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Fast fashion vs. Slow fashion: What is the future?

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Master in Management

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INSTITUTO UNIVERSITÁRIO DE LISBOA 93x35px **Fast fashion vs. Slow fashion: What is the future?** Rita Patacão Cavaleiro Ângelo

“Someone is sitting in the shade today
because someone planted a tree a long time ago.”
– Warren Buffet

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More than anything, this dissertation comes as the closing of my academic journey.

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Resumo

Nas últimas décadas, a indústria da moda, especificamente a Fast fashion, contribuiu em grande parte para o atual declínio ambiental, que começa a ter consequências reais na vida dos consumidores. Como tal, com estes fatores a entrar em ação, analisar agora o consumo de moda e as intenções dos consumidores em relação à moda sustentável é crucial para identificar oportunidades e transformar a pegada ambiental da moda.

Ao levantar a questão "Qual é o futuro da moda?", esta dissertação está empenhada em analisar o fenómeno *Fast fashion vs. Slow fashion* em Portugal. Além disso, investiga se a consciencialização e a informação sobre o produto conduzem a um consumo de moda mais consciente, atualmente.

Foi desenvolvido um modelo de investigação baseado em hipóteses retiradas da investigação relevante apresentada, tanto sobre conceitos de moda como sobre o comportamento do consumidor. Além disso, foram recolhidos dados de um inquérito online, que serviu como método de investigação quantitativa para este estudo.

Após a análise de todos os dados, foi construído um perfil do consumidor português de *Fast fashion* e de *Slow fashion*, respetivamente. Além disso, combinando os dados referidos com os resultados das hipóteses testadas, foi possível retirar conclusões.

Assim, este estudo defende uma era de consumo de moda híbrida, onde as pessoas que consomem *Fast fashion*, também compram *Slow fashion* e vice-versa, dependendo da finalidade da compra. Dado o cenário económico português, é improvável que o consumo de *Fast fashion* deixe de existir num futuro próximo. Esta nova forma híbrida de consumo de moda parece ser o futuro.

Palavras-chave: *Fast fashion*; *Slow fashion*; sustentabilidade; consciencialização; comportamento de compra de moda

Sistema de Classificação JEL: M31: “Marketing”, L67: “Outros Bens de Consumo Não Duradouros: Vestuário, Têxteis, Calçado e Artigos de Couro; Artigos de Uso Doméstico; Equipamento Desportivo”

Abstract

For the last decades, the fashion industry, specifically Fast fashion, contributed largely to the current environmental distress, which is starting to have real life consequences to consumers. As so, with these factors coming into place, analyzing fashion consumption now and consumer's intentions towards sustainable options is crucial to identify opportunities and change fashion's footprint.

By raising the question "What is the future for fashion?", this dissertation is committed to analyze the Fast fashion vs. Slow fashion consumption phenomenon in Portugal. Moreover, it investigates whether consumer awareness and product information lead to more conscious fashion consumption, in today's scenario.

A research model was developed based on hypotheses drawn from the relevant research presented, about both fashion concepts and consumer behavior. Furthermore, it was gathered data from an online survey, that served as a quantitative research method for this study.

After analyzing all data gathered, it was built a Portuguese Fast fashion and Slow fashion consumer profiles. Moreover, combining said data with the results from the tested hypotheses, main conclusions were drawn.

Overall, this study defends an era of hybrid fashion consumption by the population, where people who consume Fast fashion, also buy Slow fashion and vice-versa, depending on the purpose of the garment. Given the Portuguese economic scenario, it is doubtful that Fast fashion consumption will cease to exist in the next few years. This new hybrid way of fashion consumption appears to be the future.

Keywords: Fast fashion; Slow fashion; sustainability; awareness; fashion consumption behavior

JEL Classification System: M31: "Marketing", L67: "Other Consumer Nondurables: Clothing, Textiles, Shoes and Leather Goods; Household Goods; Sports Equipment"

Table of contents

List of tables

List of figures

List of annexes

CHAPTER 1

Introdution

1.1. Research problematic

Today's society lives in unprecedented times. Looking back at history, the world has seen wars, deaths, and economic and social crashes motivated by one treasure: natural resources. Presently, the scarcity of those resources is, for the first time, endangering mankind, the consequence of centuries of natural waste, contamination, and exploit.

One of the industries that contributed mostly, and continues to, to the overall global environmental decline is the Fashion industry, specifically Fast fashion. With a business model based on mass production and profit-orientation, Fast fashion stimulates consumers into buying a new closet for every trend at very low prices. The use of environmentally threatening materials, the lack of worker conditions and the enormous waste associated are just some of the indicators of the extreme danger Fast fashion poses.

What is the solution for this problem? Slow fashion could be. By investing in high quality materials, fair working conditions and slowing down the pace of fashion consumption, Slow fashion comes as an alternative to Fast fashion. Nonetheless, the prices associated are much higher, which still poses a huge barrier to its consumption.

In the era of information, it is a fact that consumers can easily find everything about a certain product at a click. From where it was produced, what it is in its composition, to the impact it causes on the environment. Now, along with having all this information in their power, consumers have also been exposed to real-life direct consequences of the environmental distress we face (the spread of global diseases, impactful repercussions of global warming and even unexpected wars over resources). With these factors coming into place, fashion consumption now and consumer's intentions towards sustainable fashion will probably dictate the future of Fast fashion vs. Slow fashion consumption for the next few years.

Does product awareness and information contribute to a more conscious consumption, specifically in fashion? Why do consumers continue to consume Fast fashion, given the negative impact it carries? Have they changed their fashion consumption because of these factors? Will Slow fashion be the future? Or will Fast fashion remain the big player?

1.2. Goals

The main goal for this study is to understand if product awareness and information lead to a more conscious fashion consumption today, which will give insights about the future of fashion consumption. Moreover, and because this phenomenon is too complex to be studied at a global level (and even on a European level), the aim is to study Portuguese consumption in that matter.

Hence, this study will focus on the following goals: (1) To measure Portuguese consumer awareness of Fast and Slow fashion industry; and (2) Find the reasoning behind Portuguese fashion consumption.

By centering on these goals, this study will allow to better understand the Portuguese fashion consumer profiles, reasoning, and types of consumption. Furthermore, it will allow businesses, specifically Slow fashion ones, to understand this phenomenon and identify opportunities.

1.3. Research questions

Starting with the primary goal for this study, to understand if product information and awareness indeed lead to a more conscious fashion consumption, it is possible to draw the following four research questions for this study:

(1) Present consumption: What is the consumption of Fast and Slow fashion in Portugal?
(2) Consumer reasoning and consumption type: What are the reasons for consuming Fast and/or Slow fashion in Portugal?
(3) Consumer awareness and product information: Are Portuguese consumers aware of Fast and Slow fashion business characteristics?
(4) Consumer profile: What are the profiles of a Fast fashion consumer and a Slow fashion consumer in Portugal?

1.4. Structure

This study will follow the subsequent structure: Literature review, Methodology, Data analysis, and, finally, Conclusions and Recommendations.

First, in Literature review, all theoretical points related to the subject matter will be covered, recurring to relevant peer review articles, books, and other publications.

In the second chapter, Methodology, the research goal, and questions will be once again exposed, along with an overview of the research problematic. Moreover, it will be presented the hypotheses that were drawn from the previous chapter, Literature review. Next, the methods planned to be carried will be introduced, as well as how the sample and data collection will be performed.

Thirdly, data analysis will be dedicated to expose the data collected and discuss said results. Finally, in the last chapter, Conclusions and Recommendations, the main conclusions from the study will be presented, as well as the respective Theoretical and Managerial implications. Finally, the Limitations and Future research sub-chapter will be introduced.

CHAPTER 2

Literature Review

2.1. Fashion

Just like other cultural arts, fashion has its own rich heritage, with roots which can be traced as far back as the ancient Egypt era. However, many consider that it was Charles Frederick Worth, the "Father of Haute Couture", that shaped the high-end fashion industry we experience today (Black, Cullen, Kay, Regan, Tobin & Vaughan, 2012).

Throughout time the concept of fashion has evolved greatly and has been perceived differently by distinct authors and fields of study.

The economist and marketing professor Nystrom (1928) stated "Fashion is nothing more or less than the prevailing style at any given time". Per the sociologists Kurt Lang and Gladys Lang (1961), fashion is "an elementary form of collective behavior, whose compelling power lies in the implicit judgment of an anonymous multitude". According to the author George B. Sproles (1974), fashion can be defined as "a broadly based behavioral phenomenon evidenced in a variety of material and non-material contexts". Such definitions demonstrate the broad, versatile, and contrasting approaches of the fashion phenomenon throughout the 20th century (Sproles, 1974).

In today's society, McNeill characterizes clothing, and thus fashion, as "a tool of self-presentation where an individual can create, maintain and modify their image to align with perceived social norms" (McNeill, 2018).

In the past decades, the word fashion has also been connected to the words "fast" and "slow", depending on a scale size (large scale or less-large scale), the logistics within the industry and the business model focus (if it is economic-growth focused, ecological focused or ethical focused).

2.1.1. Fast Fashion

The cycle of fashion started to pick up speed during the Industrial Revolution. With the introduction of new textile materials, faster sewing machines and large factories, clothes started to be produced in bulk in a range of sizes instead of being made to order. Approximately 30 to 40 years ago, the long-established luxury fashion industry was challenged by globalization and environmental changes. This led to great market entries into previously protected markets and the consequential change of consumer bases. This new model of doing fashion was named Fast

fashion and escalated enormously around the globe. Just like fast food, Fast fashion was designed to be mass-produced and standardized (Fletcher, 2010) (Pereira, Carvalho, Dias, Costa & António, 2021). Some examples of Fast fashion brands today are Zara, H&M, Forever21 and Shein.

Fast fashion's business model has an extremely negative impact on ecological, ethical, and socio-economic sustainability. First, the prime base of Fast fashion products is that they are meant to be bought by the masses. As so, the production is based on a large scale, which irrefutably contributes to the short life cycle of the items produced (Earley, 2017). Fast fashion brands are known for the much-higher-than-usual number of collections released yearly. These are instantaneously copied from luxury brands and their fashion shows, which therefore attracts an unnecessary consumption of items (Fletcher, 2010). This characteristic has contributed hugely to the creation of "throwaway culture", in which products are bought, worn, and disposed of in a very short period of time. The disposable aspect of Fast fashion distracts customers from the poor quality and enhances the affordability and variety of options to choose from (Christopher et al., 2004) (Bhardwaj & Fairhust, 2010).

The lead time of production of Fast fashion garments is equally low (sometimes only three weeks) in order to keep up with every trend. As well as to hastily create new designs that are constantly attracting consumers, leading to the overall stimulation of underutilization and quick disposal. Additionally, the deflation of retail prices and the deployment of cheap final prices stimulate product demand tremendously. However, these are only possible due to low-cost labor that involve dangerous violations of human rights and unsafe production environments. After the Rana Plaza, a Bangladeshi garment factory, horrendously collapsed in 2013, the global awareness for this aspect of the fashion industry grew significantly. Since then, serious questions have been raised about the violation of human rights and safety principles in RMG (ready-made garments) global supply chains (Siddiqui & Uddin, 2016).

Furthermore, due to the constant change of seasonal trends and designs, companies experience a huge gap between what is produced and the actual demand. This factor leads to excess capacity followed by great markdowns, which, once more, contributes to low-priced items and considerable waste.

The environmental impact of this phenomenon is unmatched and present in both up-stream and down-stream supply chains. Firstly, as previously mentioned, most of these items come to be waste. Secondly, the wash of these garments release tons of microfibers into the ocean each year. Many of these fibers are polyester, which is three times more pollutant than cotton and does not break down in the ocean. Lastly, the production of other textiles requires unbelievably

excessive amounts of water (European Parliament, 2021). All in all, the fashion industry is responsible for 10% of humanity's carbon emissions, more than all international flights and maritime shipping combined (United Nations Environment Programme, 2018).

The environmental, ethical, and socio-economical threat of Fast fashion is supported by both the companies and the customers. The companies due to their need to survive and rapidly adapt to the constant changes in a market which is filled with immediate demands and excessive competition. And the customers because of their high demand, which in turn encourages a system shaped by disposability and dangerous methods (Pereira, Carvalho, Dias, Costa & António, 2021). This approach is transgenerational: young customers desire to follow trends and older customers find the possibility to renew their wardrobes more often very appealing (Christopher et al., 2004).

Furthermore, companies struggle to simultaneously reduce costs and technologically advance towards a more sustainable future. This happens due to the great pressure from the need to differentiate, the constant changing demand, the global competition, and the stricter environmental regulations.

Overall, the whole concept revolves around maximizing economies of scale and minimizing costs. In this way, the “fast” in Fast fashion, just like in fast food, is mostly shaped by the set of business practices focused on achieving continuous economic growth, rather than the speed of the process itself.

2.1.2. Slow Fashion

The term “Slow fashion” started to get popular after 2007, when Kate Fletcher called out the need for a slower pace in the fashion industry, inspired by the philosophy of the Slow Food movement. Just like the Slow Food Movement, the Slow Fashion Movement addresses matters like economic priorities and business practices, while committing to the community and to the environment. It challenges the concept of fast fashion as it chooses not to be “business-as-usual” and “production-as-usual” and focuses on involving design classics and increasing lead times (Fletcher, 2010).

The common analysis of Slow fashion is that it only focuses on the use of eco-friendly materials, which tackles Fast fashion’s use of pollutant fabrics and supplies. However, sustainable production can quickly turn unsustainable if those items made of environmentally safe materials are worn very few times and discarded shortly after.

Hence, rather than just selecting apparel items made of environmentally safe materials, Slow fashion confronts the consumption culture itself as the latter sustains continuous waste and excessive use of resources. By increasing the items' lifespan from manufacturing to discarding, this approach concentrates on product quality and reduce the use of energy, chemicals, and water. The increase in product quality comprises both materials and design to create a long-lasting style, value, and function (Jung & Jin, 2014).

The idea of extending the products life cycle and keeping it in active use for as long as possible, has led to the creation of a circular model of fashion production and consumption. The main goal being, the slowing, closing and narrowing down the loop of fashion consumption (Pereira, Carvalho, Dias, Costa & António, 2021). The current macro trends of second-hand clothing and vintage consumption share Slow fashion's viewpoint of battling overconsumption and prioritizing already available resources (Sorensen & Jorgensen, 2019).

Furthermore, with the technological development we experience today, there are already innovations allowing more sustainable production practices, like the use of alternative fibers or synthetic raw materials. Also, there is potential for automation in production which could heavily reduce waste by manufacturing garments based on actual demand (Jin & Shin, 2020).

Nonetheless, the investment in these types of innovations, along with better-quality materials and fair working conditions and compensations, drive up the price of each piece of clothing by a considerable amount. In addition to the higher price, the overall concept of Slow Fashion is still somewhat recent, and consumers are still reluctant to embrace it, which poses a huge barrier to its consumption.

Although, lexicographically speaking, the term "slow" is the opposite of "fast", Slow fashion is not quite the opposite of Fast fashion. Slow culture represents a new worldview, with a different economic drive, different processes, and different values. "Above all else, Slow culture is an invitation to think about systems change in the fashion sector and to question the role of economic growth, underlying values, and worldviews in fashion so that a different and truly "richer" society develops.", Fletcher defends (Fletcher, 2010). Thus, Slow culture challenges one to question: what are the sociocultural and ecological consequences of producing fashion? Do the benefits surpass the costs? What type of fashion system serves our needs?

The focus on small-scale and quality-driven production, local markets and better materials offers a set of answers to those issues, as it is associated with not only environmental but also social sustainability (Jung & Jin, 2014).

2.2. Consumer Behavior

2.2.1. Decision-making Process

As per Schiffman and Wisenblit (2019), the Consumer decision-making is a phenomenon that comprises three main phases: the input, the process, and the final output.

The Input is composed by the external influences, such as the marketer's offering (product, price, place, and promotion known as marketing mix), the sociocultural influences (from reference groups, family, the social class and overall culture and subculture) and communication sources (word-of-mouth, advertising, social media and others). The input will altogether direct the consumer into the decision-making process, the second phase, in the sense that it attracts them to having a need/ want they did not have beforehand.

Although different authors argue different steps to the Consumer decision-making process, the most popular model was first introduced in 1910 by John Dewey and still represents a crucial pillar in the consumer behavior sphere (Bruner II & Pomzal, 1988).

The five-step model, also defended by Solomon & Stuart (2000) is composed of five stages: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Understandably, the process of product decision starts long before the actual purchase and has consequences afterwards too.

The process begins with the stage of problem recognition, that is, when the consumer acknowledges a problem or need, triggered by an internal and/ or external factor. An internal trigger could be motivation, perception, learning, personality, and attitudes (Schiffman, Hanuk & Hansen, 2012); an external trigger could be one/ some of the inputs formerly mentioned.

Once consumers recognize the problem/ need, the information search phase begins. At this stage, theoretically, the consumer would search for every information they can about how to satisfy that need/ resolve that problem. Realistically, and surprisingly, consumers often search for limited amounts of information. Those information sources can be personal (friends, family, etc…), commercial (advertising, websites, salespersons, displays, packaging, etc…), public (mass media, consumer-rating organizations, etc…) or experimental (handling, examining, using the product, etc…).

Next, the consumer will evaluate the alternatives. The consumer sees each product as a bundle of attributes with varying abilities to satisfy their needs and deliver benefits. The attributes of interest to buyers vary by product, so in order to find the one that best suits their demands, they will evaluate each bundle.

After this stage, comes the purchase decision, that Schiffman & Wisenblit (2019) considered the beginning of the Consumer decision-making Output, where the consumer decides to purchase the item, or not. Previously, in the evaluation stage, the consumer forms preferences among the brands selection and may also form an intention to buy from the most preferred brand. When executing the purchase intention, the consumer may make up to five sub-decisions: the brand, the dealer, the timing, the quantity, and the payment method. At the end of this stage, the purchase is made, and the consumer enters the post-purchase behavior phase, which closes the loop of Dewey's five steps. In this stage the consumer will decide whether the product chosen met their expectations (or even exceeded), after they experienced it (Solomon, 2009).

Nevertheless, buyers don't always experience all five stages, they may skip or reverse some.

After the post purchase step, the Consumer decision-making Output is terminated with a repurchase (or not) and the creation (or not) of brand trust & loyalty.

2.2.2. Buying Process Roles

First introduced by Webster & Wind in 1972 to better describe organizational buying behavior, the six buying roles continue to be useful to this day.

In order to characterize the purchasing roles in the consumer buying process, Schiffman & Wisenblit (2019) applied Webster & Winds' six buying roles to the family decision-making process. Thus, it is possible to comprehend how each family member influences the household consumption and their roles in the purchase, use and disposal of those products/ services (Schiffman & Wisenblit, 2019).

In the first place, there is the gatekeeper, who is the member(s) that commands the flow of information to and among other members in the buying process. These members are usually the parents, who control how much and what information reaches their children.

Secondly, the influencer, which is the member(s) that provides the information, evaluates alternatives, and impacts the purchase decision of a product or service. For example, children often highly influence their parents' supermarket purchases.

Moreover, the decider is the one that in fact chooses which product/ service to purchase. Although the influencer(s) has the power to convince other members to purchase something, the decider(s) certainly has the power to decide to buy it or not.

Following, the buyer is the member(s) that manages the actual purchase of the product/ service.

Furthermore, the user represents the family member(s) who actually makes use of the product/ service.

Finally, there is the disposer, which corresponds to who executes the disposal of a product or the discontinuation of a service (Schiffman & Wisenblit, 2019), (Kotler, Wong, Saunders & Armstrong, 2005).

2.2.3. Types of Purchases

Consumers can engage in four different types of behaviors, depending on their decision-making process.

The first one is called a Routine response or Programmed behavior. As the name points out, this type of purchase behavior is almost programmed and automatic and occurs in routine purchases, like milk, eggs, or socks. This type of purchase requires very low involvement as it refers mainly to low-cost items that take very minimal research and decision effort (Sheth, Mittal, & Newman, 1999). In these cases, buyers frequently omit or reverse some of the stages of the five-stage decision-making process (Ferrell & Pride, 2007) as they spend very little time deciding these purchases and do not typically need to consult others.

The second one is called Extensive decision-making or Complex high involvement, which is the most complex of buying behaviors and takes substantially more time (Manchanda, Ansari, & Gupta, 1999). These types of purchases are associated with unfamiliar, not frequently bought items. Customers spend a decent amount of time searching for information and deciding upon the purchase, as there is usually a high degree of economic, performance and/ or psychological risk linked to the same. This behavior usually is associated with purchases like cars, houses, computers, among others.

Moreover, there is the Limited decision-making behavior, which is basically a combination of an extensive purchase decision and a routine one. It happens when consumers are buying occasional items that require a decent amount of information about the product and the brand (Hoyer, 1984). In general, buyers are dealing with unfamiliar brands in a familiar product category, which is the example of clothes.

Finally, consumers can engage in Impulsive buying with no conscious planning. Impulsive buying is associated with an unplanned decision to buy something, right before the actual purchase: there is no problem recognition, no information search, and no evaluation of

alternatives (Manchanda, Ansari, & Gupta, 1999). However, this behavior does not reflect every time the consumer purchases the said item.

2.3. Sustainable Development and Sustainable Fashion

In 1987, the definition of sustainable development was proposed by the World Commission on Environment and Development (WCED) in The Brundtland Report "Our Common Future", as the "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development, 1987).

This concept was subject to many interpretations, mainly because of its broadness and the fact that it comprises different elements of sustainability. Also, it challenged sustainable development as a physical notion and introduced it as one based on social, economic, and environmental reflections. This report discusses how sustainability is not an easy and straightforward path, and organizations are responsible to do their parts by seeking and developing new approaches to innovation and progress. Just as organizations are responsible to act sustainably for the sake of the future generations, so is the global population to make conscious decisions about everyday obstacles.

Sustainable fashion is a part of the Slow fashion movement (developed in the past decades) and it first emerged in the 1960's when the environmental impact of the manufacturing industry was starting to be knowledgeable by its consumers. The concept became more famous with the 80's and 90's anti-fur campaigns, followed by the late 90's interest in ethical clothing. Ethical fashion is synonymous with fair working conditions, sustainable business models, the use of environmentally friendly materials, certifications, and traceability. This concept challenges the famous Fast fashion concept, by proposing the breakdown of the boundaries between the organizations and its stakeholders, the slowdown of the production processes and the focus on both workers and consumers rights (Henninger, Alevizou & Oates, 2016).

Sustainable fashion was created with the principles and the intentions to create a sustainable future and development, even when the concept of the latter had yet to be proposed. As so, sustainable fashion is a part of the solution towards a more environmentally friendly development.

At the present time, the European goal is to reduce greenhouse gas emissions by 55% by 2030. In order to achieve said goal, it is crucial to have more investment and focus on the sustainable fashion industry, in deterioration of the Fast fashion industry.

2.4. Consumer Behavior and Decision Criteria towards Fashion Products

The Fashion Adoption Theory (Gam, 2011), developed by George Sproles in 1979, identifies fashion-oriented consumer behavior and suggests three main variables that affect consumers in their decision-making process regarding apparel purchases.

Those three variables are:

1. Pre-Existing conditions - These can be defined as the consumer awareness and product acceptance. Previous consumer mindset is very likely to influence the consumer's information-seeking and later decision-making process.

2. Direct influences on consumer choice and use of fashion - This variable is composed by psychological and social forces, which are key inputs on the decision-making process. Examples are adopters' cognitive orientation, psychological identity, social influences, lifestyle, and sociocultural developments.

3. A central channel of consumer decision making - The actual evaluation and purchasing decisions are realized in this variable, after the consumer awareness and interest in the product has been established. It contains actions like the evaluation of the product, the alternative identification, the actual decision, the use, and the final disposal.

Thus, this theory states that consumers' purchase intentions start with an awareness of new fashion and social issues. Therefore, environmentally friendly fashion is taken into consideration on the first stage of awareness and can have an impact on the final evaluation and purchasing decision.

Also, a study made in 2012, with the goal to explore the consumer purchase behavior of individuals - regarding their concern for socially and environmentally friendly business dimensions- concluded that, for green products, brand awareness and industry beliefs can have an impact on the consumers' decision-making process (Shen, Wang, Lo, & Shum, 2012). It was noted that, although the willingness to support ethical fashion and to purchase them for a premium price is present, the lack of knowledge about this topic and about brands that sell said products, ends up blocking the actual purchase.

Furthermore, regarding the part sustainability plays in consumer choices of fashion products, Pereira, Carvalho, Dias, Costa & António (2021) concluded that this matter is gaining more and more attention from consumers. However, it was possible for them to identify two major groups among the consumers observed:

1. The first group, made up of those whose awareness of sustainability subjects have influenced them into changing their fashion consumption habits, and implement various

practices (like consuming less, buying more quality pieces, making informed buys, etc…) to better answer those issues.

2. And the second group, who, even though are aware and recognize the importance of sustainable practices, do not translate those thoughts into actual fashion consumption changes. The authors explain that this is mainly due to a deficiency of knowledge, information, education and accessibility, as well as a decreased willingness to pay a higher amount.

2.5. Consumer Awareness and Purchasing Behavior towards Sustainable products

Today's consumers are believed to be "the sharpest, most educated consumers marketers have ever faced" (Caminiti's, 1992), which should translate into a conscious, sophisticated, and responsible consumption from their part.

Nonetheless, with the goal to discover if marketing ethics is reflected or not on consumers' attitudes and ethical purchase behavior, Carrigan & Attalla (2001) found that:

1. Many consumers remain relatively uninformed about corporate social responsibility.

2. Consumers' purchasing decisions are driven by personal rather than societal reasons- consumers seem only willing to be selectively ethical. This may be for several reasons, such as brand image.

3. Ethical purchasing will only take place if there are no associated added costs to the consumer (these costs can be added price, loss of quality, lack of accessibility, etc...).

This shows that although we are dealing with increasingly sophisticated consumers, this does not necessarily translate into wise or ethical purchasing practices.

Moreover, Hussain, Khokhar & Asad (2014) confirm that price and brand image highly influence the consumption of green products. In fact, it was concluded that awareness of brand image is the strongest force that positively influences consumer's purchase decisions.

2.5.1. The Attitude-Behavior gap Framework

The attitude-behavior gap refers to the gap that exists between environmental knowledge and pro-environmental behavior (Kollmuss & Agyeman, 2002).

Around the 1970's, the first studies to ever approach this relation, referred to it as a linear analysis. The pro-environmental attitude would increase as the environmental knowledge would increase, which in turn would develop into a pro-environmental behavior. The gap was then believed to be reduced by the increase and incentivization of environmental education,

which would result in environmental- friendly consumption. However, that was proved to be wrong by several other emerging models, stating that the know-how was not the only source of environmental inaction since there are several variables influencing it.

The existence of this attitude-behavior gap is explained by the authors to consider 3 broad factors: internal, external and demographics.

Regarding the internal factors, those are motivation, control (or lack of), environmental awareness, personal and inherited values, emotions, attitudes, and sense of responsibility. Considering the external factors, those comprise of institutional, economic, and social and cultural factors. Moreover, the gap can also be explained by a demographic perspective- gender, and number of years of education were proved to have an impact on pro-environment behavior.

Mainly, it is seen that the level of self-impact and environment concern, for the most part is affected by internal factors, can have an impact on the willingness to consume sustainable products and the actual sustainable consumption.

Moreover, a study was made in 2019 with the goal to (1) uncover sustainable clothing consumption behaviors that young consumers were most likely (and least likely) to engage in, and (2) understand the specific reasoning behind those decisions, considering the attitude-behavior gap framework (Diddi, Yan, Bloodhart, Bajtelsmit & McShane, 2019). It was found that consumers use psychological orientations to engage, or not, in a specific sustainable clothing consumption behavior, that are different from what was traditionally believed. Results show that participants are educated and engaged about sustainable activities in general, but this orientation does not necessarily transfer into a clothing consumption context. Although there was noticeably some knowledge regarding sustainability, the participants failed to relate it to their own consumption patterns and accounted for their unsustainable clothing consumption as "the effects of overconsumption were too distant to them" (Diddi, Yan, Bloodhart, Bajtelsmit & McShane, 2019).

It's crucial to tackle this knowledge gap and find solutions that promote and educate consumers about sustainable consumption behaviors.

CHAPTER 3

Methodology

3.1. Overview

Today's society lives in the age of information and in a time where climate change is not a distant reality anymore. Specially in the fashion industry, one of the most polluting industries of all, it is very interesting to explore how those facts influence the consumers' decision making. In addition, to understanding the roots of consumer reasoning when awareness does not reflect the effective consumption behavior.

It is a fact that consumers are more aware and informed about what they purchase than ever before. Yet, in the past couple years, consumers have also been largely exposed to real consequences from the global environmental crisis and social injustices. With those variables coming into place, their consumption now and their intentions towards sustainable and socially fair fashion will probably dictate the future of Fast fashion vs. Slow fashion consumption for the next few years.

As so, the current study is committed to characterize the Portuguese consumption of fashion, by understanding if consumer awareness and product information indeed lead to more conscious consumer practices in the fashion industry, today.

In order to effectively answer our proposed goal, the main research question was unfolded into four secondary questions that, each accordingly, try to examine the factual consumption, the reasoning behind it, the consumer awareness and the consumer profile.

The image below identifies all four secondary questions.

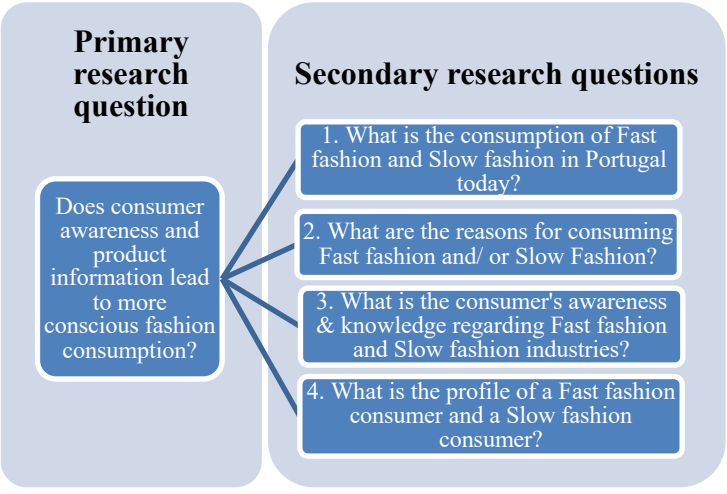

Figure 3.1. Primary and secondary research questions
Source: Author's elaboration (2022)

3.2. Hypotheses drawn

Upon the literature review presented above, it was possible to draw hypotheses from each corresponding chapter.

The following table presents the conceptual model of the present study, where it is possible to understand each hypothesis drawn from the respective chapter and its' authors, adapted to the Fast Fashion vs. Slow fashion phenomenon desired to approach in this research and corresponding research question.

Table 3.1. Hypothesis drawn and corresponding authors

Source: Author's elaboration (2022)

Literature Review chapter & authors	Hypothesis to verify
Consumer behavior & decision criteria towards fashion products / Consumer behavior & purchasing behavior towards sustainable products (Gam, 2011) (Shen Et Al., 2012) (Pereira Et Al., 2021) (Carringan & Atalla, 2001) (Hussain Et Al., 2014)	*H1: The awareness of Fast fashion's unsustainability is not connected to the actual Fast fashion consumption.*
	H2: The consumption of Slow fashion is negatively connected with the lack of information regarding Slow Fashion brands and the prices of Slow fashion products.
The Attitude-Behavior Gap framework (Kollmuss & Agyeman, 2002) (Diddi Et Al., 2019)	*H3: Consumers' purchase decision regarding Slow fashion relates to their level of environmental awareness and their engagement in other sustainable activities.*
	H4: Consumers' purchase decision regarding Fast fashion is not connected with to their level of sustainability importance nor their engagement in other sustainable activities.

3.3. Methods

As a mean to answer the research questions to the full extent, the present study uses a mixed research method of investigation. By providing the ability to design a single research study that answers both the factual data from the participants' point of view and give some insight and

context of the relationship between the measurable variables, this methodology is believed to help bridge the schism between quantitative and qualitative research (Creswell, 2003) (Johnson & Onwyegbuzie, 2004) (Tashakkori & Teddlie, 2003). As per Johnson & Onwyegbuzie (2004), the goal of this type of methodology is "not to replace either of these approaches but rather to draw from the strengths and minimize the weaknesses of both in single research studies".

For the collection of narrative data (qualitative), a series of semi-structured interviews will be conducted to professionals in the fashion industry.

For the collection of numerical data (quantitative), a questionnaire was developed aiming to get the factual data from the consumers' point of view.

3.3.1. Qualitative instrument

By conducting interviews to professionals in the fashion industry, it will be possible to get the business's point of view on this phenomenon. As so, these shed further light on consumer's buying behavior that can later be compared to the survey's responses in order to observe (or not) an alignment between both points of view. It is also interesting to explore how these businesses attract consumer's expenditure.

3.3.2. Quantitative instrument

The multiple-question questionnaire is important for this study as it provides the numerical and factual data on Portuguese consumption, that otherwise would be harder to obtain in individual interviews. Some of its advantages are: 1) since it's more practical to analyze and succinct, the study can go over a higher number of respondents and it's easier to detect patterns among the answers provided; 2) because the survey can be taken anytime and anywhere, the respondents have the flexibility to take it as they please; and 3) by sharing the survey on social media and other platforms, it's easier to reach a bigger audience and, thus, analyze a bigger portion of the Portuguese population.

3.3.2.1. Survey structure

The survey was developed using Google Forms, is separated in two parts and has a total of thirty questions (as can be seen in Annex A: Survey structure). In the first part, the objective is to get sociodemographic data, which include questions like the age range of the respondent, the gender, the district of residence, the education level, the current occupation and, lastly, the respondent's field of study/ work. In the second part of the study, respondents encounter twenty-

three questions: two regarding their Fast fashion knowledge and awareness; two regarding their Slow fashion knowledge and awareness; six regarding their Fast fashion buying behavior; seven regarding their Slow fashion buying behavior and, finally, seven questions about their overall environmentally sustainable behavior.

3.4. Sample selection and data collection

Given the vastness of the topic under analysis, the present study is delimited in three dimensions: content, time, and space. As for content, and as previously mentioned, it focuses on the fashion industry. Regarding time, it refers to present days. Finally for space, it covers Portugal.

The sampling method chosen is the non-probability convenience sample, which can be very useful for determining the credibility of relationships between different variables- a desirable step for theory-building (Creswell & Clark, 2019). The respondents on this type of sampling methodology are chosen based on the convenience of the investigator, simply because they're in the right place, at the right time (Acharya, Prakash, Saxena & Nigam, 2013).

For the questionnaire, the focus is on getting sampling data from Portuguese residents that are representative of the Portuguese population today. The link for the survey was shared through social media and other platforms in order to reach as many respondents as possible. For the time the survey was online, about three weeks, it was possible to gather answers from 150 respondents.

For the interviews, the subjects are multiple Fast fashion and Slow fashion businesses that target various consumer groups and professionals of the fashion field. For the Slow fashion brands, the interviews' scope considered Portuguese brands. For the Fast fashion brands- since the most famous Fast fashion brands in Portugal are not Portuguese- international Fast fashion brands were selected. Unfortunately, it was not possible to gather data from interviews given that none of the brands selected replied to the invitation on the study planned schedule.

CHAPTER 4

Data Analysis

The following chapter presents the data obtained from one of the methodologies applied, the quantitative study, and analyzed the same using the SPSS tool. Anew, there is no data obtained from the qualitative study given that the brands chosen to be participants did not respond within the study planned schedule.

The results analysis will be separated in three instances. In a first instance, a sociodemographic analysis will be performed to characterize the respondent population of the survey and, later, build the Fast/Slow fashion consumer profiles. Then, the remaining data acquired will be presented, studied, and the research hypothesis will be discussed based on that analysis. Finally, conclusions will be introduced to summarize the findings.

4.1. Quantitative results

4.1.1. Sociodemographic results

The population of this sample is composed by 150 individuals, who are residents in Portugal.

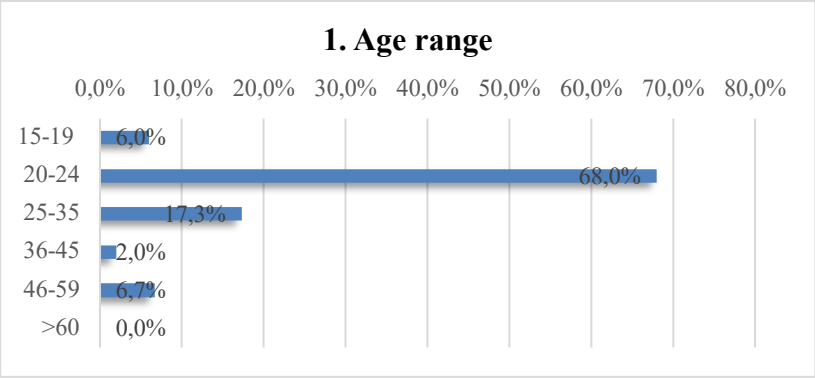

Figure 4.1. Sample population age range
Source: Author's elaboration (2022)

Most of the population, that is, 68% of the same, are between 20-24 years old. It can also be observed that 91,3% of the population are 35 years old or younger.

Hence, the sample is composed mostly of Generation Z (people born approximately between 1996-2015) and Millennial respondents (born approximately between 1977-1995).

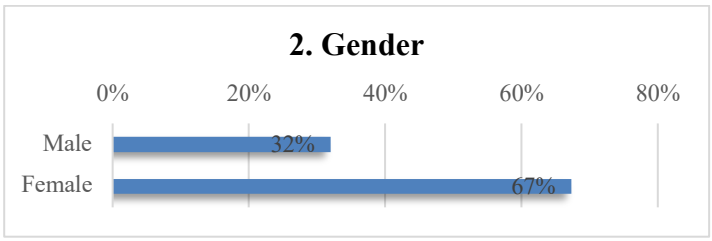

Figure 4.2. Sample Population gender
Source: Author's elaboration (2022)

It can be observed above that 68% of the population is female and the remaining 32% is composed by males.

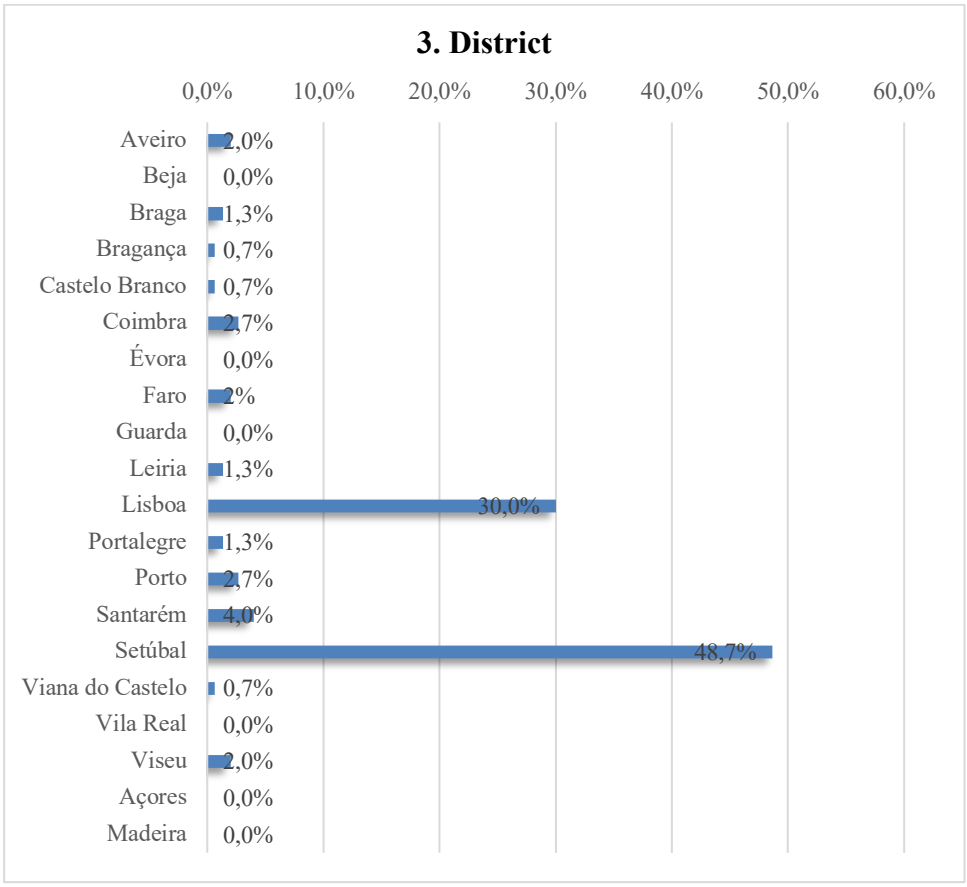

Figure 4.3. Sample Population district of residence
Source: Author's elaboration (2022)

Almost half (48,7%) of the population resides in the district of Setúbal. The second most common district is Lisbon, that makes 30% of the population.

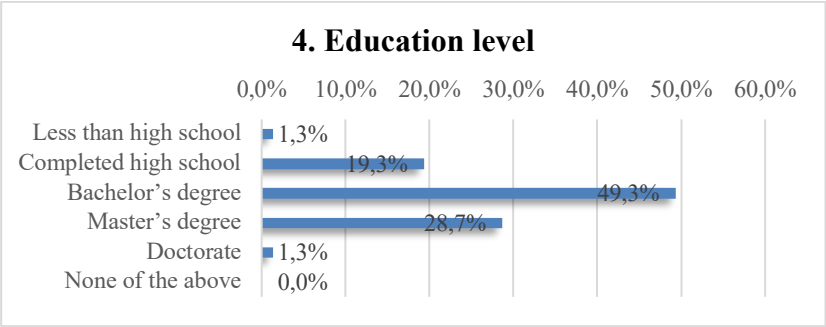

Figure 4.4. Sample Population education level
Source: Author's elaboration (2022)

49,3% of the population has a Bachelor's degree. 28,7% of the same has a Master's degree. It can be concluded that 79,3% of the population has a high education (Bachelor's degree; Master's degree or Doctorate's degree).

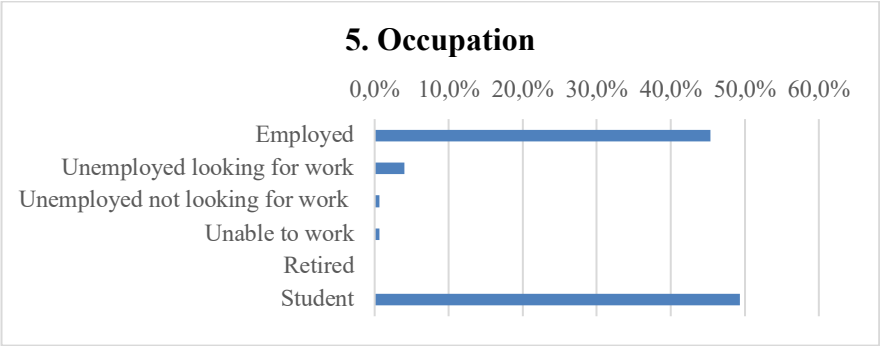

Figure 4.5. Sample Population occupation
Source: Author's elaboration (2022)

Regarding occupation, 49,3% of the population are currently studying and 45.3% are currently employed.

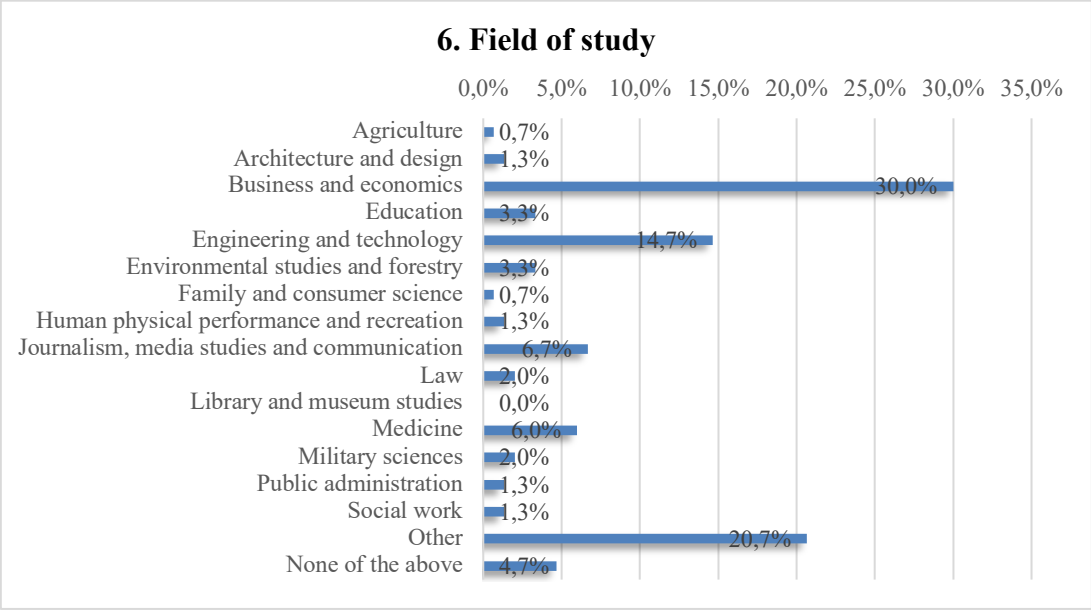

Figure 4.6. Sample Population field of study
Source: Author's elaboration (2022)

30% of the population works or studies in the field of business and economics and about 14,7% of the respondents works or studies in the engineering and technology field.

4.1.1.1. Fast fashion: Consumer profile

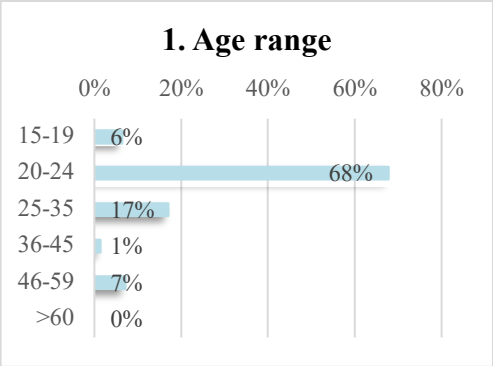

Figure 4.7. Distribution of the Fast fashion consumer sample by the age range
Source: Author's elaboration (2022)

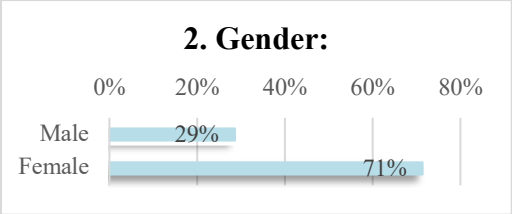

Figure 4.8. Distribution of the Fast fashion consumer sample by the gender
Source: Author's elaboration (2022)

Fast fashion consumers are mostly in the age group of 20-24 years old and more than 70% are females.

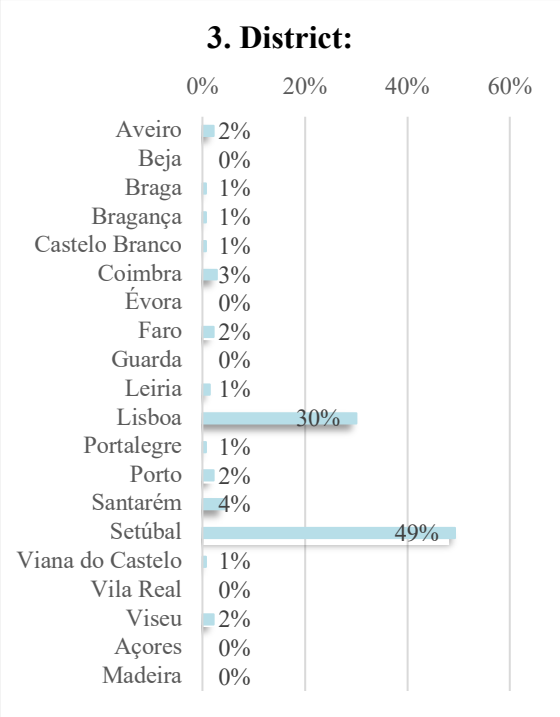

Figure 4.9. Distribution of the Fast fashion consumer sample by district
Source: Author's elaboration (2022)

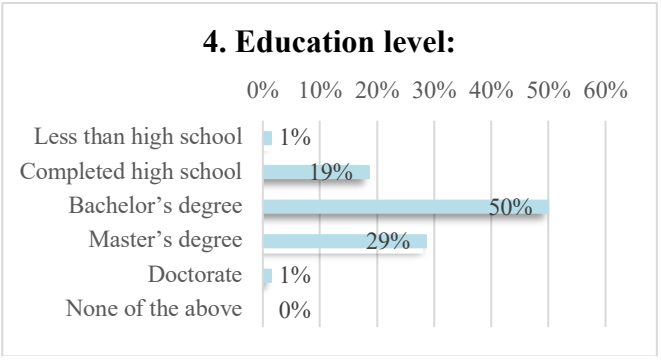

Figure 4.10. Distribution of the Fast fashion consumer sample by education level
Source: Author's elaboration (2022)

Regarding their district of residence, almost half of the sample population resides in Setúbal. 50% of the same has a Bachelor's degree and almost 30% has a Master's degree. Overall, 80% of the sample has a high education.

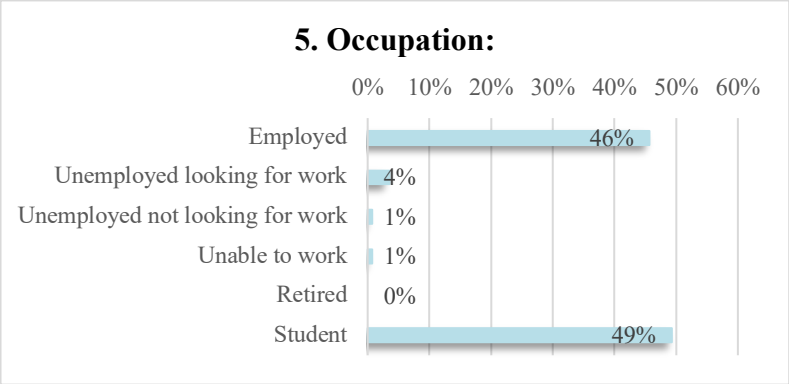

Figure 4.11. Distribution of the Fast fashion consumer sample by occupation
Source: Author's elaboration (2022)

When it comes to occupation, 49% of Fast fashion consumers are students and 46% of the same are currently employed.

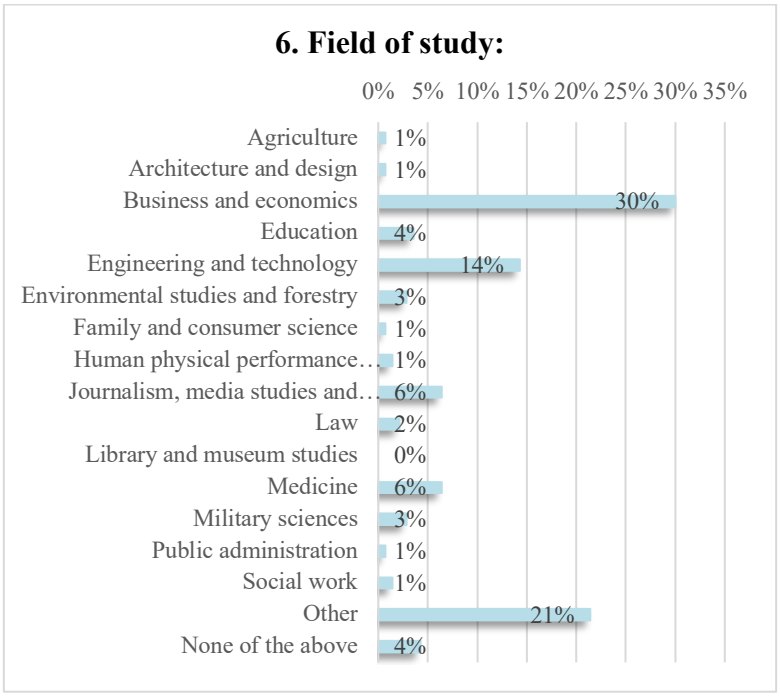

Figure 4.12. Distribution of the Fast fashion consumer sample by field of study
Source: Author's elaboration (2022)

As seen above, almost one third of consumers are tied to business and economics.

4.1.1.2. Slow fashion: Consumer profile

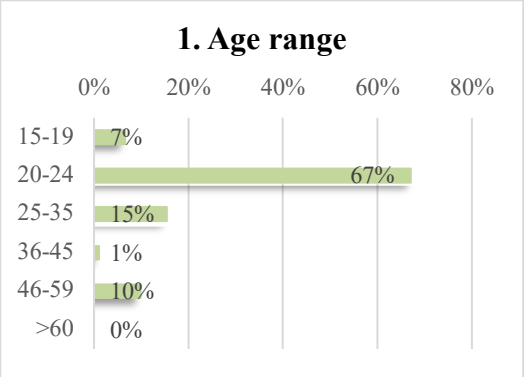

Figure 4.13. Distribution of the Slow fashion consumer sample by age range
Source: Author's elaboration (2022)

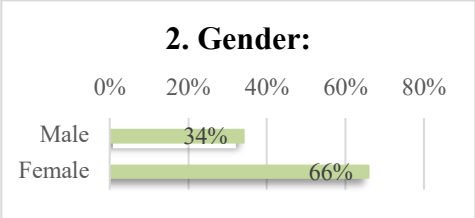

Figure 4.14. Distribution of the Slow fashion consumer sample by gender
Source: Author's elaboration (2022)

When it comes to Slow fashion consumers, it was found that 67% are between the ages of 20 and 24 years old and 66% are female consumers.

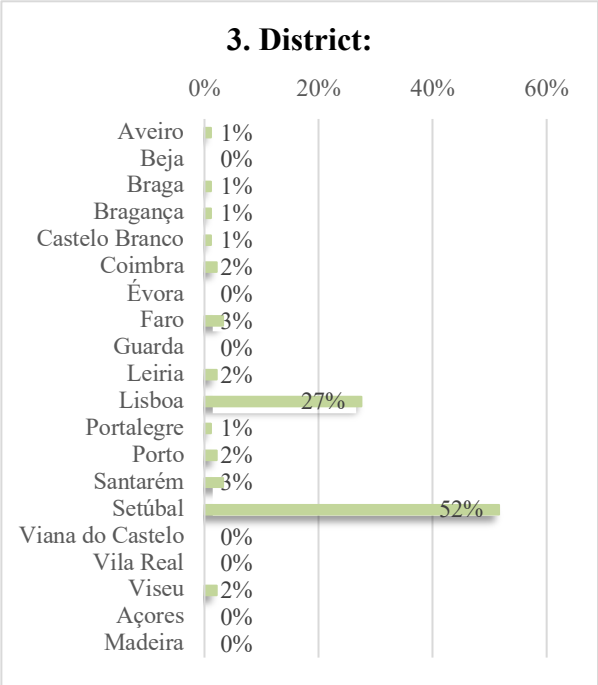

Figure 4.15. Distribution of the Slow fashion consumer sample by district
Source: Author's elaboration (2022)

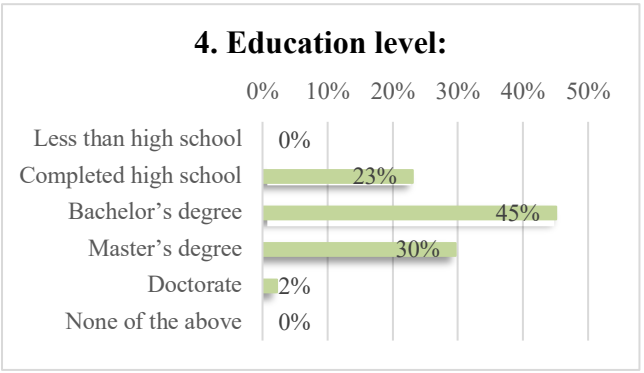

Figure 4.16. Distribution of the Slow fashion consumer sample by education level
Source: Author's elaboration (2022)

Regarding district of residence, 52% of consumers are in Setúbal.

Also, as seen in Figure 4.16., 77% of Slow fashion consumers have a high education.

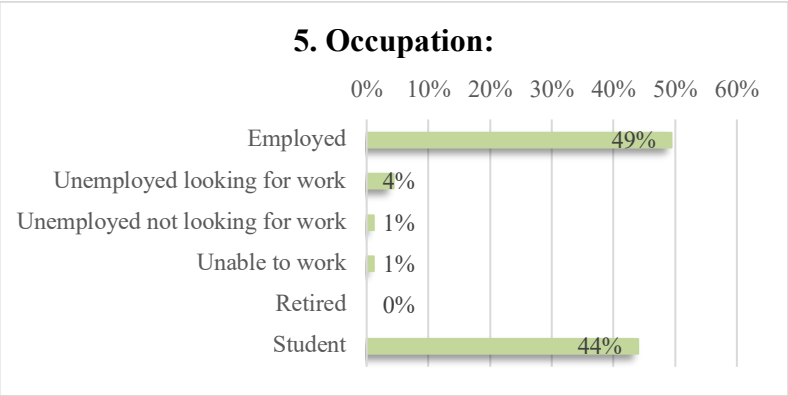

Figure 4.17. Distribution of the Slow fashion consumer sample by occupation
Source: Author's elaboration (2022)

44% of consumers are currently studying and 49% of the same are employed.

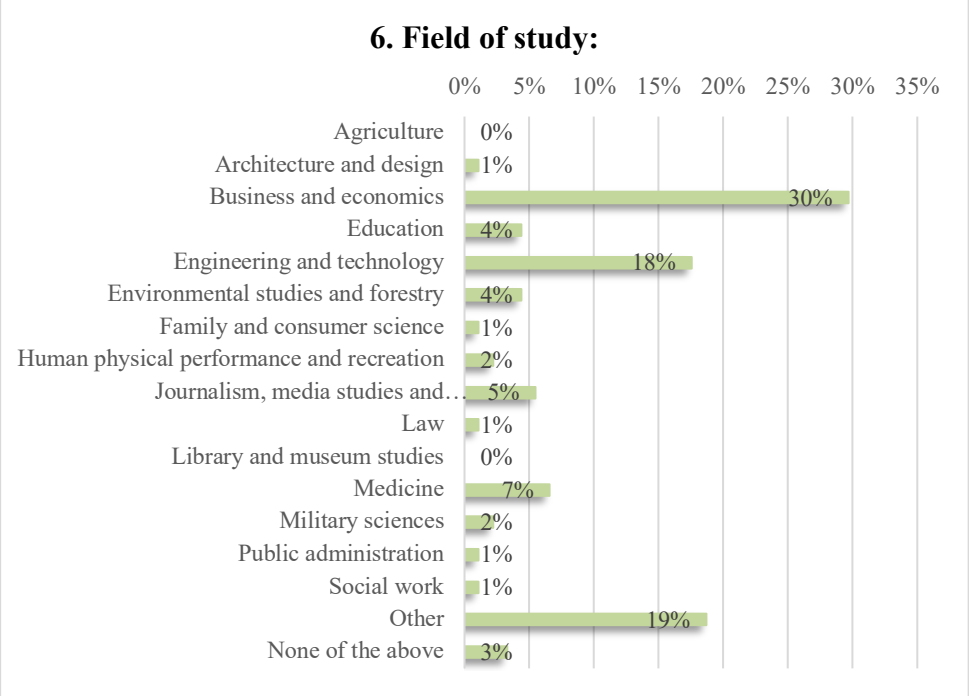

Figure 4.18. Distribution of the Slow fashion consumer sample by field of study
Source: Author's elaboration (2022)

Regarding field of study, nearly one third of Slow fashion consumers are in the business and economics field.

4.1.2. Buying behavior results

4.1.2.1. Fast fashion: Awareness and Buying Behavior

The following graphics show the distribution of the sample for the various questions regarding Fast fashion consumption behavior and awareness.

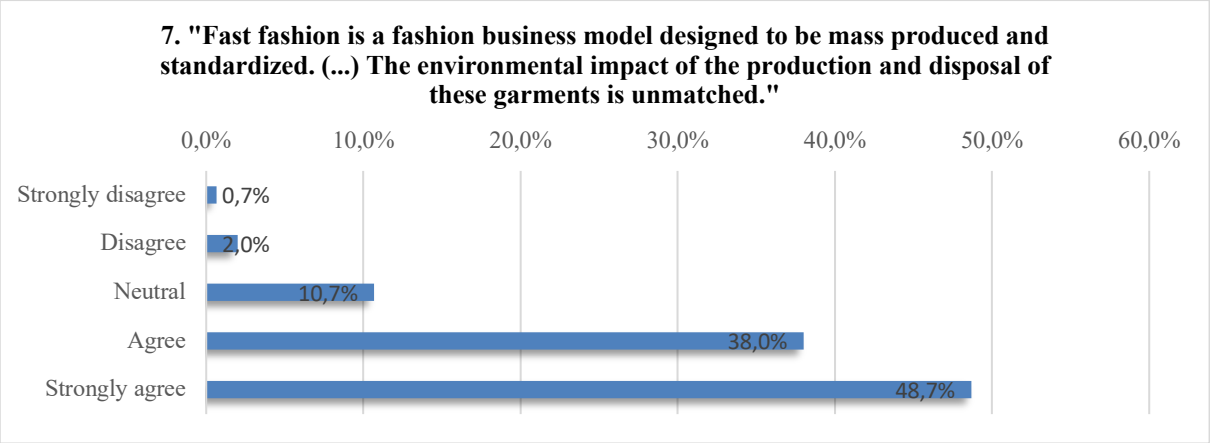

Figure 4.19. Distribution of the sample by their level of agreement on the definition presented
Source: Author's elaboration (2022)

48,7% of the population strongly agrees with the stated definition of Fast fashion and 38% agrees with the same, which shows that almost 87% of the population is aware of what Fast fashion is and its consequences.

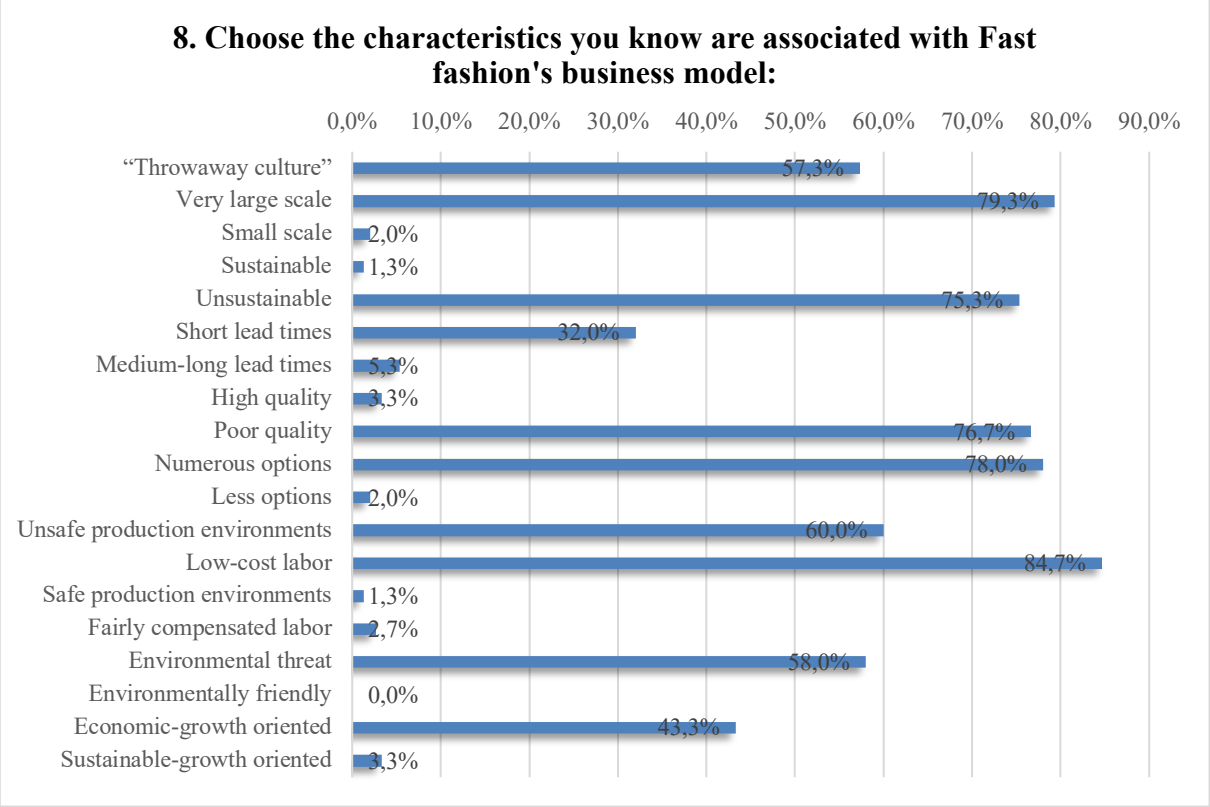

Figure 4.20. Distribution of the sample by the Fast fashion characteristics chosen
Source: Author's elaboration (2022)

In agreement with the last conclusion, this graph shows that 84,7% of the population correctly identified "low-cost labor" as being one of the characteristics of fast fashion, along with "very large scale" (identified by 79,3% of the population), "numerous options" (identified by 78% of the population), "poor quality" (identified by 76,7% of the population), "unsustainable" (identified by 75,3% of the population), among others. It's important to notice that all Fast fashion characteristics presented were chosen by a greater percentage of respondents than Slow fashion characteristics.

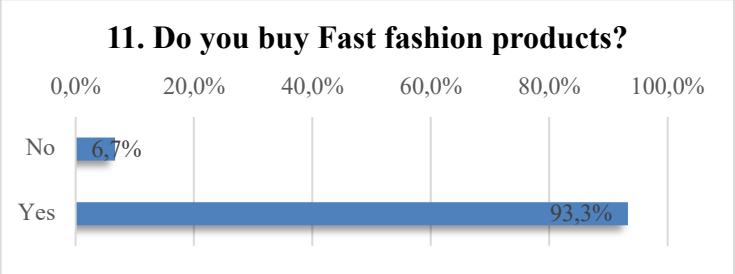

Figure 4.21. Distribution of the sample by their Fast fashion consumption
Source: Author's elaboration (2022)

As shown by the results above, the vast majority of the population (93,3%) admits to buying Fast fashion products.

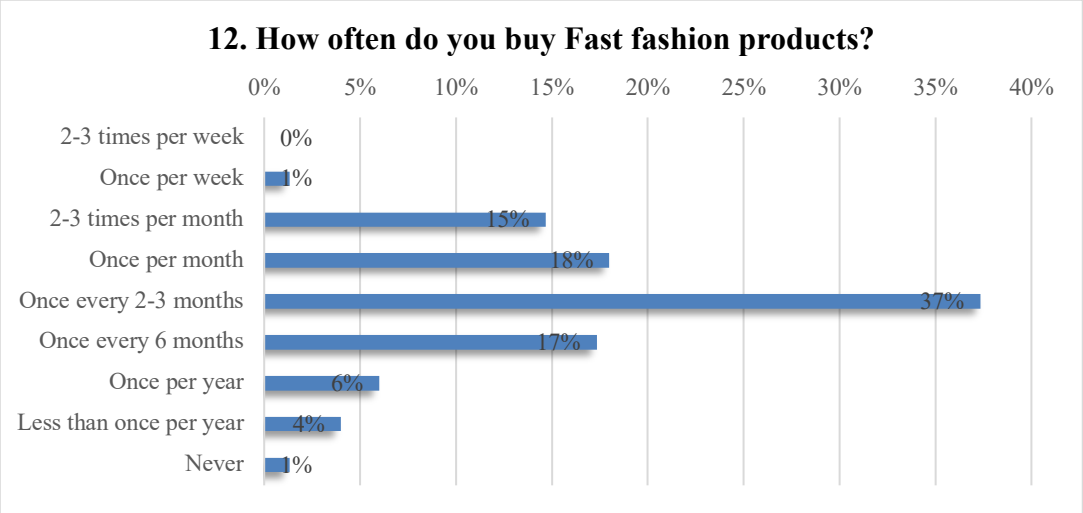

Figure 4.22. Distribution of the sample by their Fast fashion consumption frequency
Source: Author's elaboration (2022)

When asked about their buying frequency, results show that 37% of the population buys Fast fashion products once every 2-3 months. On a second place, 18% of the same buys Fast fashion products once per month.

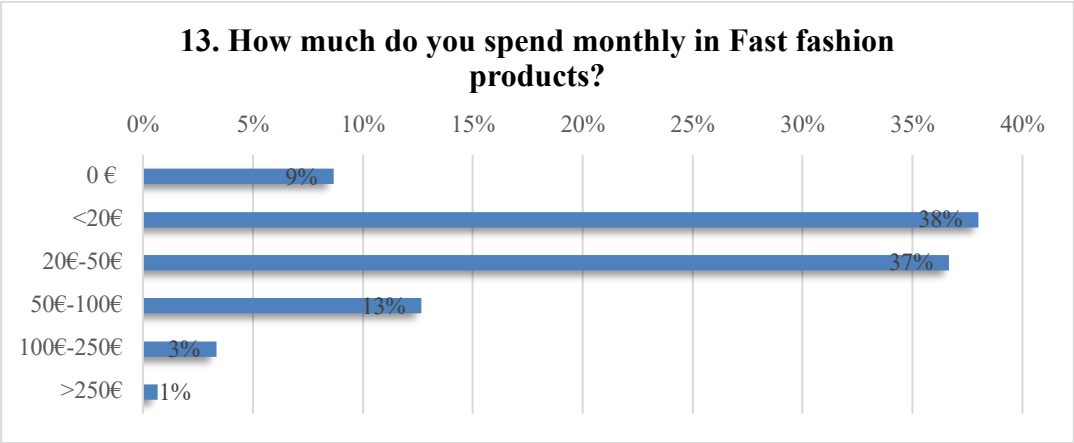

Figure 4.23. Distribution of the sample by their Fast fashion monthly expenditure
Source: Author's elaboration (2022)

38% of the populations agrees to spend less than 20€ monthly on Fast fashion products. 37% states the monthly expense for the same if between 20€ and 50€.

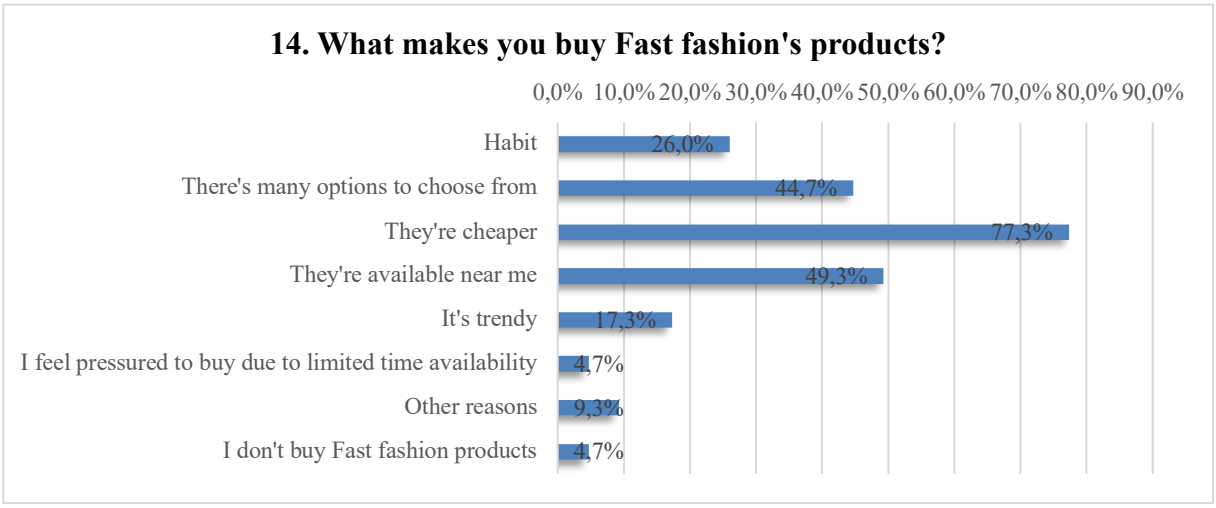

Figure 4.24. Distribution of the sample by their reasons for consuming Fast fashion products
Source: Author's elaboration (2022)

The prime reason for purchasing Fast fashion items is the fact that they are cheaper than the rest (as pointed by 77,3% of the population). The second biggest motivation is the products' availability (as pointed by 49,3% of the population). Finally, the fact that there are many options to choose from is identified by 44,7% of the population as a reason to buy such products.

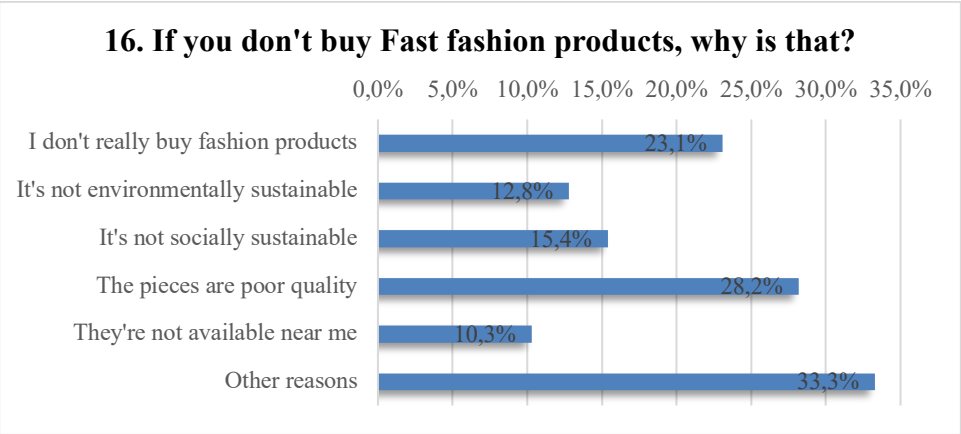

Figure 4.25. Distribution of the sample by their reasons for not consuming Fast fashion products
Source: Author's elaboration (2022)

Finally, out of the 6,7% of the population that does not buy Fast fashion products, 28,2% of those state that the poor quality is one of the reasons why.

4.1.2.2. Slow fashion: Awareness and Buying Behavior

The following graphics show the distribution of the sample for the various questions regarding Slow fashion consumption behavior and awareness.

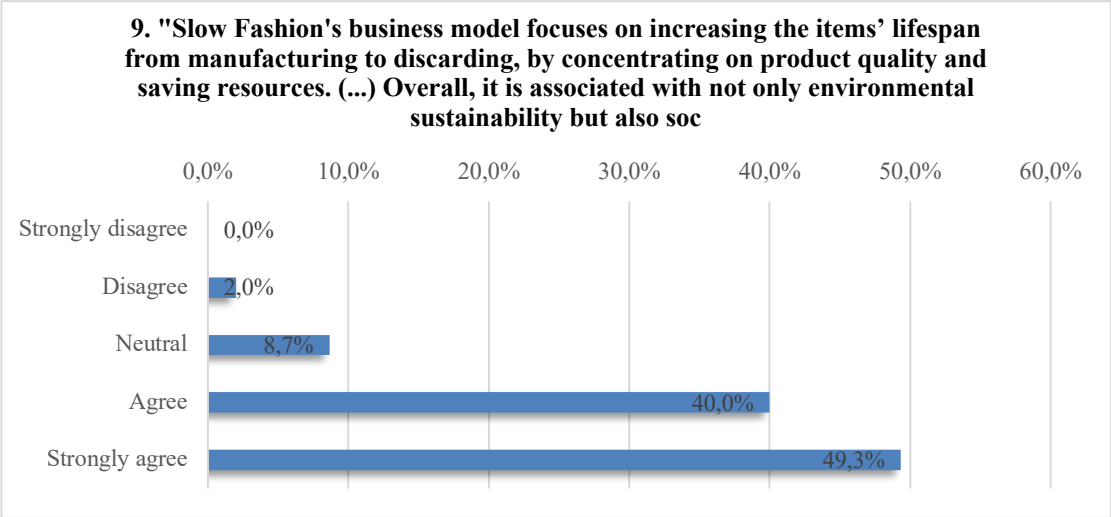

Figure 4.26. Distribution of the sample by their level of agreement on the definition presented
Source: Author's elaboration (2022)

49,3% of the population strongly agrees with the stated definition of Slow fashion, which shows that almost half of the population is aware of what is Slow fashion and its characteristics.

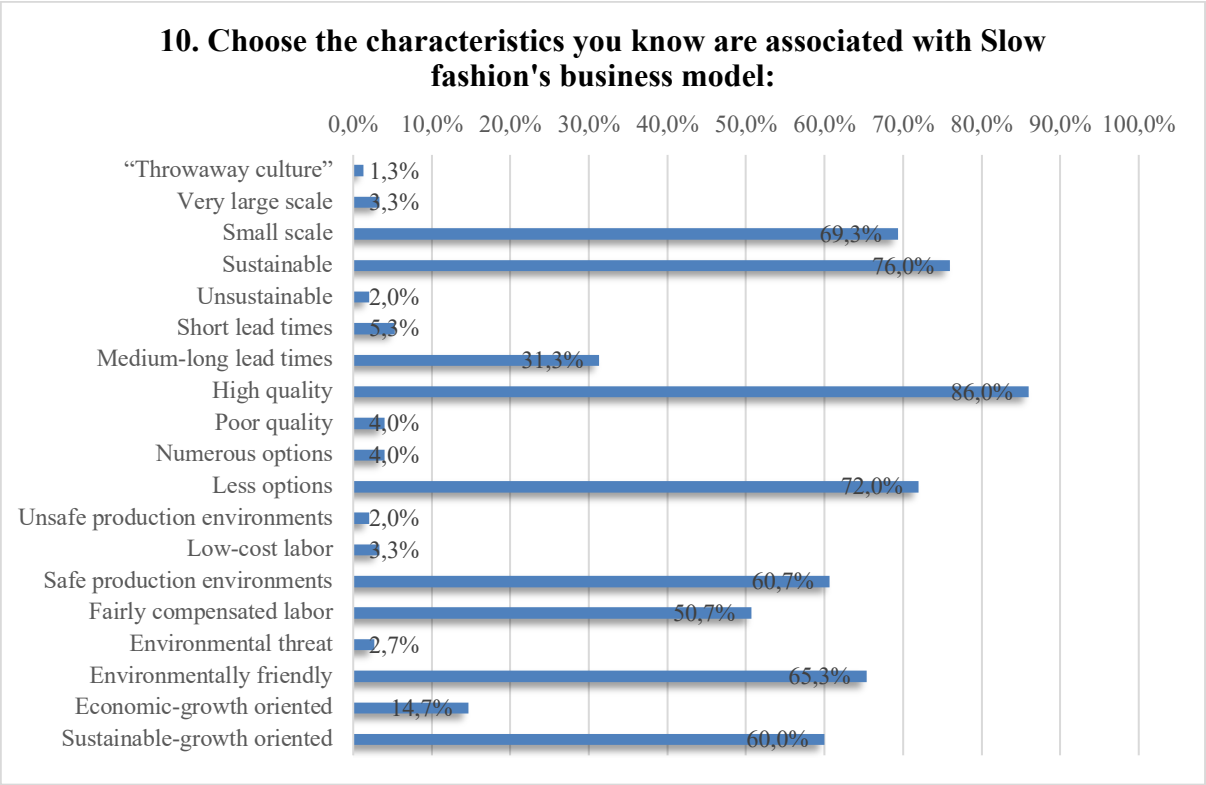

Figure 4.27. Distribution of the sample by the Slow fashion characteristics chosen
Source: Author's elaboration (2022)

In agreement with the last conclusion, this graph shows that 86% of the population correctly identified "High quality" as being one of the characteristics of Slow fashion, along with "Sustainable" (identified by 76% of the population), "Less options" (identified by 72% of the population), "Small scale" (identified by 69,3% of the population), "Environmentally friendly" (identified by 65,3% of the population), among others. It's important to notice that all slow fashion characteristics presented were chosen by a greater percentage of respondents than Fast fashion characteristics.

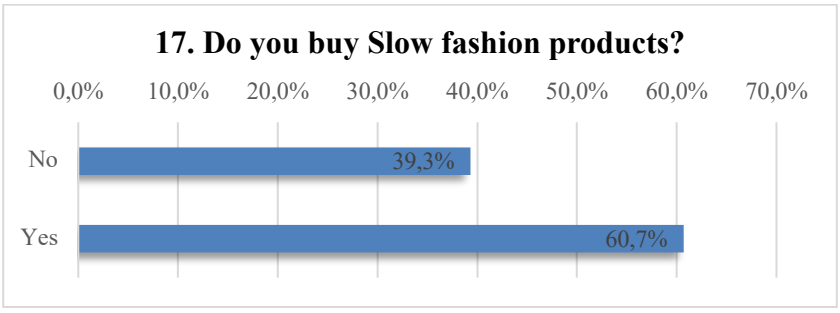

Figure 4.28. Distribution of the sample by their Slow fashion consumption
Source: Author's elaboration (2022)

As shown by the results above, 60,7% of the population admits to buying Slow fashion products.

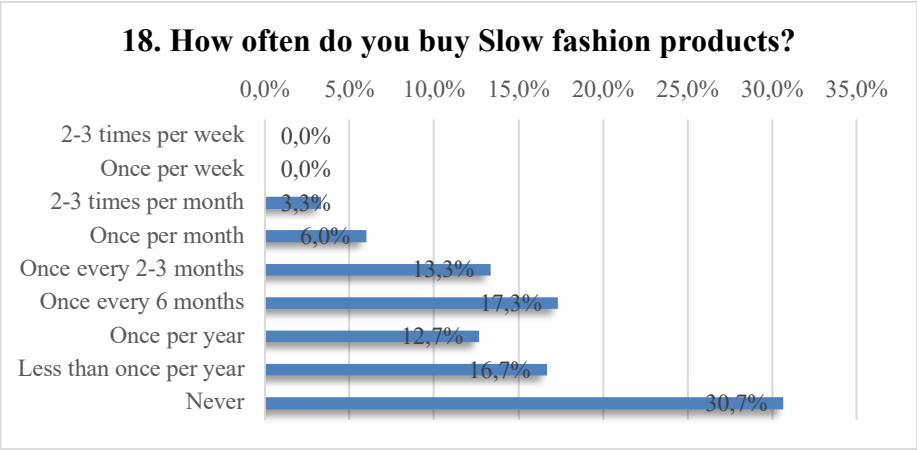

Figure 4.29. Distribution of the sample by their Slow fashion consumption frequency
Source: Author's elaboration (2022)

When asked about their buying frequency, results show that 17,3% of the population buys Slow fashion products once every 6 months. On a second place, 16,7% of the same buys Slow fashion products less than once per year.

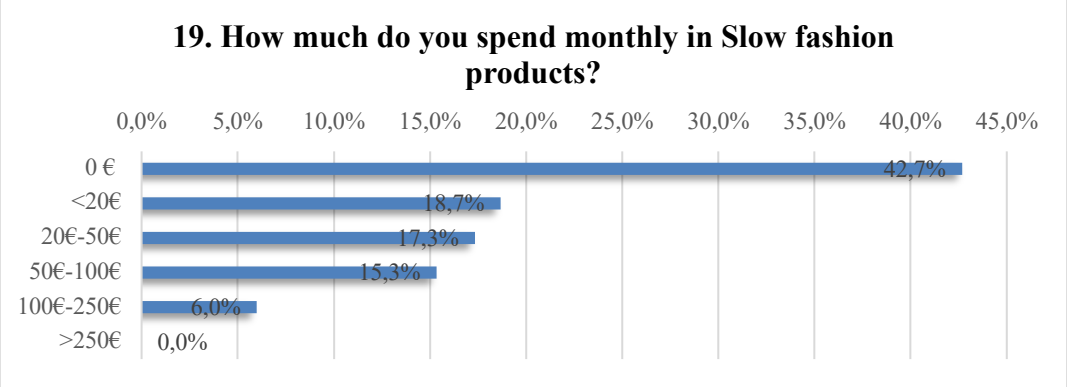

Figure 4.30. Distribution of the sample by their Slow Fashion monthly expenditure
Source: Author's elaboration (2022)

18,7% of the populations agrees to spend less than 20€ monthly on Slow fashion products. 17,3% states the monthly expense for the same if between 20€ and 50€.

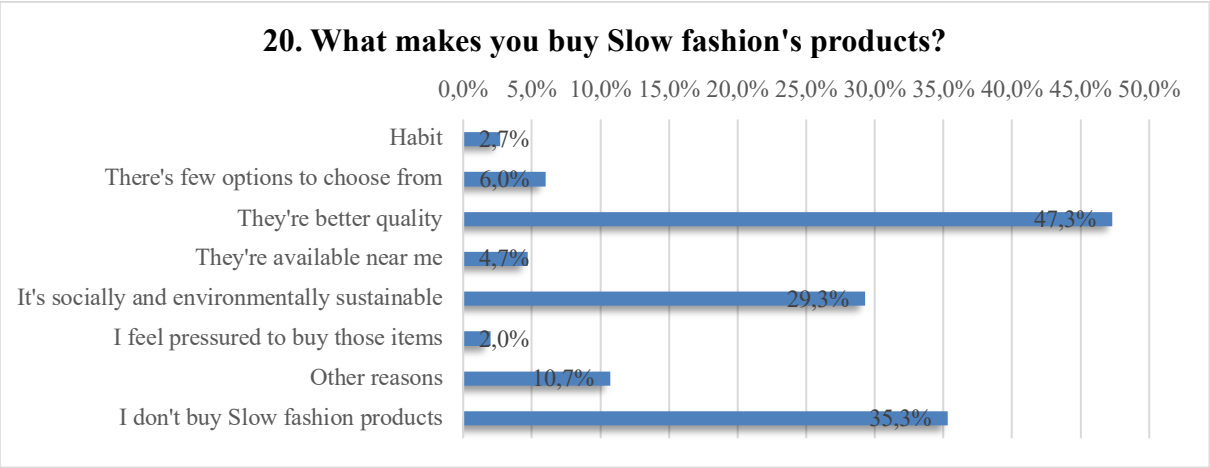

Figure 4.31. Distribution of the sample by their reasons for consuming Slow Fashion products
Source: Author's elaboration (2022)

The prime reason for purchasing Slow fashion items is the fact that they're better quality than the rest (as pointed by 47,3% of the population). The second biggest motivation is the products' social and environmental sustainability (as pointed by 29,3% of the population).

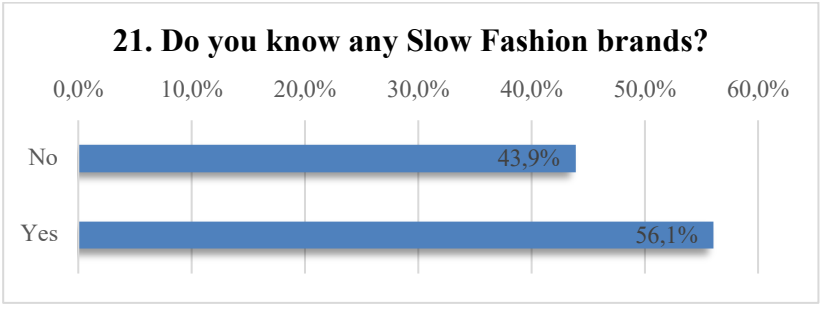

Figure 4.32. Distribution of the sample by their knowledge of Slow Fashion brands
Source: Author's elaboration (2022)

When questioned about their knowledge of Slow fashion brands, 56,1% of the population confirmed to know Slow fashion brands. 43,9% of the same denied knowing any Slow fashion brand.

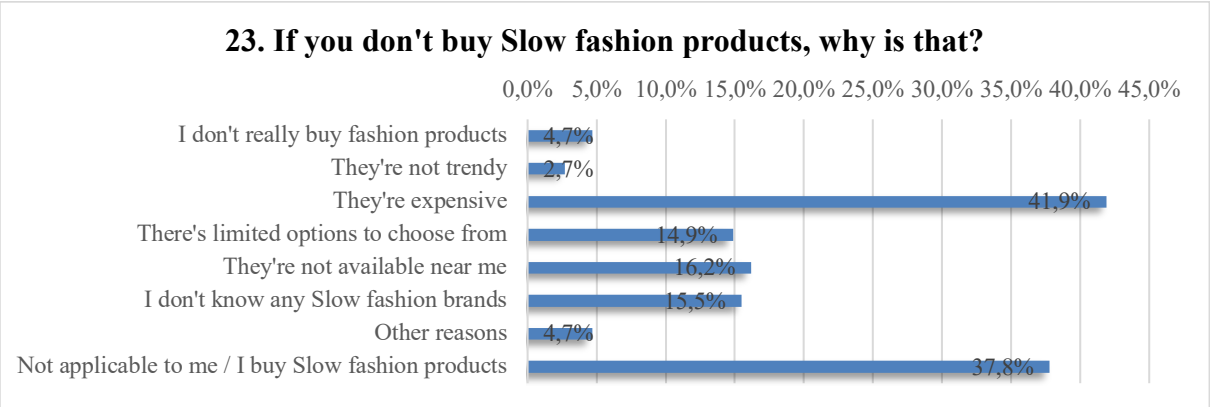

Figure 4.33. Distribution of the sample by their reasons for not consuming Slow fashion products
Source: Author's elaboration (2022)

Regarding their motives for not buying Slow fashion products, 41,9% of the population pointed out the fact that they're expensive. "They're not available near me", "I don't know any Slow fashion brands" and "There's limited options to choose from" were some of the other chosen reasons, with percentages of 16,2%, 15,5% and 14,9% respectively.

4.1.2.3. Sustainable consumption behavior results

The following graphics show the distribution of the sample for the various questions regarding environmentally sustainable habits and behavior.

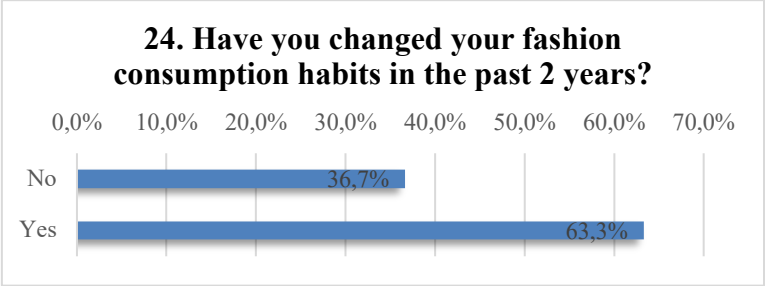

Figure 4.34. Distribution of the sample by whether they have changed their fashion consumption habits in the past 2 years
Source: Author's elaboration (2022)

When asked whether their fashion consumptions habits have changed in the past 2 years, 63,3% of the population answered positively.

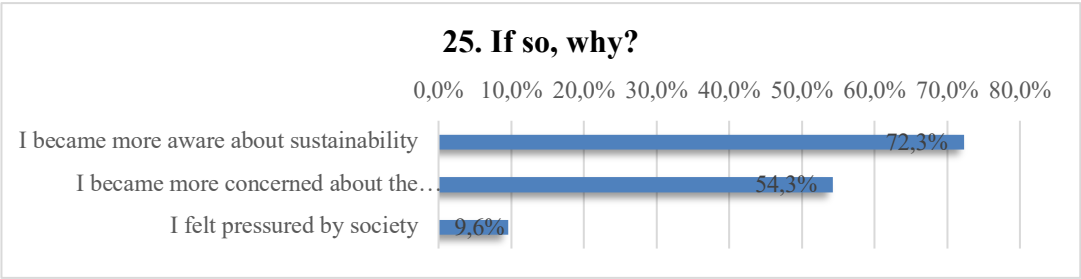

Figure 4.35. Distribution of the sample by the reasons why they have changed their fashion consumption habits in the past 2 years
Source: Author's elaboration (2022)

Out of the population that has changed their fashion consumption habits in the past 2 years, 72,3% pointed the change was due to more awareness about sustainability and 54,3% pointed the change was due to more concern about the environmental decline we face. 9,6% of the population stated that society pressure was one of the reasons of their habits change.

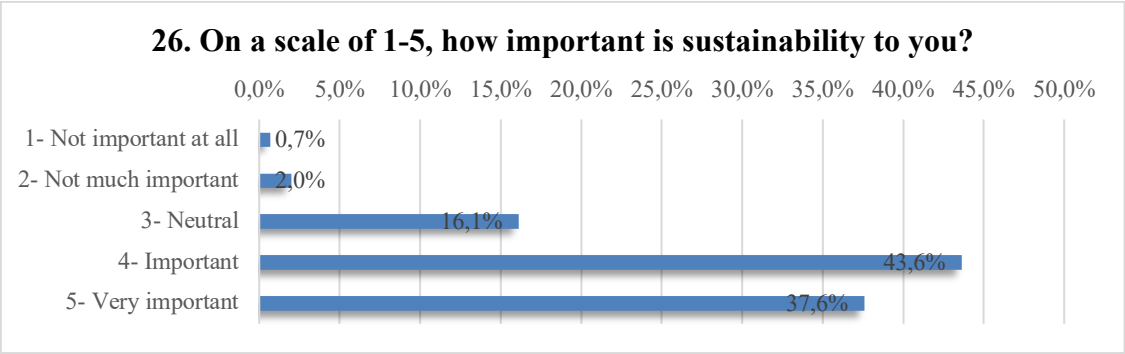

Figure 4.36. Distribution of the sample by the importance of sustainability to them
Source: Author's elaboration (2022)

When asked to evaluate the importance of sustainability for them, on a scale of 1 to 5, 43,6% of the population chose "4- Important" and 37,6% of the same answered "5- Very important".

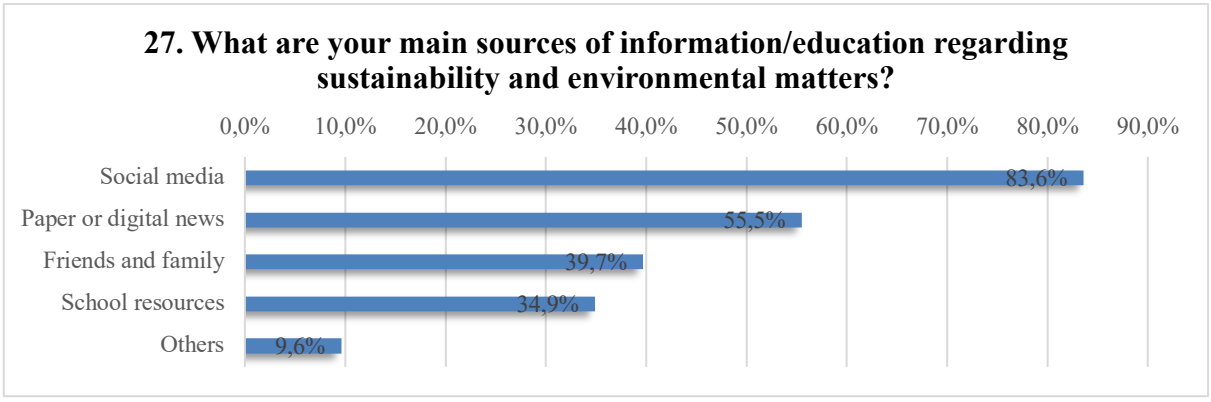

Figure 4.37. Distribution of the sample by their main source of information / education regarding sustainability and environmental matters
Source: Author's elaboration (2022)

83,6% of the population pointed out that social media is one of their main sources of information/ education regarding sustainability and environmental matters. 55,5% of the population uses paper or digital news and 34,9% chooses friends and family as sources.

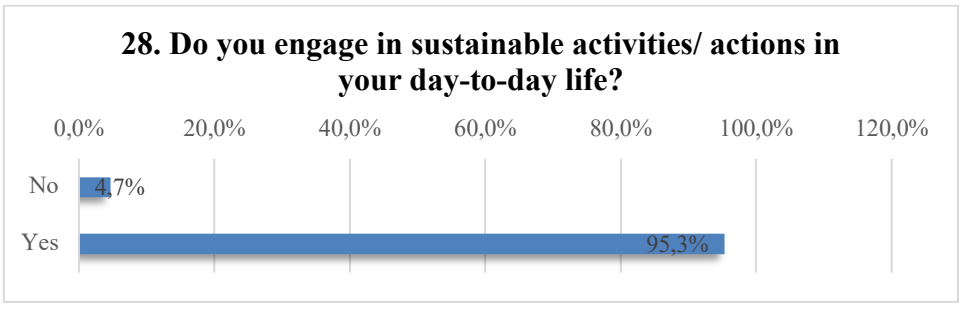

Figure 4.38. Distribution of the sample by whether they engage in sustainable activities / actions in day-to-day life
Source: Author's elaboration (2022)

95,3% of the population confirmed to engage in sustainable activities/ actions on their day-to-day lives.

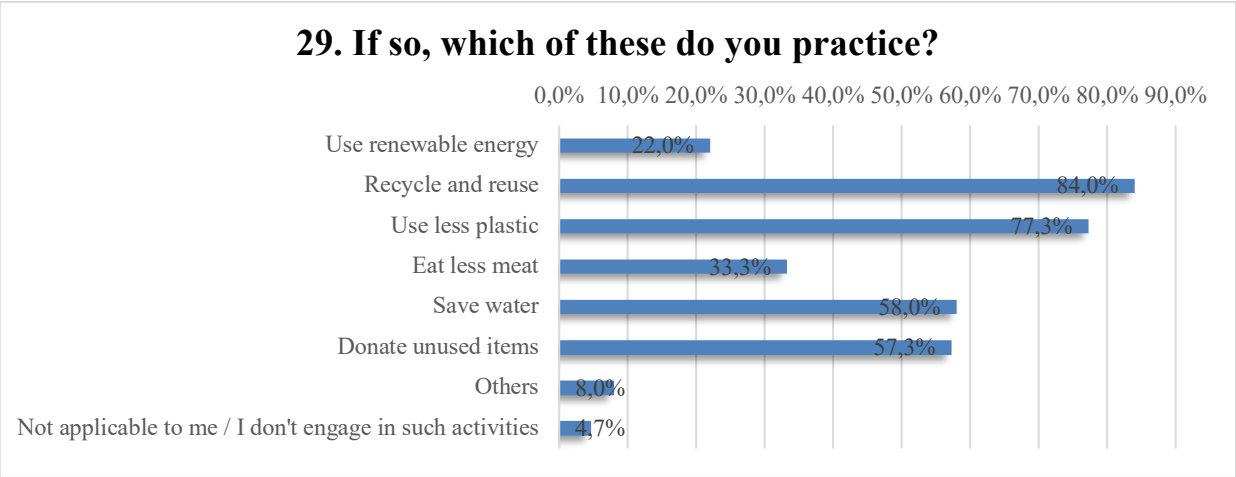

Figure 4.39. Distribution of the sample by the activities they practice
Source: Author's elaboration (2022)

The most chosen practices by the population were "Recycle and reuse", with 84% of choice, "Use less plastic", with 77,3% of choice, "Save water", with 58% of choice and "Donate unused items", with 57,3% of choice.

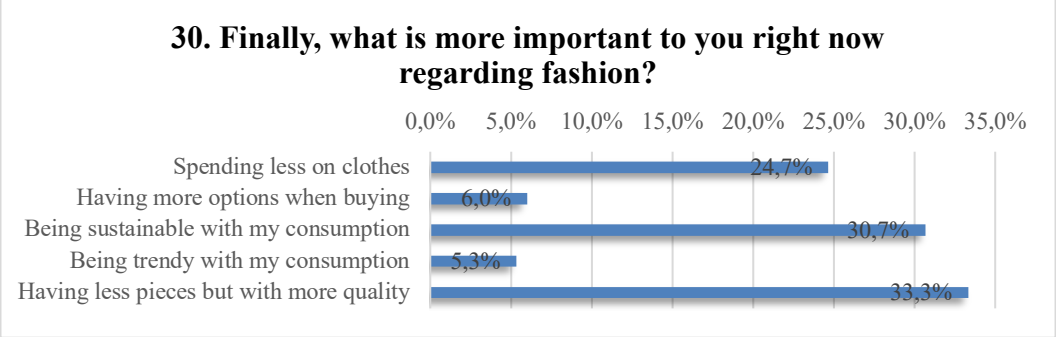

Figure 4.40. Distribution of the sample by what is more important to them regarding fashion
Source: Author's elaboration (2022)

Finally, when asked what is more important to them regarding fashion, 33,3% of the population chose "Having less pieces but with more quality", 30,7% chose "Being sustainable with my consumption" and 24,7% chose "Spending less on clothes".

4.1.3. Validity

The survey used for this study can be considered as valid, given that the same was constructed based on a set of empirical data coming from the literature review presented earlier. As so, that data served as a base for the research hypothesis and, hence, for the survey, which further fosters its validity. In the following sub-chapter, correlations between variables will be carried out to verify the hypotheses and further investigate the same.

4.1.4. Tests to be performed and their prerequisites

The first test carried out was a Normality test, to check if the variables presented are normal.

The test chosen to be performed was the Shapiro-Wilk test, as it is the one with higher effectiveness. The null hypothesis on each test should be "The variable has a normal distribution" whereas the alternative hypothesis should be "The variable does not have a normal distribution", as presented below.

H0: "The variable has a normal distribution."

H1: "The variable does not have a normal distribution."

As can be seen in Annex B: Normality test table, the significance levels (Sig.) are all of 0.000, which, considering that the significance interval falls between 0,05 and 0,01, indicates that the null hypothesis is rejected. Hence, it is confirmed that the variables presented do not have a statistically significant level to be considered of normal distribution.

Given that it was concluded that the mentioned variables do not follow a normal distribution, non-parametric tests were used to verify the hypothesis. However, although they are advisable for nominal variables like these, it is important to mention that these tests are less sensitive and may be less accurate when identifying differences between groups that exist, which makes them less potent than parametric tests.

Starting with the Pearson correlation, the assumptions that need to be established are the level of measurement, related pairs, absence of outliers and linearity. The first assumption, which assumes that every and each variable is to be continuous, is violated in this case. As so, given that one (or more) of Pearson's assumptions is breached, a Spearman correlation test is to be conducted instead.

The Spearman correlation tests the chances of investigation by setting the strength and direction of the monotonic relationship between two variables. This kind of relationship can follow either of two behaviors: (1) when the value of variable X increases, the value of variable Y decreases; or (2) when the value of variable X increases, the value of variable Y increases as well. Additionally, (a) the correlation is considered null when Spearman's Rho is lower than 0,1; (b) the correlation is considered weak if this coefficient falls between 0,1 and 0,3; (c) it is considered moderate if the value falls between 0,3 and 0,6; (d) it is strong when the coefficient falls between 0,6 and 0,9; (e) the correlation is regarded as very strong when Spearman's Rho is between 0,9 and 1; and, finally, (f) the correlation between variables is perfect when the value of 1 is reached.

Furthermore, it is important to consider that the results have been extrapolated to an infinite population, which gives a 95% confidence interval.

4.1.5. Correlation between variables and verification of research hypotheses

Hypothesis 1: Fast fashion's unsustainability awareness is not connected to the actual Fast fashion consumption.

The following table shows the Spearman's correlation test, which used the Fast fashion consumption and the Fast fashion characteristics identified by the respondents, to investigate the connection one variable does or not have to the other. As it is shown below, there are different correlation levels for each characteristic awareness:

1. Starting with the identification of "Throwaway culture" as a characteristic, table Y shows that this factor impacts significantly, positively, and weakly Fast fashion consumption ($r_s = 0.202$, $p < 0.05$).
2. The awareness of "Very large scale" as a Fast fashion characteristic has a null correlation with Fast fashion consumption ($r_s = 0.062$, $p = 0.227$).
3. The identification of "Unsustainable" as a Fast fashion aspect is found to have a significant, positive, and weak impact on Fast fashion consumption ($r_s = 0.282$, $p < 0.05$).
4. The identification of "Short lead times" showed a null impact on Fast fashion consumption ($r_s = 0.069$, $p = 0.202$).
5. The test shows that the identification of "Poor quality" as a Fast fashion characteristic, impacts significantly, positively, and weakly Fast fashion consumption ($r_s = 0.169$, $p < 0.05$).
6. Furthermore, the awareness of "Unsafe production environments" being connected to Fast fashion showed to impact Fast fashion consumption on a significantly, positively and weakly level ($r_s = 0.218$, $p < 0.05$).
7. "Low-cost labor" awareness impacts Fast fashion consumption significantly, positively, and moderately ($r_s = 0.331$, $p < 0.05$).
8. Moreover, the identification of Fast fashion being an "Environmental threat" shows to impact the consumption of the same on a significantly, positively and weakly level ($r_s = 0.152$, $p < 0.05$).
9. Finally, the awareness of Fast fashion being identified as "Economic-growth oriented" showed to have a null impact on Fast fashion consumption ($r_s = 0.072$, $p = 0.191$).

In conclusion, given that the awareness of some characteristics was found to have an impact on Fast fashion consumption, and because the significance level is lower than 0.05, in those cases, it is assumed that the null hypothesis is rejected.

Table 4.1. Spearman's correlation between Fast fashion consumption and Fast fashion characteristics awareness

Source: Author's elaboration (2022)

		Fast fashion consumption
Identification of "Throwaway culture" as a characteristic	r_s	.202**
	p	.007
	N	150
Identification of "Very large scale" as a characteristic	r_s	.062
	p	.227
	N	150
Identification of "Unsustainable" as a characteristic	r_s	.281**
	p	.000
	N	150
Identification of "Short lead times" as a characteristic	r_s	.069
	p	.202
	N	150
Identification of "Poor quality" as a characteristic	r_s	.169*
	p	.020
	N	150
Identification of "Unsafe production environment" as a characteristic	r_s	.218**
	p	.004
	N	150
Identification of "Low-cost labor" as a characteristic	r_s	.331**
	p	.000
	N	150
Identification of "Environmental threat" as a characteristic	r_s	.152*
	p	.032
	N	150
Identification of "Economic-growth oriented" as a characteristic	r_s	.072
	p	.191
	N	150

**p < 0.05*
***p < 0.01*

Hypothesis 2: The consumption of Slow fashion products is negatively connected with the lack of information regarding Slow fashion brands and the prices of such products.

That is, not buying Slow fashion products is connected with the lack of information regarding Slow fashion brands and with the prices of such products.

Table 4 indicates that both "Lack of information regarding Slow fashion brands" and "Expensiveness of Slow fashion products" impact significantly, negatively and moderately Slow fashion consumption ($r_s = -0.529$, $p < 0.001$, and $r_s = -0.350$, $p < 0.001$, respectively). As so, given that the significance level is lower than 0.05, it is concluded that the null hypothesis is not rejected.

Table 4.2. Spearman's correlation between Slow fashion consumption and reasons for not consuming Slow fashion products

Source: Author's elaboration (2022)

		Slow fashion consumption
Lack of information regarding Slow fashion brands	r_s	-.529**
	p	.000
	N	150
Expensiveness of Slow fashion products	r_s	-.350**
	p	.000
	N	150

Hypothesis 3: Consumers' purchase decision regarding Slow fashion is connected to their level of sustainability importance and their engagement in other sustainable activities.

Table 4 shows that personal importance of sustainability has a weak correlation with Slow fashion consumption (r_s = 0.108, p = 0.096). Also, it is shown that engagement on sustainable day-to-day activities / actions has a null correlation with Slow fashion consumption (r_s = 0.016, p = 0.423). Hence, given that the significance level is higher than 0.05, it is concluded that the null hypothesis is rejected. That is, consumers' Slow fashion consumption is not associated with their importance of sustainability and their self-impact.

Table 4.3. Spearman's correlation between Slow fashion consumption and level of sustainability importance and self-impact

Source: Author's elaboration (2022)

		Slow fashion consumption
Personal importance of sustainability	rs	.108**
	p	.096
	N	149
Engagement on sustainable day-to-day activities / actions	rs	.016**
	p	.423
	N	150

Hypothesis 4: Consumers' purchase decision regarding Fast fashion is not connected with to their level of sustainability importance nor their engagement in other sustainable activities.

Table 5 demonstrates that there is a null correlation between Fast fashion consumption and how important sustainability is to the consumer (rs = 0.142, p = 0.085). Moreover, it is shown that engagement on sustainable day-to-day activities / actions has a null correlation with Fast fashion consumption (rs = -0.059, p = 0.236). As so, the null hypothesis is not rejected.

Table 4.4. Spearman's correlation between Fast fashion consumption and engagement on sustainable day-to-day activities / actions and self-impact

Source: Autor's elaboration (2022)

		Fast fashion consumption
Personal importance of sustainability	r_s	0.142
	p	0.085
	N	149
Engagement on sustainable day-to-day activities / actions	r_s	-.059**
	p	.236
	N	150

Finally, upon the hypotheses analysis presented, the following table exhibits the hypothesis which were rejected and the ones which were not.

Table 4.5. Decision on tested hypotheses

Source: Autor's elaboration (2022)

Hypotheses		Test performed	Decision
H1	*Fast fashion's unsustainability awareness is not connected to the actual Fast fashion consumption.*	Spearman's Rho test	Rejected
H2	*The consumption of Slow fashion products is negatively connected with the lack of information regarding Slow fashion brands and the prices of such products.*	Spearman's Rho test	Not rejected
H3	*Consumers' purchase decision regarding Slow fashion is connected to their level of sustainability importance and self-impact.*	Spearman's Rho test	Rejected
H4	*Consumers' purchase behavior regarding fast fashion is not connected with their engagement in other sustainable activities.*	Spearman's Rho test	Not rejected

Furthermore, in an additional correlation analysis, it was tested the connection between both Fast and Slow fashion consumption behaviors and demographic characteristics. As shown in Annex C: Other Spearman's correlation analysis:

(1) Fast fashion consumption is significantly, positively and weakly correlated to gender (r_s = -0.275, $p < 0.01$).

(2) Fast fashion consumption frequency is significantly, negatively and moderately correlated to gender (r_s = -0.326, $p < 0.001$).

(3) Slow fashion monthly expenditure is significantly, positively and weakly correlated to age range ($r_s = 0.195$, $p < 0.005$).

4.2. Discussion of results

The goal of this investigation was to conclude on whether consumer awareness and product information lead to a more conscious fashion consumption today. In addition, to starting a conversation around what this means to the future consumption of Fast fashion and Slow fashion in Portugal.

For this purpose, the starting point was a group of hypotheses drawn from the literature review presented, in order to test different theories and conclude on those results.

As such, recurring to a survey performed online, it was possible to get 150 different points of view and experiences from the 150 inquired, which serve as the population sample for this study.

Primarily, a social demographic analysis of the results as a whole was performed and, later, a consumer profile was built for both Fast fashion consumers and Slow fashion consumers, based on their social demographic results.

Furthermore, said data was analyzed and statistically validated through Spearman's instrument and all four hypotheses were tested.

First, it was found that Fast fashion's unsustainability characteristics awareness have a connection to actual Fast fashion consumption behavior (table 2). That is, the consumption or not of Fast fashion products is associated with the awareness of how Fast fashion operates and its consequences. However, the first thought would be that said connection would be negative, which would mean that as the awareness of Fast fashion characteristics increases, such consumption decreases. Nonetheless, what was observed was the opposite. Given that the correlation value was positive, it indicates that the increase of Fast fashion unsustainability knowledge is associated with an increase of Fast fashion consumption. Moreover, as shown in the hypothesis correlation testing, it is possible to identify which characteristics' awareness have this type of correlation. As we can see from table 4.1. (presented in chapter 4.1.5.), the identification of "throwaway culture", "unsustainable", "poor quality", "low-cost labor" and "environmental threat" by the respondents have a positive, yet weak, correlation with Fast fashion consumption. We can then conclude that the acknowledgement that these characteristics are associated with this form of fashion, does not keep the population from purchasing it.

Second, the analysis confirmed that Slow fashion consumption is negatively connected to the lack of information regarding Slow fashion brands and the higher prices associated with the same (table 4.2.). Additionally, and as it was presented in the raw survey results, the main reason keeping consumers from buying Slow fashion products is the higher prices, which was also previously defended by Hussain, Khokhar & Asad (2014). Moreover, it was observed that (1) the respondents who confirmed to buy Slow fashion products are mainly employed (figure 4.16.) and (2) the respondents who said they consume Fast fashion products are mainly students (figure 4.12.), which allows the assumption that buying Slow fashion items requires more monetary means that students do not always have. In addition, one third of the population expressed having "less pieces but with more quality" as being the most important thing to them regarding fashion (figure 4.39.). Overall, this reveals that although there is the desire to consume more consciously and smart, consumers are overall not prepared, or cannot actually afford, to take the personal cost associated with sustainable fashion consumption. Also, the analysis confirmed that the unavailability of such products along with the limited knowledge of those brands still pose a big threat to Slow fashion consumption, failing to compete with the multiple, popular, and accessible Fast fashion brands.

Third, it was concluded that consuming Slow fashion products is not connected to how important sustainability is to the consumer nor by the engagement or not on other sustainable activities (table 4.3.). The same is observed with Fast fashion: consuming such products is not connected with how important sustainability is to the consumer nor by the engagement in other sustainable day-to-day activities (table 4.4.). Although 81,2% of the population stated that sustainability is either "important" or "very important" to them (figure 4.35.), and 95% of Fast fashion consumers assumed to engage in other sustainable activities (figure 4.42.), the result is that these values do not yet transfer to a fashion consumption context, which links Diddi, Yan, Bloodhart, Bajtelsmit & McShane (2019) theory to the Portuguese fashion consumption. This shows that, for the most part, there is the desire to practice a sustainable day to day life, yet, in terms of fashion consumption, there is little desire to implement an environmentally friendly lifestyle.

Moreover, on the contrary of what was previously thought, there was found no correlation between age range and the consumption of either Fast fashion or Slow fashion. However, it was discovered a positive connection between age and Slow fashion consumption monthly expenditure (table C.2., in Annex C). Data shows that older age ranges are associated with higher monthly expenses of Slow fashion, which contributes to the idea that older, hence employed, consumers can better afford to take the personal and monetary costs associated with

Slow fashion consumption. With respect to gender, it was found that there is a positive correlation between being a female and consuming Fast fashion. Furthermore, it was also found that females are associated with more frequent Fast fashion purchases (table C.1., in Annex C).

CHAPTER 5

Conclusions and Recommendations

5.1. Main conclusions

The overall level of interest and education regarding sustainability in general is increasing. However, the path to a fully sustainable (or sustainable enough) world does not get any shorter overnight.

It was shown that sustainability comes as a very important topic to consumers, and they engage in impactful activities in their day-to-day lives. When transitioning those actions into the fashion consumption sphere though, some new variables come into place.

Although activities like recycling or using less plastic do not come with great personal cost attached, sustainable fashion is quite the opposite. Supporting sustainable fashion brands usually comes with a greater financial cost than buying Fast fashion options. It is understandable that in an inflation-rising, mid-war, post-pandemic scenario, as the one Portugal faces, the uncertainty about tomorrow wins against the intention of creating a better future.

However, more than half of the population inquired stated they have changed their fashion consumption habits in the past two years, which comes as a positive indicator of progress. More than half of Fast fashion consumers also buys Slow fashion products. Almost all Slow fashion consumers also buy Fast fashion items.

In conclusion, what is observed is not quite an immediate conversion of consumption habits, but rather a gradual coalition of both types of fashion- a hybrid fashion consumption. Consumers invest simultaneously in quality, timeless pieces and in trendy, cheap garments. As such, specifically given the scenario of the Portuguese economy today, it is doubtful that Fast fashion consumption will cease to exist in the next few years. This new hybrid way of fashion consumption appears to be the future.

5.2. Theoretical and Managerial implications

The main purpose of this study is to understand the scenario of Fast and Slow fashion, as well as the fashion consumption behavior in Portugal, in order to hopefully provide brands with the consumer knowledge needed to stimulate sustainable fashion consumption and build a foundation for a sustainable future.

Although there is a long road ahead, it is clear that there is a huge opportunity for Portuguese and international brands to take their part in a greener, greater, fashion industry. In

order for that to happen, the communication of such fashion brands must adapt to the consumer journey and the following aspects should be taken into consideration.

At a primary phase, communication should focus generally on public awareness. Even though consumers are generally informed about the environmental decline the world faces, brands should support and communicate sustainable causes and movements. This type of message should come directly from brands, not only environmental organizations, seeing as though it creates a direct link between the issue and its solution. Overall, fashion consumption is usually connected to a limited decision-making behavior or an impulsive buying behavior. This means that consumers do not extensively research before buying and expect brands to present that kind of information to them, which is why the brands' role in communicating awareness is key.

A recently emerging problem with this topic is that, although some brands truly want to make a change, it has become a tendency in the fashion market. That is why the concept of greenwashing is growing fast, especially linked to Fast fashion, in which companies use sustainability as a communication strategy to grow their profits. By putting an eco-label on some items of clothing or even whole collections, Fast fashion brands benefit hugely from being seen as sustainable by the population, when in fact the fast cycle is still there. Because of that, regulation, and certification play an important role in ensuring the overcoming and decreasing of this phenomenon in the fashion industry. The brands' role in the way consumers perceive sustainability is vital to their engagement in such.

At a secondary phase, and regarding the third stage of the decision-making process- evaluation of alternatives, 16,2% of the respondents in this study stated that they don't usually buy Slow fashion products because they are not available near them, while 43,9% of the same stated that they don't know any Slow fashion brands. This poses a huge block on sustainable consumption, because when evaluating alternatives, Slow fashion brands are not the first ones on top of consumers' minds. As so, brands need to invest in advertising, for consumers to be able to even consider those options in the first place.

Additionally, the idea of content creation being today's main driver to capture people's attention, is something that Slow fashion brands must take huge advantage of. The investment in content that drives emotional engagement about sustainability and the present environmental decline is tremendously important. Consumers' purchasing decisions are driven by personal rather than ethical reasons so, by engaging with that content, consumers will start associating sustainable issues to their own consumption habits, which will make it a personal issue.

Other than that, sustainable fashion needs to become a trend. Brands could benefit hugely by investing in content creators to carry the message of extending the product's life cycles and keeping them active for as long as possible, with the goal of slowing and narrowing down the loop of fashion consumption. By helping communicate and promote the use of more-quality, high-end, stable pieces that could last a lifetime, content creators can help diminish the discouraging role that pricing plays in sustainable fashion consumption. Also, it is crucial to communicate the power of vote that consumers' expenditures have on supporting the brands beliefs, activities, and production policies. A good example of this suggestion is Matilda Djerf, a Swedish fashion influencer, who created her own brand of non-seasonal, ready-to-wear, sustainably made (in Portugal) clothing, whilst building a considerable platform made of millions of followers that carry those values into their own fashion consumption.

Furthermore, from a demographic perspective, it was found that females contribute more to consumption - of both Fast and Slow fashion - and consume more often than males. Therefore, there could be the opportunity for Slow fashion brands to target women specifically and shift their consumption to a more sustainable style. Regarding age, it was found that consumers between the ages of 20 and 24 years old tend to consume Fast fashion more often. Nonetheless, brands should include every age group in their approach and not only focus on digital resources to get to the youngest generations. As older generations have different consumption patterns, brands must be aware of those to properly target every consumer category. As mentioned before, there was found a positive connection between age and Slow fashion consumption monthly expenditure, which means that older generations tend to spend more monthly on Slow fashion items.

Overall, self-impact should be approached, whether the focus is on consumer conversion or acquisition. It was noticed that most consumers engage in sustainable activities outside the fashion sphere, despite the fact that those factors are not associated with a more sustainable fashion consumption. This highlights the great space for improvement within the industry, as well as an obligation for a considerable shift in mindset and consumption habits.

In conclusion, the two words that better define the beginning of this change are transparency and accountability. Brands need to act and lead a fashion revolution based on traceability, awareness, and environmental drive.

The world of fashion as we know it, is slowly coming to an end. In an era marked by great wealth and abundance of supplies, mankind is now faced with scarce natural resources that will eventually run out. The cost of having a different closet every season is an environmental distress and the effect on individual health is starting to show.

Companies must implement better policies that prioritize environmental and social justice and incentivize responsibility that starts within themselves. In Portugal, brands like Naz, Guaja and Lemon Jelly are just some examples of businesses focused on sustainably producing quality pieces and closing the loop of fashion consumption.

Nonetheless, consumers hold most of the power. Younger generations are eager to make a change because they're the ones who will carry the consequences of the present.

Fast fashion is not a sustainable business model and will not survive the following decades, either because of the change in mindsets or because of the scarcity of present resources. Fashion is about respect, culture, and heritage, as a way that fosters and rewards skills and craftmanship, which is why Slow fashion has to be the future.

If anything, this study comes to raise awareness to readers into changing their consumption habits and truly understand the consequences behind the causes they're putting their money into.

5.3. Limitations and future research

The present study faces some unmanageable limitations, especially regarding the data collection. First, given the lack of response from the contacted brands in the study planned schedule, it was impossible to carry out the interviews that would serve as the qualitative instrument for the analysis. Furthermore, the sample used for the quantitative analysis was based on a convenience sample, which may have not allowed for much diversity in some of the variables- for instances district and field of study. Older people were also somewhat underrepresented, given that the survey was shared through social media platforms, which could have slightly affected the results.

Nevertheless, this study contributed to the overall perception of the Fast fashion and Slow fashion phenomenon in Portugal, mainly regarding consumer behavior and reasoning. It would be interesting to carry out a similar study in 2-5 years to further analyze the evolution of sustainable consumption in Portugal. In addition, to analyze this present hybrid consumption and its consumer behavior characteristics, in order to identify the occasions where either fashion type is purchased. Furthermore, given that this study was based on a consumer perspective- since the interviews were not performed-, it would be relevant to study this phenomenon from a business perspective and further investigate brands' intentions and plans for a sustainable future. Finally, it would also be important to broaden the study of consumer behavior towards the greenwashing phenomenon, specifically in the Portuguese market.

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Annexes

Annex A: Survey structure

Fast fashion vs. Slow fashion: What is the future?

This survey is part of a study that is committed to characterize the Portuguese consumption of fashion, by understanding if consumer awareness and product information indeed lead to more conscious consumer practices in the fashion industry today.

Part 1: Consumer Profile

1. Age range: *

- ◯ 15-19
- ◯ 20-24
- ◯ 25-35
- ◯ 36-45
- ◯ 46-59
- ◯ >60

2. Gender: *

- ◯ Female
- ◯ Male
- ◯ Other

3. District: *

- ◯ Aveiro
- ◯ Beja
- ◯ Braga
- ◯ Bragança
- ◯ Castelo Branco
- ◯ Coimbra
- ◯ Évora
- ◯ Faro
- ◯ Guarda
- ◯ Leiria
- ◯ Lisboa
- ◯ Portalegre
- ◯ Porto
- ◯ Santarém
- ◯ Setúbal
- ◯ Viana do Castelo
- ◯ Vila Real
- ◯ Viseu
- ◯ Açores
- ◯ Madeira

4. Education level: *

- ◯ Less than high school
- ◯ Completed high school
- ◯ Bachelor's degree
- ◯ Master's degree
- ◯ Doctorate
- ◯ None of the above

5. Occupation: *

- ◯ Employed
- ◯ Unemployed looking for work
- ◯ Unemployed not looking for work
- ◯ Unable to work
- ◯ Retired
- ◯ Student

6. Field of study: *

- ◯ Agriculture
- ◯ Architecture and design
- ◯ Business and economics
- ◯ Education
- ◯ Engineering and technology
- ◯ Environmental studies and forestry
- ◯ Family and consumer science
- ◯ Human physical performance and recreation
- ◯ Journalism, media studies and communication
- ◯ Law
- ◯ Library and museum studies
- ◯ Medicine
- ◯ Military sciences
- ◯ Public administration
- ◯ Social work
- ◯ Other
- ◯ None of the above

Part 2: Fashion consumption behavior

7. "Fast fashion is a fashion business model designed to be mass produced and standardized. Fast fashion brands release numerous collections yearly, composed by cheap pieces that were produced by low-cost labor that sometimes involve violations of human rights and unsafe production environments. Due to the constant change of seasonal trends and designs, products are bought, worn, and disposed of in a very short period of time. The environmental impact of the production and disposal of these garments is unmatched." *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

8. Choose the characteristics you know are associated with Fast fashion's business model: *

- [ ] "Throwaway culture"
- [ ] Very large scale
- [ ] Small scale
- [ ] Sustainable
- [ ] Unsustainable
- [ ] Short lead times
- [ ] Medium-long lead times
- [ ] High quality
- [ ] Poor quality
- [ ] Numerous options
- [ ] Less options
- [ ] Unsafe production environments
- [ ] Low-cost labor

- [ ] Safe production environments
- [ ] Fairly compensated labor
- [ ] Environmental threat
- [ ] Environmentally friendly
- [ ] Economic-growth oriented
- [ ] Sustainable-growth oriented

9. "Slow Fashion's business model focuses on increasing the items' lifespan from manufacturing to discarding, by concentrating on product quality and saving resources. The increase in product quality comprises both materials and design to create a long-lasting style, value, and utility, which fights fast fashion's "throwaway culture". However, by providing the consumers with better-quality products, and the workers with safe and fair conditions, the individual piece prices are higher. Overall, it is associated with not only environmental sustainability but also social sustainability." *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

10. Choose the characteristics you know are associated with Slow fashion's business model: *

- [ ] "Throwaway culture"
- [ ] Very large scale
- [ ] Small scale
- [ ] Sustainable
- [ ] Unsustainable
- [ ] Short lead times
- [ ] Medium-long lead times
- [ ] High quality
- [ ] Poor quality
- [ ] Numerous options
- [ ] Less options
- [ ] Unsafe production environments
- [ ] Low-cost labor
- [ ] Safe production environments
- [ ] Fairly compensated labor
- [ ] Environmental threat
- [ ] Environmentally friendly
- [ ] Economic-growth oriented
- [ ] Sustainable-growth oriented

11. Do you buy Fast fashion products? *

- ◯ Yes
- ◯ No

12. How often do you buy Fast fashion products? *

- ◯ 2-3 times per week
- ◯ Once per week
- ◯ 2-3 times per month
- ◯ Once per month
- ◯ Once every 2-3 months
- ◯ Once every 6 months
- ◯ Once per year
- ◯ Less than once per year
- ◯ Never

13. How much do you spend monthly in Fast fashion products? *

- ◯ 0€
- ◯ Less than 20€
- ◯ 20€-50€
- ◯ 50€-100€
- ◯ 100€-250€
- ◯ >250€

14. What makes you buy Fast fashion's products? *

- [ ] Habit
- [ ] There's many options to choose from
- [ ] They're cheaper
- [ ] They're available near me
- [ ] It's trendy
- [ ] I feel pressured to buy due to limited time availability
- [ ] Other reasons
- [ ] I don't buy Fast fashion products

15. What are your Fast fashion brands of choice? *

A sua resposta

16. If you don't buy Fast fashion products, why is that?

- [ ] I don't really buy fashion products
- [ ] It's not environmentally sustainable
- [ ] It's not socially sustainable
- [ ] The pieces are poor quality
- [ ] They're not available near me
- [ ] Other reasons

17. Do you buy Slow fashion products? *

- ◯ Yes
- ◯ No

18. How often do you buy Slow fashion products? *

- ◯ 2-3 times per week
- ◯ Once per week
- ◯ 2-3 times per month
- ◯ Once per month
- ◯ Once every 2-3 months
- ◯ Once every 6 months
- ◯ Once per year
- ◯ Less than once per year
- ◯ Never

19. How much do you spend monthly in Slow fashion products? *

- ◯ 0€
- ◯ Less than 20€
- ◯ 20€-50€
- ◯ 50€-100€
- ◯ 100€-250€
- ◯ >250€

20. What makes you buy Slow fashion's products? *

- [ ] Habit
- [ ] There's few options to choose from
- [ ] They're better quality
- [ ] They're available near me
- [ ] It's socially and environmentally sustainable
- [ ] I feel pressured to buy those items
- [ ] Other reasons
- [ ] I don't buy Slow fashion products

21. Do you know any Slow Fashion brands? *

- ◯ Yes
- ◯ No

22. What are your Slow fashion brands of choice?

A sua resposta

23. If you don't buy Slow fashion products, why is that? *

- [ ] I don't really buy fashion products
- [ ] They're not trendy
- [ ] They're expensive
- [ ] There's limited options to choose from
- [ ] They're not available near me
- [ ] I don't know any Slow fashion brands
- [ ] Other reasons
- [ ] Not applicable to me / I buy Slow fashion products

24. Have you changed your fashion consumption habits in the past 2 years? *

- ◯ Yes
- ◯ No

25. If so, why?

- [ ] I became more aware about sustainability
- [ ] I became more concerned about the environmental decline we face
- [ ] I felt pressured by society

26. On a scale of 1-5, how important is sustainability to you? *

	1	2	3	4	5	
Not important at all	◯	◯	◯	◯	◯	Very important

27. What are your main sources of information/education regarding sustainability and environmental matters?

- [ ] Social media
- [ ] Paper or digital news
- [ ] Friends and family
- [ ] School resources
- [ ] Others

28. Do you engage in sustainable activities/ actions in your day-to-day life? *

- ◯ Yes
- ◯ No

29. If so, which of these do you practice? *

- [ ] Use renewable energy
- [ ] Recycle and reuse
- [ ] Use less plastic
- [ ] Eat less meat
- [ ] Save water
- [ ] Donate unused items
- [ ] Others
- [ ] I don't engage in sustainable activities/ actions in my day-to-day life

30. Finally, what is more important to you right now regarding fashion? *

- ◯ Spending less on clothes
- ◯ Having more options when buying
- ◯ Being sustainable with my consumption
- ◯ Being trendy with my consumption
- ◯ Having less pieces but with more quality

Annex B: Normality test table

Table B.1. Normality test
Source: Author's elaboration (2022)

		Kolmogorov-Smirnov			Shapiro-Wilk		
		Statistics	gl	Sig.	Statistics	gl	Sig.
Fast fashion concept		.290	148	.000	.766	148	.000
Fast fashion characteristics	Throwaway culture	.375	148	.000	.630	148	.000
	Very large scale	.490	148	.000	.493	148	.000
	Small scale	.526	148	.000	.056	148	.000
	Sustainable	.480	148	.000	.514	148	.000
	Unsustainable	.471	148	.000	.532	148	.000
	Short lead times	.434	148	.000	.586	148	.000
	Medium-long lead times	.541	148	.000	.217	148	.000
	High quality	.540	148	.000	.173	148	.000
	Poor quality	.477	148	.000	.520	148	.000
	Numerous options	.480	148	.000	.514	148	.000
	Less options	.537	148	.000	.122	148	.000
	Unsafe production environments	.393	148	.000	.621	148	.000
	Low-cost labor	.513	148	.000	.424	148	.000
	Safe production environments	.396	148	.000	.619	148	.000
	Fairly compensated labor	.539	148	.000	.149	148	.000

	Environmental threat	.382	148	.000	.627	148	.000
	Environmentally friendly	.	148	.	.	148	.
	Economic-growth oriented	.375	148	.000	.630	148	.000
	Sustainable-growth oriented	.540	148	.000	.173	148	.000
Slow fashion concept		.301	148	.000	.759	148	.000
Fast fashion characteristics	"Throwaway culture"	.533	148	.000	.092	148	.000
	Very large scale	.540	148	.000	.173	148	.000
	Small scale	.533	148	.000	.092	148	.000
	Sustainable	.493	148	.000	.485	148	.000
	Unsustainable	.537	148	.000	.122	148	.000
	Short lead times	.540	148	.000	.236	148	.000
	Medium-long lead times	.438	148	.000	.582	148	.000
	High quality	.518	148	.000	.404	148	.000
	Poor quality	.541	148	.000	.196	148	.000
	Numerous options	.541	148	.000	.196	148	.000
	Less options	.454	148	.000	.560	148	.000
	Unsafe production environments	.537	148	.000	.122	148	.000
	Low-cost labor	.540	148	.000	.173	148	.000
	Safe production environments	.403	148	.000	.615	148	.000
	Fairly compensated labor	.341	148	.000	.636	148	.000
	Environmental threat	.539	148	.000	.149	148	.000
	Environmentally friendly	.420	148	.000	.600	148	.000
	Economic-growth oriented	.513	148	.000	.424	148	.000
	Sustainable-growth oriented	.393	148	.000	.621	148	.000
Fast fashion consumption behavior		.538	148	.000	.271	148	.000
Frequency of fast fashion consumption		.200	148	.000	.931	148	.000
Fast fashion monthly expenditure		.222	148	.000	.889	148	.000
Reasons for consuming Fast fashion	Habit	.461	148	.000	.549	148	.000
	There is many options to choose from	.368	148	.000	.632	148	.000

	They are cheaper	.480	148	.000	.514	148	.000
	They are available near me	.344	148	.000	.636	148	.000
	It is trendy	.502	148	.000	.461	148	.000
	I feel pressured to buy due to limited time availability	.541	148	.000	.196	148	.000
	Other reasons	.532	148	.000	.331	148	.000
	I don't buy Fast fashion products	.541	148	.000	.217	148	.000
	I don't really buy fashion products	.539	148	.000	.254	148	.000
	It is not environmentally sustainable	.540	148	.000	.173	148	.000
	It is not socially sustainable	.541	148	.000	.196	148	.000
	The pieces are poor quality	.537	148	.000	.287	148	.000
	They are not available near me	.539	148	.000	.149	148	.000
	Other reasons	.535	148	.000	.303	148	.000
Slow fashion consumption		.393	148	.000	.621	148	.000
Frequency of Slow fashion consumption		.183	148	.000	.885	148	.000
Slow fashion monthly expenditure		.253	148	.000	.827	148	.000
Reasons for consuming Slow fashion	Habit	.	148	.	.	148	.
	There is few options to choose from	.534	148	.000	.317	148	.000
	They are better quality	.358	148	.000	.635	148	.000
	They are available near me	.541	148	.000	.196	148	.000
	It is socially and environmentally sustainable	.448	148	.000	.569	148	.000
	I feel pressured to buy those items	.537	148	.000	.122	148	.000
	Other reasons	.528	148	.000	.358	148	.000
	I don’t buy Slow fashion products	.414	148	.000	.606	148	.000
Slow fashion brands knowledge		.372	148	.000	.631	148	.000

Reasons for not consuming Slow fashion	I don't really buy fashion products	.541	148	.000	.217	148	.000
	They're not trendy	.539	148	.000	.149	148	.000
	They're expensive	.382	148	.000	.627	148	.000
	There is limited options to choose from	.513	148	.000	.424	148	.000
	They are not available near me	.507	148	.000	.443	148	.000
	I don't know any Slow fashion brands	.510	148	.000	.434	148	.000
	Other reasons	.541	148	.000	.217	148	.000
	Not applicable to me / I buy Slow fashion products	.403	148	.000	.615	148	.000
Fashion habits change in last 2 years		.410	148	.000	.609	148	.000
Reasons for changing fashion consumption behavior	I became more aware about sustainability	.368	148	.000	.632	148	.000
	I became more concerned about the environmental decline we face	.424	148	.000	.597	148	.000
	I felt pressured by society	.539	148	.000	.254	148	.000
Importance of sustainability		.238	148	.000	.817	148	.000
Sources of information / education regarding sustainability	Social media	.496	148	.000	.477	148	.000
	Paper or digital news	.361	148	.000	.634	148	.000
	Friends and family	.396	148	.000	.619	148	.000
	School resources	.424	148	.000	.597	148	.000
	Others	.532	148	.000	.331	148	.000
Engagement in sustainable activities/ actions in day-to-day life		.541	148	.000	.217	148	.000
Sustainable activities / actions performed in day-to-day life	Use renewable energy	.483	148	.000	.507	148	.000
	Recycle and reuse	.507	148	.000	.443	148	.000
	Use less plastic	.480	148	.000	.514	148	.000
	Eat less meat	.424	148	.000	.597	148	.000
	Save water	.382	148	.000	.627	148	.000

	Donate unused items	.379	148	.000	.628	148	.000
	Others	.535	148	.000	.303	148	.000
	I don't engage in sustainable activities/ actions in my day-to-day life	.541	148	.000	.217	148	.000
Most important factor regarding fashion consumption		.216	148	.000	.829	148	.000

Annex C: Other Spearman's correlation analysis

Table C.1. Spearman's correlation between Fast fashion consumption behaviour and demographic characteristics
Source: Author's elaboration (2022)

		Fast fashion consumption	Fast fashion consumption frequency	Fast fashion monthly expenditure
Age range	r_s	-.042	.053	.103
	p	.607	.520	.208
	N	150	150	150
Gender	r_s	.275**	-.326**	.187*
	p	.001	.000	.022
	N	150	150	150
Education level	r_s	.033	-.081	.052
	p	.690	.322	.526
	N	150	150	150

Table C.2. Spearman's correlation between Slow fashion consumption behaviour and demographic characteristics
Source: Author's elaboration (2022)

		Slow fashion consumption	Slow fashion consumption frequency	Slow fashion monthly expenditure
Age range	r_s	.016	-.135	.195*
	p	.847	.100	.017
	N	150	150	150
Gender	r_s	-.055	.037	-.128
	p	.504	.651	.119
	N	150	150	150
Education level	r_s	.008	-.083	.057
	p	.924	.311	.485
	N	150	150	150

Annex D: Other data analysis graphics

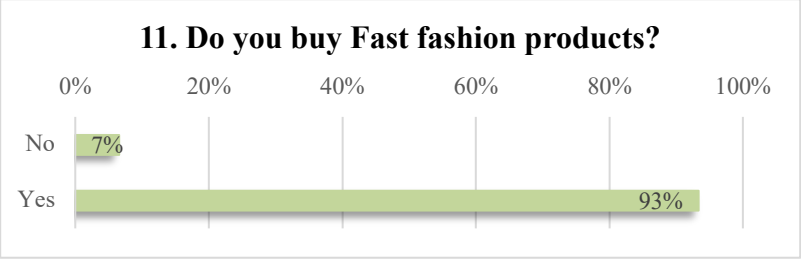

Figure D.1. Distribution of the Slow fashion consumer sample by their Fast fashion consumption
Source: Author's elaboration (2022)

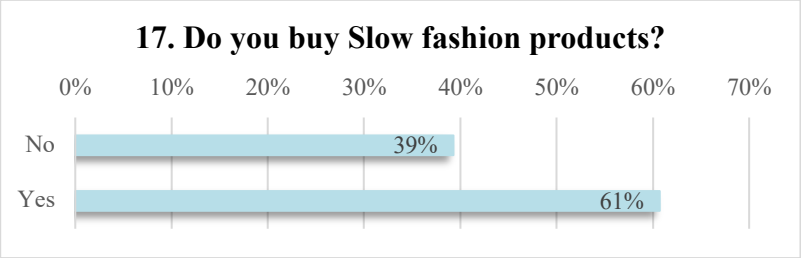

Figure D.2. Distribution of the Fast fashion consumer sample by their Slow fashion consumption
Source: Author's elaboration (2022)

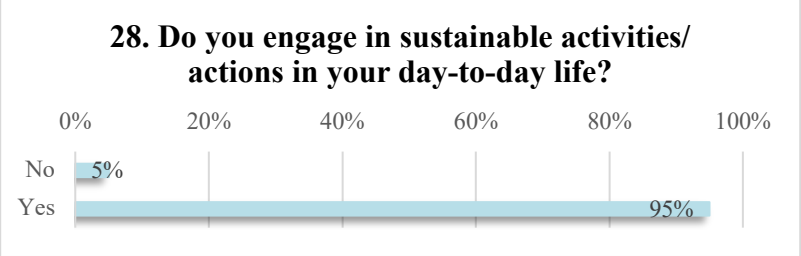

Figure D.3. Distribution of the Fast fashion sample by their engagement in sustainable activities / actions in their day-to-day life
Source: Author's elaboration (2022)