friendly, ecological) do you perceive this post to be?	❍	❍	❍	❍	❍	❍	❍

Q10 Please answer the following questions based on your level of agreement:

	Strongly agree	Agree	Some what agree	Neither agree nor disagree	Somewh at disagree	Disag ree	Strongly disagree
This post was about fashion.	❍	❍	❍	❍	❍	❍	❍
This post included a personal recommendation.	❍	❍	❍	❍	❍	❍	❍

Purchase Intentions
Q10 Based on the information given from this post, please answer the following questions based on your level of agreement:

	Strongly agree	Agree	Some what agree	Neither agree nor disagree	Some what disag ree	Disagree	Strongly disagree
"I would be willing to purchase this shirt" (regardless of style, price and size)	❍	❍	❍	❍	❍	❍	❍

Psychographics

Q11 Now, please answer the following statements according to your level of agreement:
Whose opinion do you value as important? *On a scale from 1 (not important) to 7 (very important), please evaluate the following groups and give your personal opinion based on their level of importance.*

	1 Not important	2	3	4	5	6	7 Very important
Opinion of close friends	❍	❍	❍	❍	❍	❍	❍
Opinion of influencers (celebrities, bloggers, entertainers etc.)	❍	❍	❍	❍	❍	❍	❍
Opinion from acquaintances from school/work	❍	❍	❍	❍	❍	❍	❍
Opinion given by fashion brands	❍	❍	❍	❍	❍	❍	❍
Opinion of brands in general	❍	❍	❍	❍	❍	❍	❍

Q12 Again, please answer the following statements according to your level of agreement.
(Note that the term eco-fashion means clothes made from sustainable (e.g. organic cotton) or recycled materials (e.g. plastic bottles) as well as an ethical way of production (no child labour).)

	Strongly agree	Agree	Some what agree	Neither agree nor disagree	Some what disag ree	Disagree	Strongly disagree
I buy eco-fashion on a regular basis.	❍	❍	❍	❍	❍	❍	❍
I prefer eco-fashion if the price is the same with mainstream fashion.	❍	❍	❍	❍	❍	❍	❍
I buy organic food, fair trade or other sustainable products on a regular basis.	❍	❍	❍	❍	❍	❍	❍
I believe sustainability is important in our daily choices.	❍	❍	❍	❍	❍	❍	❍
Eco-fashion is a new to me and I haven't put much thought into it yet.	❍	❍	❍	❍	❍	❍	❍

Q13 Please answer these statements according to the level of agreement.

	Strongly agree	Agree	Some what agree	Neither agree nor disagree	Some what disag ree	Disagree	Strongly disagree
There is pressure from my friends to think about sustainable consumption of clothes.	❍	❍	❍	❍	❍	❍	❍
I feel pressured to buy eco-fashion, because a lot of people my age are buying it.	❍	❍	❍	❍	❍	❍	❍
If I buy eco-fashion, my friends will respect and appreciate me more.	❍	❍	❍	❍	❍	❍	❍

Q14 You are almost there! Thank you for your patience and support!

Q15 Now please answer the following statements concerning social media according to your level of agreement:

	Strongly agree	Agree	Somew hat agree	Neither agree nor disagre e	Some what disag ree	Disagree	Strongly disagree
I use social media to interact and socialize with others.	❍	❍	❍	❍	❍	❍	❍
I use social media for self-education.	❍	❍	❍	❍	❍	❍	❍
I use social media to pass time/boredom while waiting (in class, trains etc).	❍	❍	❍	❍	❍	❍	❍
I use social media as a source of entertainment.	❍	❍	❍	❍	❍	❍	❍
I use social media to express thoughts and opinions (through likes, comments etc).	❍	❍	❍	❍	❍	❍	❍

Demographics
Q25 What is your gender?
❍ Male
❍ Female

Q26 Which age group do you belong to?
- ◯ 15-20 years
- ◯ 21-24 years
- ◯ 25-30 years
- ◯ older than 31 years

Q27 In which country did you grow up?
- ◯ Please select below...

Q28 In which country do you currently reside?
- ◯ Please select below...

Q35 What is the highest level of education you have completed?
- ◯ Less than High School Degree
- ◯ High School Degree
- ◯ Bachelor's Degree
- ◯ Master's Degree
- ◯ Doctoral Degree
- ◯ Professional Degree

Q36 What is your current employment status?
- ◯ Student (High School)
- ◯ Student (University)
- ◯ Employed full time
- ◯ Employed part time
- ◯ Unemployed looking for work
- ◯ Unemployed not looking for work

Q37 What is your current annual household income in Euros?
- ◯ Under €10,000
- ◯ €10,000 - €29,999
- ◯ €30,000 - €49,999
- ◯ €50,000 - €79,999
- ◯ €80,000 - €99,999
- ◯ Over €100,000
- ◯ Do not wish to share this information

Appendix 4: Sample Characteristics

Gen Z (15-20 years)

16%

84%

■ Male ■ Female

Gen Y (25-30 years)

38%

62%

■ Male ■ Female

Country of origin

52.2%

38.1%

9.7%

Germany   Portugal   Other

Education level (completed)

41.2%

30.5%

19.5%

6.6%

0.4%   1.9%

Less than High school | High School Degree | Bachelor's Degree | Master's Degree | Doctoral Degree | Professional Degree

Occupation level

Household Income (annually)
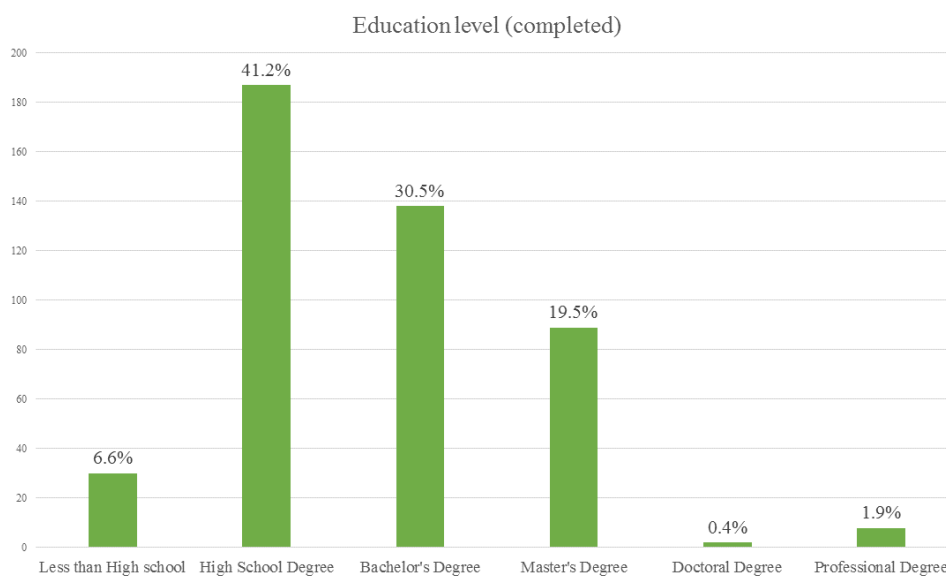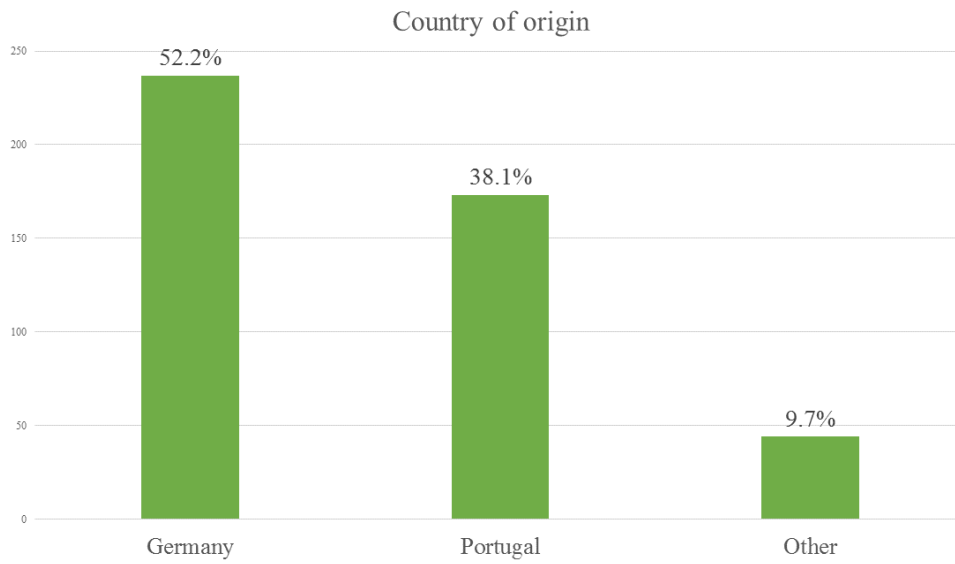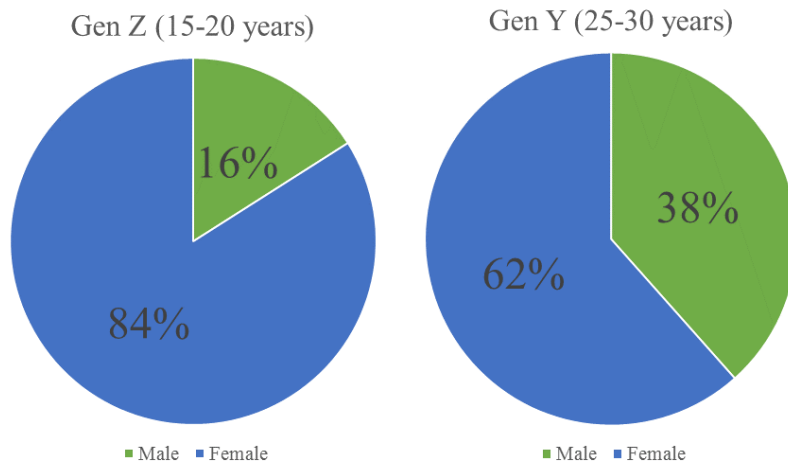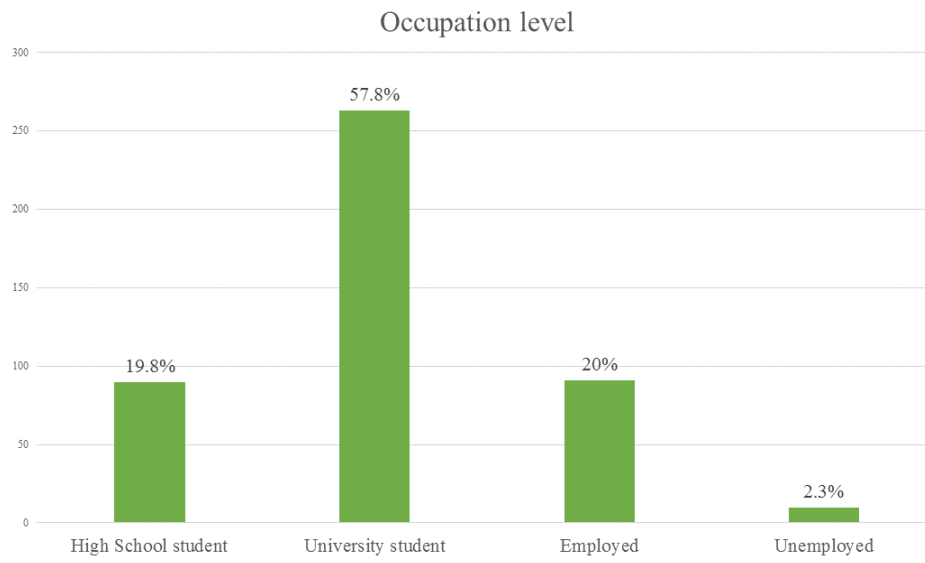
Appendix 5: Effect of Social Media Type as Moderator on Purchase Intentions

	Generation Z		Generation Y	
	Facebook	Instagram	Facebook	Instagram
Low Peer Pressure	3,15	2,4	2,5	2,38
High Peer Pressure	3,3	3,85	2,94	3,4
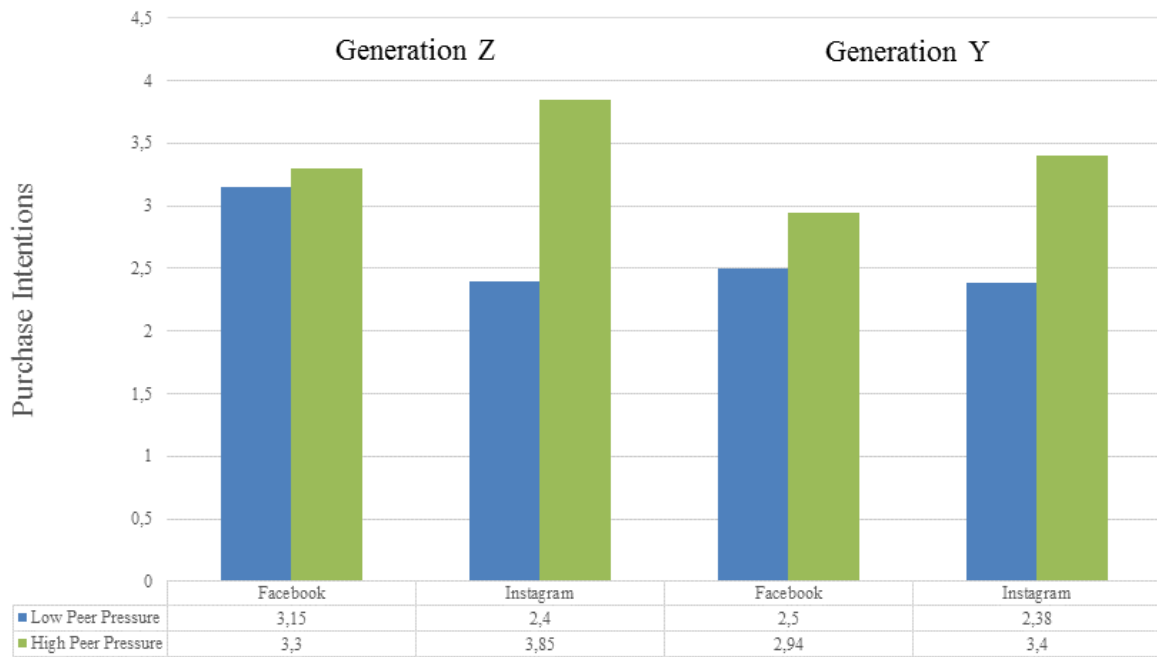
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