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VARTOJIMUI: MODERUOJANTIS  
ĮMONIŲ SOCIALINĖS  
ATSAKOMYBĖS SUVOKIMO  
VAIDMUO**

**THE IMPACT OF PERSONAL  
CHARACTERISTICS ON GREEN  
CONSUMPTION BEHAVIOR:  
THE MODERATING EFFECT OF  
PERCEPTION OF CSR**

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## TABLE OF CONTENTS

LIST OF TABLES AND FIGURES .....	3
INTRODUCTION.....	4
1. THEORETICAL ANALYSIS: GREEN CONSUMPTION BEHAVIOR AND FACTORS INFLUENCING IT .....	7
1.1. Theoretical analysis of green consumption behavior .....	7
1.2. Personal factors impacting green consumption behavior .....	15
1.3. Consumer Perception of Corporate Social Responsibility (CSR) .....	18
2. METHODOLOGY .....	22
2.1. Research Model and Hypotheses.....	22
2.2. Research Method, Questionnaire Design and Measurement Scales.....	26
2.3. Sampling process and sample size.....	28
2.4. Data analysis methods .....	29
3. EMPIRICAL RESEARCH RESULTS OF THE IMPACT OF PERSONAL CHARACTERISTICS ON THE GREEN CONSUMER BEHAVIOR.....	30
3.1. Description of the research sample.....	30
3.2. Reliability test.....	31
3.3. Normality test .....	32
3.4. Hypotheses testing .....	33
3.4.1. Analysis of personal characteristics' impact on the intention to purchase fast fashion clothes, intention to purchase sustainable clothes and intention to reduce clothing purchase and consumption.....	33
3.4.2. Analysis of the perception of CSR as a moderating effect. ....	37
3.4.3. Analysis of demographic characteristics impact on consumer green purchasing and consumption behavior.....	41
4. FINDINGS AND CONCLUSIONS .....	43
REFERENCES.....	47
SUMMARY IN ENGLISH.....	57
SUMMARY IN LITHUANIAN .....	58
APPENDIX 1. QUESTIONNAIRE.....	59
APPENDIX 2. SAMPLE DEMOGRAPHIC CHARACTERISTICS.....	64
APPENDIX 3. RELIABILITY TESTS .....	66
APPENDIX 4. REGRESSION AND CORRELATION TESTS.....	69
APPENDIX 5. MODERATION ANALYSIS .....	73
APPENDIX 6. EVALUATION OF DIFFERENCES BETWEEN DEMOGRAPHIC AND DEPENDENT VARIABLES .....	82

## LIST OF TABLES AND FIGURES

Table 1. Anticonsumption umbrella and related concepts .....	9
Figure 1. Carroll's Model of CSR. Carroll, 1991.....	20
Figure 2. Research Model. ....	24
Table 2. Structure of the questionnaire. ....	27
Table 3. Sample size of comparable research on anticonsumption.....	28
Table 4. Demographic characteristics of the respondents.....	31
Table 5. Cronbach's Alpha of measurement scales. ....	32
Table 6. Tests of normality. ....	33
Table 7. Regression coefficients between consumers' personal characteristics and the intention to purchase fast fashion clothing. ....	34
Table 8. Regression coefficients between consumers' personal characteristics and the intention to purchase sustainable clothing.....	35
Table 9. Regression coefficients between consumers' personal characteristics and the intention to reduce clothing purchase and consumption. ....	36
Table 10. Results of the hypotheses testing. ....	39
Table 11. Regression model of the intention to purchase sustainable clothing and CSR. ....	41
Table 12. Regression model of the intention to reduce clothing purchase and consumption and CSR. ....	41
Figure 3. Final model of green consumption behavior. ....	43

## INTRODUCTION

Environmental crisis and social inequalities are a continuously growing concern in our society. Overconsumption and the excessive amount of options for satisfying personal needs and wants put an extreme pressure on the environment and developing countries. The clothing industry of today has moved well beyond merely satisfying basic needs, especially due to the rise of fast fashion. Fast fashion corporations manage to spit new collections of clothing items with a shelf life of less than a month. As a result, 75% of textile supply chain ends up thrown away amounting to the equivalent of one garbage truck of fabric per second (Stanton, n.d.). Moreover, the production of this vast amount of clothing puts heavy pressure on the environment through the extensive use of energy, water, chemicals and pesticides (Choudhury, 2014). Besides, the textile production, which is frequently outsourced to developing countries, raises major social concerns including extremely low wages, unsafe working conditions, long working hours, child labor, and overall violation of labor rights (Dickson et al., 2009).

Fashion industry has become a major subject of criticism amidst the ecological crisis and the increased awareness social issues. Many clothing companies have been seen making attempts to reshape their manufacturing system towards more sustainable, fair, and organic production but were frequently met with backlash for greenwashing consumers. Nevertheless, sustainable growth via more efficient technology or sustainable innovations has failed to deliver urgently needed changes towards genuinely sustainable and fair production and consumption (Brown and Vergragt, 2016; Huetting, 2010; Kalmykova et al., 2016; Martínez-Alier et al., 2010). In fact, due to the outbreak of Covid-19, the industry is expected to pause its corporate investing in sustainability for an undefined period viewing it as additional expenses that slow down the recovery from the pandemic (Roshitsh, 2020). Not surprisingly, scholarly attention has been drawn towards alternative forms of consumption that would either cut on the acquisition of specific unethical and environmentally harmful products or reduce overall consumption levels (Kavaliauske, 2017; Joanes, 2019; Kaynak & Eksi, 2011). Joanes (2019) believed that focusing on the problem of overconsumption and discovering the drivers of anticonsumption is a promising research path towards sustainable society solutions.

Consumers' view of buying more, consuming more, and throwing away more began to shift primarily due to the rise of the ecological and environmental consumer behavior back in the 70s (Peattie & Crane, 2005). However, modern expression of sustainable consumption considers the effect of individual actions of consumers on the areas of acquisition, usage and disposal of products and services not only on ecological but also on social and economic conditions for present and future generations (Geiger et al., 2018). The sheer breadth of activities associated with

sustainable consumption caused an explosion of terms to describe this type of behavior. Literature review revealed several terms for describing environmentally and socially oriented consumption including organic, green, ethical/moral, socially conscious (responsible), sustainable consumption and even anticonsumption. Though sharing many similarities, the terms sometimes vary in their emphasis of either environmental or socioeconomic impacts.

As the consumers' sensitivity to and awareness of the social and environmental issues increases, it becomes important to recognize what factors motivate them to react against overconsumption. The need to understand consumers' intentions to consume certain products or not to consume in general has prompted many previous scholars to study the role of personal characteristics in the green consumption intentions. For example, Kaynak and Eksi (2011) observed an impact of ethnocentrism on the intention to avoid not locally produced products, while Lee et al. (2016) linked spirituality as a predictor of negative attitude towards non-sustainable behaviors. Some authors, however, demonstrated controversial results about the influence of other internal characteristics – such as religiosity, skepticism, environmental consciousness – on green consumption behaviors. Therefore, it has been impossible to make conclusive arguments about the impact of certain personal factors on the green consumption behaviors. As a result, there is a clear necessity to reexamine and add to the pool of knowledge what consumers' personal characteristics lead them to the purchase of sustainable products and even motivate them to reduce their purchase and consumption of products.

In the environment, where consumers feel more empowered by means like globalization and media to make smarter, and including greener, decisions about their purchases, holding and increasing the number of loyal customers becomes more competitive and complex. In addition to improving their supply chains, many fashion producers, including fast fashion companies, make sure to make their sustainable efforts visible to consumers by communicating their corporate social responsibility (CSR). However, throughout the years, certain brands, fashion brands in particular, have been caught on greenwashing, which increased skepticism of consumers towards green products (Do Paco & Reis, 2012). Despite that, CSR continues to be an essential predictor of consumers' perceptions of and attitudes towards the brand, which is directly linked to their purchase intentions (Suki et al., 2016). Therefore, it becomes important to examine how CSR affects the interactions between certain consumer characteristics and their green consumption motives.

Fashion industry is an exciting field for exploring the dynamics of overconsumption, green consumption and reduction of consumption because it is an industry that promotes consumption as a social practice that is essential for self-expression. Therefore, the focus of this research is on

the consumers' intentions to express alternative consumption behaviors based on environmental and social concerns, which can be achieved by using and purchasing sustainable clothes, or fewer clothing items including but not limited to the ones that are deemed problematic. As a result, this research aims to analyze the impact of consumer personal characteristics on the intentions to express green consumption behaviors. Firstly, it is the intention to purchase sustainable clothing. Secondly, it is the low intention to purchase fast fashion clothing. Thirdly, it is the intention to reduce overall purchase and consumption of clothes. The research also anticipates to discover how the relationships are moderated by consumers' perception of CSR. Therefore, the present study poses the following research objectives:

1. To analyse theoretical aspects of green consumption behaviours;
2. To analyse factors influencing the intention to purchase sustainable clothes and to reduce overall purchase and consumption of clothes;
3. To identify the importance of CSR in the context of green clothing consumption;
4. To prepare the methodology for analysing the impact of consumers' personal characteristics on the intention to purchase sustainable clothes and to reduce overall clothing purchase and consumption when the relationship is moderated by consumers' perception of CSR;
5. To perform the research to determine the effect of consumers' personal characteristics on the intention to purchase sustainable clothes and to reduce overall clothing purchase and consumption when the relationship is moderated by consumers' perception of CSR.

# **1. THEORETICAL ANALYSIS: GREEN CONSUMPTION BEHAVIOR AND FACTORS INFLUENCING IT**

## **1.1. Theoretical analysis of green consumption behavior**

Consumption of goods and services has always been the essential function for meeting basic physiological human needs, such as food and shelter, as well as psychological needs, such as boosting confidence or gaining the feeling of accomplishment. Today, the market offers an endless amount of options to fulfill and even create desires beyond basic needs. These developments can be seen explicitly in the clothing industry (Connell, 2010; Lueg et al., 2015) where fast fashion has become a well-established and a highly profitable business model (Kim et al., 2013) yet extremely unsustainable one (Joanes, 2000). The countless tempting choices for self-actualization through consumption have resulted in intensive consumption. Thus, the conventional concept of consumption has acquired a rather negative meaning in the past decade. The term has been increasingly used in the context of overconsumption, particularly in the Western societies.

Ehrlich and Ehrlich (2004) defined overconsumption as acquisition of goods that go beyond the basic needs and reasonable comfort. The authors also stressed the negative consequences of overconsumption for the environment. However, the ecological and social measures of overconsumption continue to be debatable because sustainably produced and distributed products can still be overconsumed. Therefore, amidst the ongoing critical discourse about global sustainable development, the role of the individual consumer should continue to be addressed as much as the issues of unethical production, corporations' green washing, etc.

Overconsumption has been criticized not only by scientists or academic scholars but also various political groups, international organizations, social networks and associations, and even more so by the increasing civic engagement of individuals. Their views against overconsumption result in anticonsumption manifestations, such as advocacy for ethical consumption, resistance to brands and retailers that carry negative associations or meanings, slow living lifestyles and voluntary simplicity, development of sustainable communities etc. On the national or global levels, the anticonsumerism initiatives take forms of legislation changes, advertisement control, environmental taxes, etc. However, there are certain types of behavioral patterns that consumers choose to follow in their individual lifestyles for anticonsumerism reasons. Therefore, behaviors, such as buying less, avoiding certain products or brands, or deciding not to buy specific environmentally and ethically questionable products has previously caught scholarly attention.

The literature review has revealed a variety of alternative forms to consumption, which, as it's been already stated, is frequently understood within the idea of overconsumption, based on social or environmental considerations. For the sake of cohesiveness, this paper classifies the numerous alternatives to consumption as green consumption behaviors. This section presents a brief review of the various terms and forms previous researchers used to examine green consumption behaviors, including organic consumption, green consumption, ethical/moral consumption, socially conscious (responsible) consumption, sustainable consumption, consumer resistance, voluntary simplicity, boycotts/consumer activism, symbolic consumption, and brand/product/product category avoidance.

The most profound analysis of the existing literature on the alternative forms of consumption was done by Makri et al. (2020). The work stands out for the clarity it managed to give to the concept of anticonsumption that for a long time lacked clear definition. The authors finally shed light to the field by delineating the constructs that embody anticonsumption manifestations from anticonsumption. Makri et al. (2020) defined anticonsumption as “intentionally and meaningfully excluding or cutting goods from one’s consumption routine or reusing once-acquired goods with the goal of avoiding consumption” (Makri et al., 2020, p. 178). It is worth noting that intentionality and meaningfulness are the unique characteristics of anticonsumption. Unintentional acts of consumption reduction caused by incidental or situational reasons, such as unavailability or inaccessibility of a product or brand, are not considered as anticonsumption acts (Makri et al., 2020). Likewise, the absence of deliberate motives for reducing overall consumption is not considered anticonsumption (Makri et al., 2020). For example, intentional excluding or cutting specific products or product categories from one’s consumption, such as dairy products, can be done with the goal of avoiding consumption (e.g., to support animal rights) but not necessarily (e.g., lactose intolerance).

Due to a variety of its manifestation, Makri et al. (2020) viewed anticonsumption as a large umbrella that can comprise numerous conceptually related constructs, such as green consumption, ethical consumption, consumer resistance, voluntary simplicity, boycotts/consumer activism, etc. Table 1 provides a summary of the comprehensive review of anticonsumption and related constructs constructed by Makri et al. (2020).



Table 1.

*Anticonsumption umbrella and related concepts. Makri et al., 2020*

Anticonsumption umbrella (rejecting, restricting, and reclaiming with the goal of avoiding consumption)			
Related concepts	Aspects <i>under</i> the umbrella	Aspects <i>outside</i> the umbrella	Papers with this focus <sup>a</sup>
Green/sustainable consumption, ethical/moral consumption, alternative consumption	Prosocial behaviors leading to consumption patterns or choices with reduction-related consequences (e.g., saving energy) or reuse	"Reasons for" consumption outweighs "reasons against" consumption	Black and Cherrier (2010); Chatzidakis and Lee (2013); Garcia-de-Frutos et al. (2018) Lee et al. (2009a); Nepomuceno and Laroche (2015); Scott and Weaver (2018)
Consumer resistance	Cutting goods from consumption routine (due to negative experiences, value inadequacy, etc.)	Consumers oppose a force of domination (→ antagonist is required)	Cherrier et al. (2011); Lee et al. (2011); Nepomuceno and Laroche (2017); Valor et al. (2017)
Voluntary simplicity	Reduction (or simplification) of consumption pattern by choice out of free will to limit expenditures and/or enhance well-being	Extends beyond reducing consumption by exercising self-reliance and developing intellect and other nonmaterial facets of human existence	Craig-Lees and Hill (2002); Iyer and Muncy (2009)
Boycotts/consumer activism	Refrain from purchasing certain products due to ideological discontent/incongruency with an organization or country	Collective character and expiration date (often initiated, organized and ended by a third party)	Hoffmann (2011); Hoffmann et al. (2018); Yuksel and Mrytez (2009)
Symbolic consumption	Rejection of goods or consumption habits for symbolic reasons that are personally or socially important to the consumer	Consumption of goods that are important in the construction of the consumer's ideal self	Chatzidakis and Lee (2013); Hogg et al. (2009)
Brand/product avoidance	Deliberate avoidance of specific brands/products because of the negative associations/meanings they carry	Brand switching (change from one brand to another) due to dissatisfaction and/or incidental avoidance of particular brands/products	Kavaliauskė and Simanavičiūtė (2015); Lee et al. (2009b); Sandikci and Ekici (2009)

<sup>a</sup>Nonexhaustive list of papers.

It is also worth noting that the grounds for anticonsumption appear to differ in terms of intensity of "reasons for" and "reasons against" consumption. Let's review it on the example of two particular behaviors that kept reoccurring as expressions of anticonsumption and its related constructs - reduction and avoidance. For instance, reduction of consumption is still consumption, and, in fact, the ethical or environmental grounds may be causing it too. In contrast, avoidance is a complete elimination of a brand, product, or product category from one's consumption routine. Therefore, it seems fair to conclude that "reasons against" and "reasons for" consumption can vary inside the anticonsumption construct itself. That is to say that avoidance (excluding) and reduction (cutting goods) are based on different reasons. Moreover, it appears that reduction is still predominantly concerned with "reasons for" consumption rather than "reasons against," while the primary focus of avoidance is on "reasons against." Makri et al. (2020) stressed that an individual who decides to express anticonsumption behavior is not only lacking motivation to consume (reasons for) but may also have stronger motivations for not consuming (reasons against). It seems safe to assume that an individual that chooses to reduce (cut goods) is not lacking motivation to consume and has weaker motivation to not consume, compared to an individual who chooses to

avoid (exclude). In either scenario, there are intentional and deliberate motives behind any anticonsumption manifestation.

This chapter continues with a detailed description of the various forms of green consumption behavior including anticonsumption manifestations found throughout the literature.

### Organic consumption

The concept of organic consumption, also known as ecological consumption, begins with defining organic products. The common understanding of organic products is that no conventional fertilizers, pesticides, hormones, or genetically modified components are used in their production (Ngobo, 2011). Instead, the production system of organic goods aims to sustain ecological balance by causing minimal damage to environment and maintaining biological diversity (Winter and Davis, 2006).

The market for organic goods continues to grow in both food and non-food products. According to Organic Processing and Trade Association Europe (2020), the USA and the EU are the biggest organic markets globally. In 2018, the U.S. organic market reached the 50 billion dollars mark for the first time (Organic Trade Association, 2019), while the European organic market broke through 40.7 billion euros (Research Institute of Organic Agriculture, 2020). Along with consumers' growing preference for organic products, researchers observed other linked consumption habits, such as buying eco-friendly, ethical, and fair-trade products (Carrigan & Attalla, 2001; Honkanen et al, 2006; McEachern & McClean, 2002). Therefore, organic consumption is an important aspect of the broader analysis of environmentally and socially oriented consumption.

### Green consumption

Another popular term among marketers and researchers is green consumption. The major focus of the consumption behavior is on protecting and preserving the natural environment. Green consumption comes in a wide variety of practices and includes a broad range of products. For example, green consumers may prefer to buy the same organic food while at the same time shopping package-free in order to minimize waste. The extensive literature on green consumption moved beyond the research of social and demographic characteristics of green consumers (Barber et al, 2009; Jansson et al., 2010; Lee, 2008; Paco & Raposo, 2009; Mostafa, 2007) and extended to studying green consumers' values, skills, and unmet needs and desires (Cornelissen et al., 2008; Goldstein et al., 2008; Moisander, 2007; Taberner & Hernandez, 2011).

### Ethical/moral consumption

Traditional consumerism has long been raising moral debates around its motives and outcomes. In her book *The Travels of a T-Shirt in the Global Economy* (2014), Rivoli makes a great and dramatic illustration how looking at almost any commodity chain, one can trace connections across the globe, linking groups of people who may not even know of each other's existence but that all get affected to different extents in the process of getting a single piece of commodity to its final consumer. For instance, the pursuit of convenience through fast-food meals, besides fueling an epidemic of obesity, has driven the complete reorganization of agriculture in the United States and many other countries, concentrating ownership in corporate hands, disempowering labor, increasing pollution, and compromising the quality of the entire food chain (Schlosser, 2001). As a result of being so far removed from the preconditions and the following consequences of their consumption, most people, even with the best intentions, may simply lack access to the information necessary to make ethical choices about their own consumption (Coles & Crang, 2011; Wilk, 2001). Therefore, at the core of ethical consumption is said to be a very strong political frame, questioning the existing social and economic structures that continue allowing consumption being morally ambiguous and problematic (Lewis & Potter, 2011).

In ethical consumption, one's conscience and one's ethical grounds can affect decisions about brands or products choice, the amount of product's use, and further disposal of used goods (Reczek & Irwin, 2015). As a result, ethical consumers prefer acquiring goods that reflect their concern with a specific ethical issue (Reczek & Irwin, 2015). Many consumers report that they care about ethical issues such as climate crisis and labor rights and that it impacts their purchase behavior (Reczek & Irwin, 2015). However, it rarely leads to the actual purchase of an ethical product alternative due to many barriers such as greenwashing and trade-offs between ethical attributes and other attributes like cost and convenience (Parkins & Craig, 2011; Reczek & Irwin, 2015).

Finally, one's ethical grounds can equally lead to either of two consequences – anticonsumption or consumption. On the one hand, ethical consumers may choose to express anticonsumption behavior by, for example, resisting purchasing a desirable piece of clothing made in unfair labor conditions. On the other hand, ethical grounds can lead to consumption behavior, such as choosing to buy second-hand goods.

### Socially conscious (responsible) consumption

The term of socially conscious or responsible consumer dates back as early as 1970s (Anderson & Cunningham, 1972; Anderson et al., 1974; Brooker, 1976). Webster (1975) defined

the socially responsible consumer as one “who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change” (p. 188). It appears that the concept of socially conscious (responsible) consumption is interchangeable with the concept of ethical consumption as both take a step further from solely green consumption behaviors. While a green consumer concerns primarily about the environmental impacts of consumption, socially conscious or ethical consumer additionally considers the people-related aspect of manufacturing, use and disposal.

### Sustainable consumption

To not compromise the ability of future generations to meet their needs has become the maxim of sustainable consumption. With long-term goals in mind, sustainable consumers have become influential market actors who use their purchasing power to bring down negative consequences of their private consumption. Sustainable consumers simultaneously optimize the environmental, social, and economic consequences of acquisition, use and disposition in order to meet the needs of both current and future generations (Luchs et al., 2011; Yanarella et al., 2009).

Going sustainable has also created opportunities for individuals to compensate for their often-inevitable negative consequences of their consumption through investing in footprint offsetting projects. Earlier, only businesses could reduce if not balance out the damage from their production by getting, for example, the Green Dot license (Packaging Recovery Organization Europe, n.d.). Footprint offset projects, on the other hand, allowed individuals as well as companies to balance out their impact by funding an equivalent of their damage to environmental projects around the world (Clark, 2011). Moreover, conscious consumers were found to require reporting from companies for their carbon offsetting (Little, 2008). Many agree that sustainable consumption is beneficial, important and vital but these positive attitudes do not necessarily translate into sustainable consumption behaviors (Parkins & Craig, 2011; Prothero et al., 2011; Reczek & Irwin, 2015).

### Consumer resistance

Another form of expressing anticonsumption attitude is through consumer resistance. Consumer resistance implies cutting goods from consumption routine because of symbolic incongruity, negative experiences, or value inadequacy (Makri et al., 2020). Sometimes, however, consumer resistance can still be expressed through consumption, rather than anticonsumption (Fournier, 1998; Lee et al., 2011). Such an active form of consumer resistance is expressed through so-called “buycotts.” In this case, certain consumers decide to switch to certain brands or products

in a concerted action to decrease power imbalances in the market or support changes for the benefit of the environment or society (Cromie & Ewing, 2009; Hoffmann et al, 2018). For instance, consumers may oppose the dominant channel of intermediaries in the agriculture industry by purchasing directly from farmers.

#### Boycotts/consumer activism

Primarily known as consumer response to corporate social irresponsibility, boycotts represent consumers' collective self-restraint from purchasing certain products from certain brands due to ideological discontent with an organization or country (Klein et al., 2004). So-called "dollar voting," is one of the well-known forms of consumer activism, where consumers choose to collectively punish companies for unacceptable behavior by not buying their products (Buchanan, 1954). Contrary to anticonsumption, however, boycotting allows for the recovery of a company's balance in the marketplace once certain conditions are met (Hirschman, 1970). In anticonsumption, according to Makri et al. (2020), "there is no expectation of the consumption relationship resuming" (p. 183).

#### Voluntary simplicity

Yet another form of anticonsumption behavior, voluntary simplicity refers to the reduction (or simplification) of consumption patterns by free will "to limit expenditures on consumer goods and services, and to cultivate nonmaterialistic sources of satisfaction and meaning" (Etzioni, 1998, p.620). Etzioni (1998) argued that the pursuit of ever-higher levels of consumption is challenged to be considered a road to a more fulfilling and satisfactory life. Therefore, voluntary simplicity points to sources of satisfaction in their lives other than overconsumption and reckless overspending by pursuing purposes other than materialistic. According to Huneke (2005), individuals that adopt simple living lifestyle - frequently referred to as minimalists and simplifiers - express anticonsumption behavior deliberately choosing to purchase less and/or simply using resources more efficiently. Besides engaging in anticonsumption through minimizing consumption of material goods, simplifiers and minimalists were also found to display a unique characteristic, which is to engage in developing their intellect and exercising self-reliance and achieving a sense of authenticity (Zavestoski, 2002). Moreover, Ballantine and Creery (2010) found that simplifiers and minimalists appear to base their consumption decisions on such factors as product quality, environmental concerns, shared ownership and self-sufficiency. Kavaliauske (2017) pointed that the care for the environment drives simple living consumers to buy products

of higher quality, share goods with others, use secondhand products, and repair their belongings in order to limit the amount of waste and consequently reduce the need for new purchases.

### Symbolic consumption

The idea that one's consumption choices form individual's self-image and identity has been thoroughly discussed throughout marketing literature (Aaker, 1999). Of the many works in the area, Makri et al. (2020) identified the "undesired self" (Ogilvie, 1987) as the most relevant psychological concept to anticonsumption. The "undesired self" is the primary consumer's motive to resist specific brands, products, or consumption habits that do not seem to match their self-concept. The type of behavior grounded in the rejection of goods for symbolic reasons that are personally or socially important to the consumer is one way to express symbolic consumption. On the other hand, it can still be expressed through consumption of goods that are important for the formation of the consumer's preferred identity, which is not the logical opposite of anticonsumption (Makri et al., 2020).

### Brand/product/product category avoidance

Banister and Hogg (2004) argued that knowing what consumers do not want is as important as knowing what consumers want. Like symbolic consumption, avoidance of certain brands, products, or product categories is strongly related to consumer's desired or undesired self-image. Consumers avoid the brands or products that shape their identities in an undesirable way. Hogg et al. (2009) indicated that negative associations with brands or products are consumers' primary motives for avoidance. The associations include negative corporate reputation, negative user stereotypes, and negative product features. Makri et al. (2020) noted that only those cases, in which consumers deliberately avoid consumption due to the negative associations with brands or products are considered anticonsumption manifestations. Otherwise scenarios, in which consumers avoid consumption for the lack of choice (e.g., unaffordable, unavailable or inaccessible product), do not represent anticonsumption.

In conclusion, the sheer breadth of activities associated with sustainable consumption caused an explosion of terms to describe this type of behavior. Literature review revealed several terms for describing green consumption behaviors including organic, green, ethical/moral, socially conscious (responsible), and sustainable consumption. Though sharing many similarities, the terms sometimes vary in their emphasis of either environmental or socioeconomic impacts.

## **1.2. Personal factors impacting green consumption behavior**

### Environmental consciousness

Environmental consciousness as an idea has appeared in many studies loosely combining such concepts as environmental knowledge, environmental concern, and attitudes towards environment and environmental protection (Dunlap, 2008; Follows & Jobber, 2000; Kavaliauske, 2017; Kwong & Balaji, 2016; Lee, 2008; Mostafa, 2007). In an attempt to bring clarity to the pool of the interchangeably used concepts, Kaynak and Eksi (2011) defined environmental consciousness as the degree to which awareness of ecological impacts shapes a person's daily activities and, in particular, his or her purchasing and consuming decisions. A distinctive characteristic of such environmentally conscious consumers is their disposition to participate in boycotts for brands and manufacturers, as well as actively support the nature's protection through their individual anticonsumption efforts (Chen & Chai, 2010). Frequently referred to as green consumers, these individuals change their consumption behavior in favor of anticonsumption practices to advocate for a better world and a better self as an integral part of it (Kaynak & Eksi, 2011; Schultz & Zelezny, 2000). Surprisingly enough, Kavaliauske (2017) discovered that environmental anti-consciousness, which is individual's rejection of the importance of environmental issues, had a positive impact on one's intention to reduce purchase and consumption of both usual and green products.

### Health consciousness

Many researchers have repeatedly shown the significance of health factor for alternative forms of consumption especially of such product categories like food, cosmetics, and household chemicals (Hughner, 2007; Kavaliauskė & Ubartaitė, 2014; Magnusson et al., 2003; Verhoef, 2005). Mihaelidou and Hassan (2008), however, rejected a significant effect of health concerns on the intention to buy green or organic produce. Instead, the authors discovered a linkage of health to anticonsumption behavior. In their study, individuals with higher motivation to maintain a healthy lifestyle were found to be consuming with greater consciousness, which led to fewer instances of overconsumption (Michaelidou & Hassan, 2008). In more recent studies, Kaynak and Eksi (2011) confirmed the positive relationship between health consciousness and anticonsumption intentions, whereas Kavaliauske (2017) reported the opposite.

### Green Skepticism

Media has repeatedly publicized cases when companies marketed their products by means of deceptive green claims, confusing half-truths and exaggerations of sustainable performance of their products, which overtime resulted in decreased green purchase intentions. Scepticism about companies' true motivation to engage in socially responsible activities has been discussed by a great number of authors in literature. Webb and Mohr (1998) found that consumers perceive the for-profit companies' social motivations as mainly self-serving and thus are more sceptical of their initiatives. The authors also pointed out that consumers fear that companies utilize corporate social responsibility (CSR) to manipulate them, which results in negative attitudes toward such firms (Mohr et al., 2001). Scholars note that some the reasons why corporate messages about environmental or social causes are often met with intense scepticism is that publics perceive problems with brand-cause fit (Rekom et al., 2014), the organization's motives (Vanhamme & Grobbsen, 2009; Habel et al., 2016), and inflated claims of CSR impact (Skarmeas & Leonidou, 2013).

Scepticism refers to a person's tendency to doubt, disbelieve, and question (Skarmeas & Leonidou, 2013). Despite the increasing academic interest in scepticism as a response to numerous instances of greenwashing (Skarmeas & Leonidou, 2013), also known as green scepticism, there has been a limited empirical evidence of its role for anticonsumption behaviour. Kwong and Balaji (2016) claimed that a high level of skepticism is directly linked to lower concern and lower knowledge about environmental issues. The authors found a reduced intention of highly skeptical consumers to purchase green products but it did not necessarily show an intention to avoid or reduce purchase of regular products. The research performed by Kavaliauske (2017) offered similar results but also provided additional evidence on the relation of green scepticism to anticonsumption. The author highlighted that even when consumers are not sceptical of green products, they perceive the green products as having a better quality and therefore use in smaller quantities, which automatically leads to reduced purchase and consumption.

### Ethnocentrism

The concept of ethnocentrism has been a subject of numerous works on consumer choice and behavior (Kaynak & Eksi, 2011; Klein & Ettenson, 1999; Shimp & Sharma, 1987). Ethnocentric individuals view their group as superior with a value system, which could be used as a reference for evaluation of all things around (Kaynak & Eksi, 2011). Consequently, ethnocentric consumers tend to revalue the products that belong to their group and devalue the ones produced by the out-groups, like foreign-made goods. Even though ethnocentrism usually results in increased collaboration inside the group, it may also cause manifestations of hostile attitudes



towards out-groups (Kaynak & Eksi, 2011). For instance, ethnocentric consumers were found to reject particular brands and avoid particular companies, especially the foreign ones, because they were perceived as damaging to local businesses and also the employees (Kaynak & Eksi, 2011). Other ethnocentric consumers reported to preferring their domestically produced goods due to the perception of its superior quality (Klein et al., 1998).

### Religiosity

Religion is commonly understood as an institutionalized system of beliefs, attitudes, and practices that reflect one's faith. Few of the widely known religions are Christianity, Islam, Hinduism, Judaism, Buddhism, Taoism, etc. Religiosity, on the other hand, also known as a religious commitment, is a degree to which person adheres to the beliefs, practices, and doctrines of one's religion. Essoo and Dibb (2004) argued that consumers' attitudes towards certain products and services are usually based on the morals and values defined by their religion. Therefore, one's religious commitment was claimed to be a crucial antecedent of customer behavior (Huneke, 2005; Mokhlis, 2009). Kaynak and Eksi (2011) demonstrated that religiosity plays an important role in shaping peoples' commitment to restoring ecological balance. For example, many world religions emphasize stewardship in their doctrines, which obliges humans to care for creation and protect the environment. Moreover, other theological beliefs encourage rejecting materialistic lifestyle and overconsumption. Finally, the role of religion in anticonsumption has been previously assessed only to a very limited extent and showed no relation between the factors (Kaynak & Eksi, 2011; Lee et al., 2016). Nevertheless, it can be considered as a first step towards a more profound understanding.

### Spirituality

Lee et al. (2016) were among the few that recognized the distinct characteristics of religiosity and spirituality and presented their insights about the impact of spirituality trait on sustainable consumption behavior. Though the concept of spirituality is hard to grasp, the authors viewed it as an individual's searching for a sense of personal meaning and purpose, genuineness and wholeness, as well as building relationships with the power that transcends human existence. Furthermore, spirituality does not necessarily imply individual's belonging to any organized religions, yet, just like religion, it is believed to drive ethical and socially responsible attitudes that motivate sustainable behavior, including consumption behavior (Lee et al., 2016). The authors also noted that in addition to increasing sustainable behavior in consumers, such as being conscious of

the health and ethical impact of their purchases, spirituality was found to reduce consumers' non-sustainable behaviors, such as compulsive buying and materialism.

#### Susceptibility to interpersonal influence

A personality trait typical for members of collectivistic cultures, susceptibility to interpersonal influence implies that social norms, groups and close people affect behavior of an individual (Gupta, 2011; Khare, 2014). According to Bearden et al. (1989), susceptibility to interpersonal influence is a construct that measures consumer behavior that is prompted by “the need to identify with or enhance one’s image in the opinion of significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions and/or tendency to learn about products and services by observing others or seeking information from others” (p. 474). Studies have repeatedly confirmed the significance of the susceptibility to interpersonal influence trait to environmentally or socially responsible consumer behavior (Chang, 2015; Gupta, 2011; Khare, 2014). For example, Chang (2015) revealed that environmental communication from opinion leaders had a positive impact on consumers’ purchase intention of green products. However, the consumer trait has previously never been addressed in relation to anticonsumption. The reason for that is likely to be the interest of scholars in anticonsumption that has only recently started to grow due to the critical environmental situation of the past decades, and, consequently, the increased awareness of it in society. Therefore, future research should explore the relevance of the internal factor to the extreme manifestation of sustainable consumer behavior, that is reduction of purchase and consumption.

### **1.3. Consumer Perception of Corporate Social Responsibility (CSR)**

As a response to the increasing public concerns about companies’ responsibility for society, Corporate Social Responsibility (CSR) has become more essential for modern organizations (Carroll, 1991). O’Keefe (2017) reported that acknowledging the importance of CSR has driven Fortune 500 companies spend more than \$15 billion per year on CSR activities. Furthermore, the positive results of these efforts for organizational performance is said to further encourage companies to increase the amount of monetary investment in CSR area (O’Keefe, 2017). Moreover, after recognizing the impact of CSR on the institutional level, the European Commission obliged enterprises to “have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in

close collaboration with their stakeholders" (European Commission, 2012, para.4). The role of CSR has been further emphasized with the launch of the recent deal by European Commission – the European Green Deal – that aims to set standards on goods manufacturing for the purpose of combating climate change and environmental pollution (European Commission, 2019). Due to the requests to meet both local and global business regulations and ethical standards, companies are striving to incorporate global CSR principles in order to be better positioned in global markets (Woo & Jin, 2016).

Due to the constant development of the concept, the concept of CSR continues to lack universal definition. Even though the idea of CSR has undergone several decades of research with the roots found as early as in the 1950's when companies have begun to represent a substantial force in the social sector (Carroll, 1999), it remains problematic to define CSR for several reasons. One of the reasons is the broad variety of CSR activities that organization apply (Chapple & Moon, 2005). Also, the ambiguity in the meaning of CSR is related with the various groups of a company's stakeholders and their expectation for a company's CSR behaviour (Jonker & Marberg, 2007). Finally, Coombs and Holladay (2012) observed that one other reason for the disputes within the study area is the cultural divergence in the view of CSR.

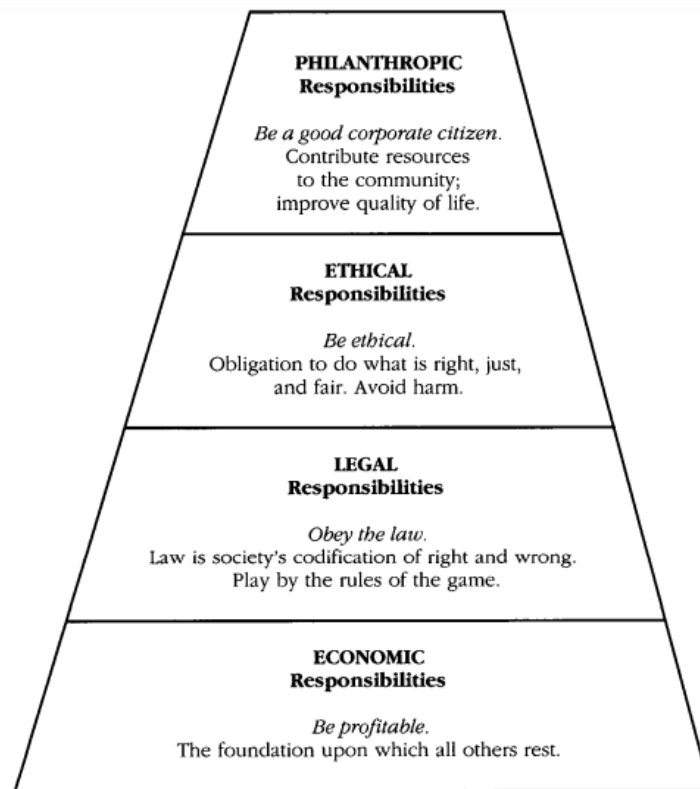
Despite the inconsistencies in the definition, many modern researches and practitioners relied on the Archie B. Carroll's model of CSR (**Figure 1**) in their works (Oh & Ki, 2019; Woo & Jin, 2016). According to the model, CSR should address economic, ethical, legal, ethical, and philanthropic responsibilities of an organization in relation to its stakeholders and its groups (Carroll 1991). In this same article, Carroll (1991) emphasized that "There is a natural fit between the idea of corporate social responsibility and an organization's stakeholders" (p. 43). As a result, many researchers seem to consistently provide the evidence for the two following conceptualizations of CSR proposed by Carroll. First is the idea that there are areas for which a company is responsible beyond its profitability. Related to the first, the second idea is that a company is accountable to its stakeholders as well as its owners.

Nevertheless, a few works have repeatedly shown that the dimensions of corporate responsibility proposed in Carroll's model are not adequate for analysing consumer perception of CSR (Maignan, 2001; Maignan & Ferrell, 2003; David et al., 2005; Garcia de los Salmones, et al., 2005). For example, some authors overlooked the economic dimension of CSR in their research, as it did not appear to form a part of the CSR construct for a group of stakeholders, such as consumers (Maignan, 2001; Maignan & Ferrell, 2003). In response, Alvarado-Herrera et al. (2017) argued that there is no logical or theoretical justification for eliminating financial viability from the CSR construct, as doing so "would destroy the content validity of the construct itself" (p. 259).

Therefore, Alvarado-Herrera et al. (2017) developed a scale for measuring customers' perceptions of CSR, permitting correct discrimination between different dimensions of CSR initiatives. The scale helps to determine real consumer perceptions of a firm's CSR performance based on three dimensions: corporate environmental protection, social equity, and economic development responsibilities (Alvarado-Herrera et al., 2017). Except for a few works, however, that demonstrated consumer response to corporate attempts to communicate environmental motivations for anticonsumption actions (Sekhon & Armstrong Soule, 2020), no research to date has investigated the relationship between consumer perception of CSR and green consumption behaviour.

Figure 1.

*Carroll's Model of CSR. Carroll, 1991.*



The impact of CSR has been also been explored in prior studies in the context of the fashion industry. Within the modern context, the questions about the sources and conditions of textile are progressively resonating in the media space and thus among consumers. In his work, Cho (2014) claimed that less environmentally conscious consumers are more likely to be impressed by corporate environmental claims, while the consumers with high environmental consciousness expect from companies more reliable references. Since apparel supply chain is labor-intensive and sensitive to environment and society, consumers increasingly demand from fashion companies to

regulate their supply chains within a sustainable business framework. As a result, textile manufacturers and designer brands are challenged to deliver the industry.

Here are some of the actions fashion retailers and manufacturers take to meet the socially responsible business framework. For example, they develop their own codes of conducts to regulate ethical, economic, and social aspects of their supply chains by developing that are based on international standards, such as The Sustainability Society, United Nations Global Compact, International Labor Organization, etc. However, due to the numerous failures to keep up with the regulations – such as the 2013 Dhaka garment factory collapse (Manik & Yardley, 2013) or H&M greenwashing controversy (Wicker, 2020) – the efficacy of methods like codes of conducts is currently debatable.

Other corporate social responsibility actions in the fashion industry include building a long-term relationship between companies and manufacturers in order to improve control and visibility of sustainability issues (Perry & Towers, 2013), eliminating the chemicals from supply chains, using waterless dyeing, non-toxic dyeing, using organic cotton, recycled synthetic fibers, and eco-textiles (Kozłowski et al., 2012).

Some other organizations have also started participating in the regulation and improvement of the situation in the industry. For instance, The Higg Index 2.0 developed by Sustainable Apparel Coalition analyzes the sustainability level of the production by measuring the apparel supply chain from the environmental and the social perspectives. Likewise, Good On You mobile app has been available for consumers as a trusted source of sustainability ratings for fashion. Its ratings pull all the social responsibility information available about the brand and use expert analysis to give each brand an easy-to-understand score in terms of environmental and social impact.

## 2. METHODOLOGY

### 2.1. Research Model and Hypotheses

The literature review showed that the continuously growing concern about sustainable use of resources and ethical production has been prompting the change towards behavior alternatives to conventional consumerism. Depending on the intensity of their motivations, buyers can choose to intentionally and deliberately reduce their consumption and purchase or give preference to more sustainable alternatives. For example, Kavaliauske (2017) discovered that environmental anti-consciousness, health consciousness and life simplification practices have a strong impact on the intention to reduce overall purchase and consumption. To deepen the understanding of consumers' efforts to reduce consumption based on environmental and social concerns, Joanes (2019) narrowed her study observation to clothing industry. However, a closer look to the literature has revealed many gaps and shortcomings. Therefore, the current research aims to address them in order to provide further insights about green consumption intentions.

The most radical opposition to the “all-pervasive, nihilistic culture of consumption” (Clark, 1998, p.335) has been found to be anticonsumption. Yet, Makri et al. (2020) illustrated that not a single green consumption behavior known to a modern consumer carries out anticonsumption perfectly. Moreover, Chatzidakis and Lee (2013) noted that unlike green consumption behaviors such as ethical or sustainable consumption, real anticonsumption is predominantly concerned with “reasons against” rather than “reasons for” consumption. Considering this and the nature of the product under research – that being clothing – which in modern realities is hard to anticonsume perfectly, helped to make the following decision. It was decided to make the primary focus of this study not on the real anticonsumption per se, which would limit it to only reasons against consumption, but rather on the green consumption behaviors that carry both reasons for and reasons against consumption. In the context of the current research, these include the intention to purchase sustainable clothing and the intention to reduce overall purchase and consumption of clothes.

Previous studies on the intentional and deliberate motives to reduce consumption cannot be considered as conclusive for several reasons. Firstly, research model used by Kavaliauske (2017) could be adjusted to identify additional factors that influence consumer intention to reduce purchase and consumption intentions. Secondly, the analysis of consumers' internal characteristics could be prioritized over external factors to broaden our understanding of consumers' intention to reduce purchase and consumption. Also, while Kavaliauske (2017) in her study analyzed low

involvement and low visibility goods like detergent, Joanes (2019) observed clothing items, which requires higher involvement and visibility decisions from buyers. Therefore, it is worth looking at whether certain types of goods are more susceptible to reduction by consumers under the same research framework.

Another question that has previously never been addressed is how businesses or organizations can stimulate consumers' intention to reduce consumption or prefer higher quality sustainable products through CSR as, for example, an effort to reduce overconsumption. The limitations of the past research signal the need to expand the knowledge of the relationship between consumers' personal characteristics and their intentions to reduce purchase and consumption of high visibility and high involvement goods with an additional impact of perceived CSR performance. Therefore, the aim of this research is to determine how consumer personal characteristics impact the intentions to purchase sustainable clothes and to reduce clothing purchase and consumption. This study also considers how the relationships are moderated by consumers' perception of brand CSR.

Based on the literature review, four independent variables were selected for inclusion in this study: environmental consciousness, susceptibility to interpersonal influence, religiosity and consumer perception of CSR. These concepts are not meant to fully cover the idea of the intention to reduce clothing purchase and consumption. This portion of sustainable consumer traits has been seldom addressed, and thus provides opportunities to contribute to the literature. Firstly, environmental consciousness is expected to be at the core of decision-making process in favor of green consumption behavior, therefore the variable is essential. Secondly, since clothing is a high visibility product, susceptibility to interpersonal influence is an important variable to test in relation to clothing purchase and consumption reduction. Thirdly, the impact of religiosity has been found contradictor in various studies. Finally, consumer perception of CSR has been selected as an additional independent variable to be analyzed in this study. This is due to the companies' increasing efforts to emphasize their CSR practices (Hawkins, 2018; Hodgson, 2018; Peters, 2018), including the corporate initiatives to reduce the barriers to anticonsumption practices (Sekhon & Armstrong Soule, 2020). As for the independent variables, it was decided to select the intention to purchase sustainable clothing, the intention to reduce purchase and consumption of clothes, as well as the intention to purchase fast fashion brands for a contrast.

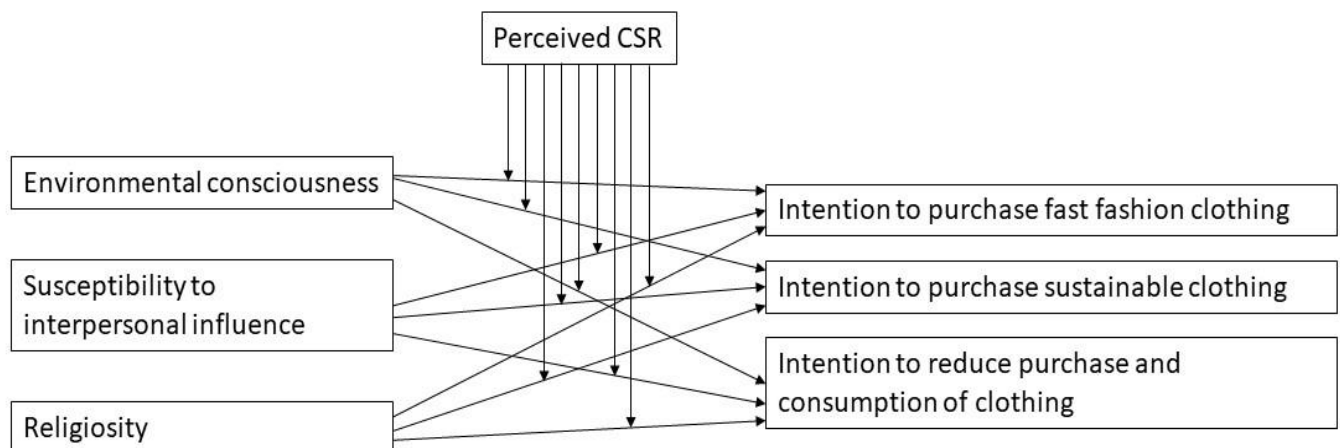
After analyzing existing literature and identifying key gaps, a research model was constructed (**Figure 2**). In accordance with the Theory of Planned Behavior (TPB) (Ajzen, 1991), the model anticipates certain consumer personality traits to act as determinants of willingness towards expressing certain behavior, which in the framework of this research is the intention to

purchase fast fashion clothing, sustainable clothing, the intention to reduce purchase and consumption of clothes. TPB has been widely used for determining environmentally cautious behavior (Chan & Bishop, 2013; Han et al., 2010; Kavaliauske, 2017). Klockner (2013), however, criticized this theory as being not very suitable for analysis of repeated behaviors as it does not consider habitual behaviors. Within the TBP, the model expects consumers to engage in green consumption behavior if they have a positive attitude towards it, if they believe that other people expect them to act in that way, or show their support for this kind of behavior, and if the consumers feel like capable of manifesting green consumption behavior.

The selected consumer personal characteristics are environmental consciousness, susceptibility to interpersonal influence, and religiosity. The model also anticipates that consumers' perception of clothing companies' CSR will act as a moderator of the relationship between consumers' characteristics and consumption behaviors.

Figure 2.

*Research Model.*



The research model (**Figure 2**) also illustrates the hypotheses tested in the following empirical research part of the thesis. This study proposes the hypotheses as follows:

H1. Susceptibility to interpersonal influence has bigger impact on the intention to purchase fast fashion clothes than religiosity and environmental consciousness.

H1a. The higher is the environmental consciousness of consumer, the lower is the intention to purchase fast fashion clothes.

H1b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to purchase fast fashion clothes.

H1c. The higher is the consumer's religious commitment, the higher is the intention to purchase fast fashion clothes.



H2. Environmental consciousness has bigger impact on the intention to purchase sustainable clothes than susceptibility to interpersonal influence and religiosity.

H2a. The higher is the environmental consciousness of consumer, the higher is the intention to purchase sustainable clothes.

H2b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to purchase sustainable clothes.

H2c. The higher is the consumer's religious commitment, the higher is the intention to purchase sustainable clothes.

H3. Environmental consciousness has bigger impact on the intention to reduce clothing purchase and consumption than susceptibility to interpersonal influence and religiosity.

H3a. The higher is the environmental consciousness of consumer, the higher is the intention to reduce purchase and consumption of clothes.

H3b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to reduce purchase and consumption of clothes.

H3c. The higher is the consumer's religious commitment, the higher is the intention to reduce purchase and consumption of clothes.

H4. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to purchase fast fashion clothes.

H5. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to purchase sustainable clothes.

H6. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to reduce clothing purchase and consumption.

H7. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to purchase fast fashion clothes.

H8. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to purchase sustainable clothes.

H9. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to reduce clothing purchase and consumption.

H10. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to purchase fast fashion clothes.

H11. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to purchase sustainable clothes.

H12. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to reduce clothing purchase and consumption.

## 2.2. Research Method, Questionnaire Design and Measurement Scales

A quantitative method, specifically survey, is used for testing the research model (**Figure 2**). The method allows to test hypothesis derived from existing theories and to explore the relationships between variables. Since the hypotheses were developed based on the comprehensive review of literature on anticonsumption, the deductive research method is appropriate for this study and is also preferred for several reasons. Firstly, because of a clearly structured form, the quantitative data collection method is cheap to use and easy to administer while covering large geographic area (Walliman, 2011). Secondly, the method is convenient to participate in for survey respondents and it also eliminates personal bias from a researcher (Walliman, 2011).

There are several characteristics of the quantitative research method that are important for this study. Firstly, the method uses numerical evaluations of variables and attempts to identify frequent responses to certain questions to test the acceptance or rejection of constructed hypotheses. Secondly, using close-ended questions in the quantitative type of research ensures all responses are standardized and contamination is avoided. Furthermore, the research method carries the potential to generalize the key findings based on the results of research sample to overall population. The current research design uses the causal method because it allows to investigate the relationships among variables while using regression analysis.

The primary data for research will be collected through online survey using self-administered questionnaire. This surveying method has been chosen considering its timing and usability convenience, as well as cost-effective benefits. The questionnaire was designed based on the scales developed by previous researchers and their relevance to the developed research model (**Figure 2**). It is important to make sure the data does not contain any errors or missing values. Therefore, for the respondent to submit their responses, it will be constrained by the online survey tool that answers to all the questions have to be provided.

The anonymous questionnaire used for data collection for this research consists of closed-end type questions with possible response options provided. The response options for questions that measure respondents' opinion are designed using 7-point Likert scale, which provides respondents with degrees to express their agreement with a provided statement. This type of questioning was chosen because data gathered using Likert scale is less subject to contamination (Little, 2013). The questionnaire consists of 66 items which cover the following parts: susceptibility to interpersonal influence, environmental consciousness, religiosity, consumer perception of CSR as independent variables; intention to purchase fast fashion clothing, intention

to purchase sustainable clothing, and the intention to reduce purchase and consumption of clothes as dependent variable; and, finally, demographic variables (sex, age, education, and income per person per household). The original texting of questionnaire is provided in the Appendix 1.

Following are the measurement scales used for the independent types of constructs in this study. The level of susceptibility to interpersonal influence is assessed using the 12-item measurement scale developed by Bearden et al. (1989). Environmental consciousness is measured using the 15-item New Ecological Paradigm Scale developed by Dunlap et al. (2000). To measure consumer's religiosity, this study uses the 8-item scale adapted from prior research on anticonsumption by Mokhlis (2009). The scale by Herrera et al. (2017) is adapted to measure consumer perceptions of different dimensions of CSR – social, environmental, and economic - of a clothing brand that a respondent prefers to buy the most. It consists of 18 statements. It is also worth noting that the section about the consumers' perceived CSR starts with a nominal question about the clothing brand they purchase from the most often. It is meant to help the respondent imagine a particular brand in order to answer the following questions about the brand's CSR. Despite giving some familiar brand options, like Zara, H&M, and Humana, to choose from, respondents are welcome to present their own option.

Moving on to the dependent types of constructs used in this research. The intention to purchase fast fashion clothes is measured using a standard purchase intention scale developed by Dodds et al. (1991). It consists of 3 items. Likewise, the intention to purchase sustainable clothes is measured using purchase intention scales developed by Putrevu and Lord (1994). It consists of 3 items. The reason this study uses two different scales to measure purchase intention of two different product categories is to avoid respondent's confusion over two sets of similar questions. Finally, the intention to reduce clothing purchase and consumption is assessed using the 2-item scale from Joanes (2019). **Table 2** summarizes the structure of the questionnaire.

Table 2.

*Structure of the questionnaire.*

<b>Construct</b>	<b>Type of construct</b>	<b>No. of items</b>	<b>Author</b>	<b>Question No.</b>
Susceptibility to interpersonal influence	Independent	4	Bearden et al. (1989)	1-12
Environmental consciousness	Independent	15	Dunlap et al. (2000)	13-27
Perception of CSR	Independent	18	Herrera et al. (2017)	29-46
Religiosity	Independent	8	Kaynak & Eksi (2011)	47-54

Intention to purchase fast fashion clothes	Dependent	3	(Dodds et al., 1991)	55-57
Intention to purchase sustainable clothes	Dependent	3	(Putrevu & Lord, 1994)	58-60
Intention to reduce purchase and consumption of clothes	Dependent	2	Joanes (2019)	61-62
Demographic and lead questions	Independent	5		28, 63-66

### 2.3.Sampling process and sample size

The execution of the research requires defining the research sample, which would ensure the representativeness and reliability of the data collected. The subject of the research is the consumers of clothes. The object of the research is the relationship between consumers' personal traits such as environmental consciousness, susceptibility to interpersonal influence, religiosity, and consumers' perception of CSR, as well as their intentions to reduce clothing purchase and consumption.

The non-probability sampling method used for this research is the convenience sampling. Even though non-probability sampling is criticized for not being sufficiently representative of the population, the sampling technique is most convenient, least time-consuming, and also least expensive (Malhorta, 2010). Based on works of previous researchers, the average sample size for a similar study on anticonsumption is 380 respondents. The sample sizes of previous researches are presented in **Table 3**.

Table 3.

*Sample size of comparable research on anticonsumption.*

Authors	Method used	Sample size	Sampling method
Kavaliauske (2017)	Survey	438	Non-probability
Kaynak & Eksi (2011)	Survey	503	Non-probability
Sekhon & Armstrong Soule (2020)	Survey	199	Non-probability
Iyer & Muncy (2009)	Survey	504	Non-probability
Ozanne & Ballantine (2010)	Survey	397	Non-probability

The final sample size for his research was determined using Survey Monkey calculator. The target population of this study is Ukrainian and Lithuanian residents aged 18-60, since this is the age category with the major purchasing power in the market. According to the 2020

Lithuanian national statistics, the total number of the population in Lithuania aged 18-60 is 2794090 people (Official Statistics Portal, 2020). According to the 2020 Ukrainian national statistics, the total number of the population in Ukraine aged 18-60 is 24827079 people (State Statistics Service of Ukraine, 2020). With 95% confidence level, a total of 385 participants is required for this study. 95% commitment level means that the sample takes 95% of the population's opinion with 5 % of error.

#### **2.4. Data analysis methods**

The data of the main quantitative study will be analyzed with the data analysis and statistical software IBM SPSS Statistics in order to test the research model illustrated in **Figure 2** and to test the hypotheses presented in the Subchapter 2.1. The research model and hypotheses were designed to answer the research question: how consumer personal characteristics impact the intentions to purchase sustainable clothes and to reduce clothing purchase and consumption, when the relationships are moderated by consumers' perception of CSR. The following methods of data analysis will be used:

- Cronbach's alpha (scale reliability analysis). Measuring the reliability of the scales used in the main quantitative study.
- The normality test using Kolmogorov-Smirnov and Shapiro-Wilk tests in order to check whether collected data is normally distributed.
- Regression analysis. Measuring the influence of respondents' environmental consciousness, susceptibility to interpersonal influence and religiosity on the intention to purchase clothing from major fast-fashion brands, the intention to purchase sustainable clothes and the intention to reduce purchase and consumption of clothes.
- Moderator effect analysis. Determination of perceived CSR moderating effect.

### **3. EMPIRICAL RESEARCH RESULTS OF THE IMPACT OF PERSONAL CHARACTERISTICS ON THE GREEN CONSUMER BEHAVIOR**

#### **3.1. Description of the research sample**

In total, 402 respondents participated in this study. Upon the review, 20 questionnaires were identified as having incomplete or illogical responses. Therefore, they were removed from further analysis in order to have thorough empirical analysis. As a result, 382 completed questionnaires were used to carry out the calculations. As it was previously stated in Subchapter 2.3, the research is carried out at 95% confidence level with a 5% error.

The participants of the survey were asked to indicate certain demographic characteristics to help assess the representativeness of the sample size. These characteristics included age, sex, income, and level of education. The summary of the demographic variable analysis is presented in **Table 5**. The detailed assessment of the demographic variables is provided in Appendix 2.

Among 382 participants of the survey, there were 78.5% of females (300 responses), 19.6% of males (75 responses), and 1.8% of participants who preferred not to mention their sex (7 responses). This representation of the sample size was quite predictable since the majority of the platforms used for the survey distribution were mainly visited by women.

In terms of age, all the respondents of the online questionnaire were between 13 and 69 years old. The majority of the respondents (79.6%) were less than 25 years old. The second biggest category of respondents (18.1%) were between 26 to 40 years old. The least number of respondents (2.4%) were older than 41 years old.

As for the level of the respondents' education, the biggest share of the sample belonged to the respondents holding a Bachelor's degree (47.1%), followed by the share of respondents holding Master's degree or higher (18.8%). 13.4% of participants had college or high education, 10.7% – secondary education, 8.9% - higher or special secondary education, and 1% - primary education.

In terms of income per person per household, the biggest share (19.4%) is represented by respondents whose income is 251 and 500 Eur. 17.5% of respondents indicated their income as being between 501 and 700 Eur per person. Slightly smaller number of respondents (17.3%) indicated an income between 1001 and 1500 Eur. 16.2% of participants had income between 751 and 1000 Eur, and 14.1% - up to 250 Eur. The smallest number of the survey participants indicated income of more than 1501 Eur.

Table 4.

*Demographic characteristics of the respondents.*

<b>Demographic Variable</b>	<b>Sample Size Distribution (in %)</b>
Sex	
Male	19,6
Female	78,5
Prefer not to say	1,8
Age	
<25 years old	79,6
26-40 years old	18,1
>41 years old	2,4
Level of education	
Primary	1,0
Secondary	10,7
Higher or special secondary	8,9
College of high education	13,4
Bachelor degree	47,1
Master degree and higher	18,8
Income per person	
Up to 250 Eur	14,1
251-500 Eur	19,4
501-750 Eur	17,5
751-1000 Eur	16,2
1001-1500 Eur	17,3
1501-2000 Eur	4,7
2001-2500 Eur	3,4
2501-3000 Eur	2,9
More than 3000 Eur	4,5

### **3.2. Reliability test**

To test the reliability of data, the Cronbach's alpha values were calculated for the research variables. The test shows whether a scale consistently reflects the variable it is and whether the set

of items within that scale are sufficiently related as a group. The assessment of the reliability coefficient was performed considering that a coefficient of 0.7 or higher is viewed as acceptable in most social science research situations. The summary of the results of the reliability test are presented in **Table 5** while detailed calculations are provided in Appendix 3.

Table 5.

*Cronbach's Alpha of measurement scales.*

Scale	No. of Items	Cronbach's Alpha
Susceptibility to interpersonal influence	12	.877
Environmental consciousness	11	.628
Perception of CSR	18	.899
Religiosity	8	.947
Intention to purchase fast fashion clothing	3	.928
Intention to purchase sustainable clothing	3	.889
Intention to reduce clothing purchase and consumption	2	.736

The reliability of scales showed a high Cronbach's Alpha coefficient ranging from .628 to .947). The reliability of the environmental consciousness scale, however, had to be improved since the original scale of 15 items showed insufficient coefficient of .479. The decision was made based on the scale purification framework developed by Wieland et al. (2017). Using the framework, it was possible to apply both judgmental and statistical criteria to eliminate certain items from the scale. These criteria for elimination were, firstly, nonessential measurement for capturing the construct's meaning and, secondly, the high number of items per construct. Therefore, 4 items were removed from the environmental consciousness scale including the following questions: *"Humans have the right to modify the natural environment to suit their needs"*, *"The balance of nature is strong enough to cope with the impacts of modern industrial nations"*, *"The so called 'ecological crisis' facing humankind has been greatly exaggerated"*, *"Humans were meant to rule over the rest of nature"*. As a result, the reliability of the environmental consciousness scale was improved to .628. The rest of the variables remained unchanged.

### 3.3. Normality test



Using SPSS tool, the normality test was performed to check whether collected data was normally distributed. The results showed that the significance according to both Kolmogorov-Smirnov and Shapiro-Wilk are smaller than the alpha level of  $p < 0.05$  chosen for this study. Thus, it can be concluded that the tested data is not from a normally distributed population. Yet, it is important to recognize that not all human characteristics or behaviors are normally distributed. Therefore, the analysis is carried out further bearing this in mind.

Table 6.

*Tests of normality.*

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
FastF	,126	382	,000	,908	382	,000
Sustain	,072	382	,000	,963	382	,000
Reduce	,102	382	,000	,945	382	,000
Interp	,048	382	,033	,986	382	,001
Envir	,055	382	,007	,992	382	,050
CSR	,060	382	,002	,992	382	,043
Relig	,132	382	,000	,905	382	,000

a. Lilliefors Significance Correction

### 3.4. Hypotheses testing

#### 3.4.1. Analysis of personal characteristics' impact on the intention to purchase fast fashion clothes, intention to purchase sustainable clothes and intention to reduce clothing purchase and consumption

In order to analyze what impact personal characteristic had on the intention to purchase fast fashion clothing, sustainable clothing, or the intention to reduce overall clothing purchase and consumption, regression analysis was carried out. The summary of the results from testing the hypotheses is presented in **Table 10**.

It is also worth noting that the answers to the question “*What brand do you purchase clothes most often from?*” were encoded to fit into the 2 categories: “fast fashion clothing purchase and consumption” and “sustainable clothing purchase and consumption”. The categorization was performed using Good On You platform, which is the world’s leading source for fashion brand ratings. If the brand wasn’t listed on the platform, it’s official corporate social responsibility claims, as well as the brand’s publicity in media was reviewed to determine their belonging to either of the categories. As a result, well-known, mass-market, global brands, such as Zara, Michael Kors, H&M, Tommy Hilfiger, Reserved, Forever 21, to name a few, were identified as

fast fashion clothing. On the other hand, second hand thrift stores, local, organic or ethical brands, as well as handmade clothes were classified as sustainable clothing.

H1. Susceptibility to interpersonal influence has bigger impact on the intention to purchase fast fashion clothes than religiosity and environmental consciousness (rejected).

Just 2 predictors had impact on the intention to purchase fast fashion clothing,  $R^2=.107$ ,  $F(1)=15.068$ ,  $p<.001$ . Therefore, H1 is rejected. Environmental consciousness ( $B=.502$ ,  $p<.001$ ) had bigger impact on the intention to purchase fast fashion clothing than susceptibility to interpersonal influence ( $B=.376$ ,  $p<0.001$ ). Religiosity had no significant impact ( $B= -0.013$ ,  $p=.791$ ). The equation appears to be the following: fast fashion clothing purchase intention =  $1.455 + .376*\text{interpersonal influence} + .502*\text{environmental consciousness}$ . The calculations are summarized in **Table 7**.

Based on the determination coefficient value, this regression model explains only 10.7% of the data scatter. This mean, that there are other variables, which can explain intention to purchase fashion clothes better, but this study was limited to three specific personal characteristics as justified by the theory.

Table 7.

*Regression coefficients between consumers' personal characteristics and the intention to purchase fast fashion clothing.*

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error				Beta	Lower Bound
1	(Constant)	1,455	,743		1,958	,051	-,006	2,917
	Interp_influence	,376	,076	,251	4,945	,000	,226	,525
	Env_Consc	,502	,158	,159	3,175	,002	,191	,812
	Religiosity	-,013	,049	-,013	-,266	,791	-,109	,083

a. Dependent Variable: FastFashion\_Int

H1a. The higher is the environmental consciousness of consumer, the lower is the intention to purchase fast fashion clothes (accepted).

The results of the correlation analysis showed the opposite of the expected, that is that the higher is the environmental consciousness of consumer, the higher is the intention to purchase fast fashion clothes ( $R=0.220$ ,  $p<.001$ ). Therefore, H1a is accepted.

H1b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to purchase fast fashion clothes (accepted).

The correlation analysis showed that the stronger respondents' susceptibility to interpersonal influence was, the higher intention they showed for purchasing fast fashion clothes ( $R=0.288$ ,  $p<.001$ ). Therefore, H1b is accepted.

H1c. The higher is the consumer's religious commitment, the higher is the intention to purchase fast fashion clothes (rejected).

The analysis showed no significant correlation between respondents' religious commitment and their intention to purchase fast fashion clothes ( $R=0.034$ ,  $p=.507$ ). Therefore, H1c is rejected.

H2. Environmental consciousness has bigger impact on the intention to purchase sustainable clothes than susceptibility to interpersonal influence and religiosity (rejected).

None of the predictors had a significant impact on the intention to purchase sustainable clothing,  $R^2=.011$ ,  $F(1)=1.426$ ,  $p=.235$ . Therefore, H2 is rejected. Environmental consciousness ( $B=.251$ ,  $p<.052$ ), susceptibility to interpersonal influence ( $B=.000$ ,  $p<.994$ ), religiosity ( $B=.017$ ,  $p<.666$ ). The calculations are provided in **Table 8**.

Table 8.

*Regression coefficients between consumers' personal characteristics and the intention to purchase sustainable clothing.*

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,740	,605		6,176	,000
	Interp_influence	,000	,062	,000	-,007	,994
	Env_Consc	,251	,129	,103	1,949	,052
	Religiosity	,017	,040	,022	,432	,666

a. Dependent Variable: Sustainable\_Int

H2a. The higher is the environmental consciousness of consumer, the higher is the intention to purchase sustainable clothes (accepted).

The correlation analysis indicated a positive relationship between environmental consciousness and the intention to purchase sustainable clothes ( $R=0.103$ ,  $p=.043$ ). Therefore, H2a is accepted.

H2b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to purchase sustainable clothes (rejected).

The test of the relationship between susceptibility to interpersonal influence and the intention to purchase sustainable clothes showed that there is no relationship between the variables ( $R=0.028$ ,  $p=.581$ ). Therefore, H2b is rejected.

H2c. The higher is the consumer's religious commitment, the higher is the intention to purchase sustainable clothes (rejected).

In determining the relationship between religiosity and the intention to purchase sustainable clothes, no relationship was found ( $R=0.026$ ,  $p=.617$ ). Therefore, H2c is rejected.

H3. Environmental consciousness has bigger impact on the intention to reduce clothing purchase and consumption than susceptibility to interpersonal influence and religiosity (rejected).

None of the predictors had a significant impact on the intention to reduce clothing purchase and consumption,  $R^2=.003$ ,  $F(1)=.330$ ,  $p=.804$ . Therefore, H3 is rejected. Environmental consciousness ( $B=.098$ ,  $p<.491$ ), susceptibility to interpersonal influence ( $B=-.001$ ,  $p<.988$ ), religiosity ( $B=-.031$ ,  $p<.478$ ). **Table 9** provides the summary of the calculations.

Table 9.

*Regression coefficients between consumers' personal characteristics and the intention to reduce clothing purchase and consumption.*

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,506	,672		6,708	,000
	Interp_influence	-,001	,069	-,001	-,015	,988
	Env_Consc	,098	,143	,037	,690	,491
	Religiosity	-,031	,044	-,037	-,710	,478

a. Dependent Variable: Reduce\_Int

H3a. The higher is the environmental consciousness of consumer, the higher is the intention to reduce purchase and consumption of clothes (rejected).

While testing the relationship between environmental consciousness and the intention to reduce purchase and consumption of clothes, no relationship between the variables was confirmed ( $R=0.035$ ,  $p=.493$ ). Therefore, H3a is rejected.

H3b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to reduce purchase and consumption of clothes (rejected).

The test of the relationship between susceptibility to interpersonal influence and the intention to reduce clothing purchase and consumption showed that there is no relationship between the variables ( $R=0.002$ ,  $p=.971$ ). Therefore, H3b is rejected.

H3c. The higher is the consumer's religious commitment, the higher is the intention to reduce purchase and consumption of clothes (rejected).

In determining the relationship between religiosity and the intention to reduce clothing purchase and consumption, no relationship was found ( $R=-0.036$ ,  $p=.483$ ). Therefore, H3c is rejected.

Detailed results of the regression and correlation analyses are presented in Appendix 4.

### **3.4.2. Analysis of the perception of CSR as a moderating effect.**

In order to check the moderating impact of the perception of CSR on the interactions between personal characteristic and the intention to purchase fast fashion clothing, sustainable clothing, or the intention to reduce overall clothing purchase and consumption, the PROCESS regression plug-in for SPSS was used to run the multiple regression analysis (Hayes & Preacher, 2014). Detailed calculations are provided in Appendix 5.

H4. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to purchase fast fashion clothes (rejected).

The moderation effect of CSR on the relationship between environmental consciousness and the intention to purchase fast fashion clothes showed that the effect of CSR ( $b = -0.1310$ , 95% CI  $[-0.4394, 0.1775]$ ,  $t = -0.8349$ ,  $p = .4043$ ) is statistically insignificant. This means that the relationship between environmental consciousness and the intention to purchase fast fashion clothes is not moderated by CSR. Therefore, H4 is rejected.

H5. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to purchase sustainable clothes (rejected).

The moderation effect of CSR on the relationship between environmental consciousness and the intention to purchase sustainable clothes showed that the effect of CSR ( $b = -0.0316$ , 95% CI  $[-0.2673, 0.2042]$ ,  $t = -0.2635$ ,  $p = .7923$ ) is statistically insignificant. This means that the relationship between environmental consciousness and the intention to purchase sustainable clothes is not moderated by CSR. Therefore, H5 is rejected.

H6. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to reduce clothing purchase and consumption (rejected).

The moderation of CSR on the relationship between environmental consciousness and the intention to reduce clothing purchase and consumption revealed that the effect of CSR ( $b = 0.1190$ , 95% CI  $[-0.1452, 0.3832]$ ,  $t = 0.8859$ ,  $p = .3763$ ) is statistically insignificant. This means that the relationship between environmental consciousness and the intention to reduce clothing purchase and consumption is not moderated by CSR. Therefore, H6 is rejected.

H7. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to purchase fast fashion clothes (rejected).

The moderation of CSR on the relationship between susceptibility to interpersonal influence and the intention to purchase fast fashion clothes indicated that the effect of CSR ( $b = -0.0242$ , 95% CI [-0.1684, 0.1200],  $t = -0.3297$ ,  $p = .7418$ ) is statistically insignificant. This means that the relationship between susceptibility to interpersonal influence and the intention to purchase fast fashion clothes is not moderated by CSR. Therefore, H7 is rejected.

H8. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to purchase sustainable clothes (rejected).

The moderation of CSR on the relationship between susceptibility to interpersonal influence and the intention to purchase sustainable clothes indicated that the effect of CSR ( $b = 0.0202$ , 95% CI [-0.0918, 0.1328],  $t = 0.3591$ ,  $p = .7197$ ) is statistically insignificant. This means that the relationship between susceptibility to interpersonal influence and the intention to purchase sustainable clothes is not moderated by CSR. Therefore, H8 is rejected.

H9. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to reduce clothing purchase and consumption (rejected).

The moderation of CSR on the relationship between susceptibility to interpersonal influence and the intention to reduce clothing purchase and consumption showed that the effect of CSR ( $b = 0.0594$ , 95% CI [-0.0662, 0.1851],  $t = 0.9300$ ,  $p = .3530$ ) is statistically insignificant. This means that the relationship between susceptibility to interpersonal influence and the intention to reduce clothing purchase and consumption is not moderated by CSR. Therefore, H9 is rejected.

H10. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to purchase fast fashion clothes (rejected).

The moderation of CSR on the relationship between religiosity and the intention to purchase fast fashion clothes revealed that the effect of CSR ( $b = -0.0025$ , 95% CI [-0.1064, 0.1014],  $t = -0.0468$ ,  $p = .9627$ ) is statistically insignificant. This means that the relationship between religiosity and the intention to purchase fast fashion clothes is not moderated by CSR. Therefore, H10 is rejected.

H11. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to purchase sustainable clothes (rejected).

The moderation of CSR on the relationship between religiosity and the intention to purchase sustainable clothes indicated that the effect of CSR ( $b = 0.0481$ , 95% CI [-0.0724, 0.1687],  $t = 0.78466$ ,  $p = .4332$ ) is statistically insignificant. This means that the relationship between religiosity and the intention to purchase sustainable clothes is not moderated by CSR. Therefore, H11 is rejected.

H12. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to reduce clothing purchase and consumption (rejected).

The moderation of CSR on the relationship between religiosity and the intention to reduce clothing purchase and consumption showed that the effect of CSR ( $b = 0.0239$ , 95% CI [-0.0899, 0.1377],  $t = 0.4128$ ,  $p = .6800$ ) is statistically insignificant. These results identify perceived CSR as a non-moderator of the relationship between the susceptibility interpersonal influence and the intention to the intention to reduce purchase and consumption of clothes. Therefore, H12 is rejected.

Table 10.

*Results of the hypotheses testing.*

<b>Hypothesis</b>	<b>Status</b>
H1. Susceptibility to interpersonal influence has bigger impact on the intention to purchase fast fashion clothes than religiosity and environmental consciousness.	Rejected.
H1a. The higher is the environmental consciousness of consumer, the lower is the intention to purchase fast fashion clothes.	Accepted.
H1b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to purchase fast fashion clothes.	Accepted.
H1c. The higher is the consumer's religious commitment, the higher is the intention to purchase fast fashion clothes.	Rejected.
H2. Environmental consciousness has bigger impact on the intention to purchase sustainable clothes than susceptibility to interpersonal influence and religiosity.	Rejected.
H2a. The higher is the environmental consciousness of consumer, the higher is the intention to purchase sustainable clothes.	Accepted.
H2b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to purchase sustainable clothes.	Rejected.
H2c. The higher is the consumer's religious commitment, the higher is the intention to purchase sustainable clothes.	Rejected.
H3. Environmental consciousness has bigger impact on the intention to reduce clothing purchase and consumption than susceptibility to interpersonal influence and religiosity.	Rejected.

H3a. The higher is the environmental consciousness of consumer, the higher is the intention to reduce purchase and consumption of clothes.	Rejected.
H3b. The higher is the consumer's susceptibility to interpersonal influence, the higher is the intention to reduce purchase and consumption of clothes.	Rejected.
H3c. The higher is the consumer's religious commitment, the higher is the intention to reduce purchase and consumption of clothes.	Rejected.
H4. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to purchase fast fashion clothes.	Rejected.
H5. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to purchase fast fashion clothes.	Rejected.
H6. Consumer perception of CSR moderates the relationship between environmental consciousness and the intention to reduce clothing purchase and consumption.	Rejected.
H7. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to purchase fast fashion clothes.	Rejected.
H8. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to purchase sustainable clothes.	Rejected.
H9. Consumer perception of CSR moderates the relationship between consumers' susceptibility to interpersonal influence and the intention to reduce clothing purchase and consumption.	Rejected.
H10. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to purchase fast fashion clothes.	Rejected.
H11. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to purchase sustainable clothes.	Rejected.
H12. Consumer perception of CSR moderates the relationship between consumers' religious commitment and the intention to reduce clothing purchase and consumption.	Rejected.

The series of regression analyses, however, revealed an unexpected relationship between consumers' perception of CSR and the intention to purchase sustainable clothes and the intention to reduce overall clothing purchase and consumption. In fact, the CSR perception variable, which was initially assumed to have a moderating effect, has been found to be an independent variable with an impact on two dependent variables. Firstly, the analysis revealed a relationship between consumers' perception of CSR and the intention to purchase sustainable clothes ( $R^2=.071$ ,  $p<.001$ ). Perceived CSR was found to be a significant predictor of the intention to purchase



sustainable clothes ( $B=0.380$ ,  $p<.001$ ) (**Table 11**). Secondly, the analysis also showed a surprising relationship between perceived CSR and the intention to reduce clothing purchase and consumption ( $R^2=.045$ ,  $p<.001$ ). It was found that consumers' perception of CSR has a positive impact on the intention to reduce clothing purchase and consumption ( $B=.334$ ,  $p<.001$ ) (**Table 12**).

Table 11.

*Regression model of the intention to purchase sustainable clothing and CSR.*

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3,277	,322		10,184	,000	2,645	3,910
	CSR	,380	,070	,267	5,407	,000	,242	,518

a. Dependent Variable: Sustain

Table 12.

*Regression model of the intention to reduce clothing purchase and consumption and CSR.*

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3,380	,361		9,375	,000	2,671	4,089
	CSR	,334	,079	,213	4,248	,000	,180	,489

a. Dependent Variable: Reduce

### 3.4.3. Analysis of demographic characteristics impact on consumer green purchasing and consumption behavior

It was also discovered that the intention to purchase fast fashion clothes differs depending on the respondents' age ( $F(2)=14.030$ ,  $p<.001$ ). Bonferoni test showed that respondents that are less than 25 years old are the most willing to purchase fast fashion clothing ( $M=5.24$ ) comparing with respondents of 26-40 years old ( $M=4.24$ ,  $p<.001$ ) and respondents of more than 41 years old ( $M=3.44$ ,  $p=.005$ ). On the other hand, no significant relation was found between the variables of age and the intention to purchase sustainable clothes or the intention to reduce overall clothing and consumption.

The analysis showed a significant difference in respondents' intention to purchase fast fashion clothes, sustainable clothes, and the intention to reduce purchase and consumption of

clothes depending on their sex. Respondents that preferred not to mention their sex – in total – were excluded from this analysis. Female respondents were more willing to purchase fast fashion clothing ( $M=5.17$ ) than male respondents ( $M=4.51$ ),  $t(373)=-3.036$ ,  $p=.003$ . Likewise, female respondents were had a bigger intention to purchase sustainable clothing ( $M=4.52$ ) than males ( $M=5.10$ ),  $t(373)=-3.437$ ,  $p<.001$ . This observation is totally justifiable considering that females make three-quarters of all purchases on the planet (TED, 2015). Surprisingly, similar trend was also observed for the intention to reduce purchase and consumption of clothes, with females showing significantly higher willingness to anticonsume ( $M=5.04$ ) than males ( $M=4.33$ ),  $t(373)=-3.804$ ,  $p<.001$ .

Research didn't show any significant relations between the respondents' level of education and their intention to purchase fast fashion clothing ( $p=.893$ ), sustainable clothes ( $p=.977$ ), or the intention to reduce clothing purchase and consumption ( $p=.849$ ). Likewise, the respondents' monthly income was equally important for the intention to purchase fast fashion clothing ( $p=.191$ ), sustainable clothes ( $p=.196$ ), or the intention to reduce clothing purchase and consumption ( $p=.227$ ). Similar results were given when analyzed in respect to the category of clothing most frequently purchased and consumed – fast fashion or sustainable. That is to say, the intention to purchase and consume either fast fashion or sustainable clothes does not differ depending on age ( $\chi^2(2)=3.241$ ,  $p=.198$ ), sex ( $\chi^2(1)=1.811$ ,  $p=.178$ ), income ( $\chi^2(8)=7.084$ ,  $p=.528$ ), or level of education ( $\chi^2(5)=8.163$ ,  $p=.147$ ).

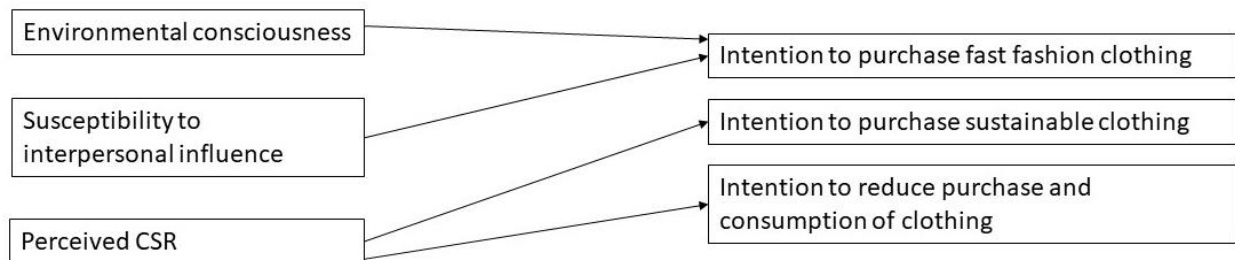
The detailed evaluations of the differences between demographic and dependent variables are provided in Appendix 6.

## 4. FINDINGS AND CONCLUSIONS

The current paper identified personal factors that are related to a person's green consumption behavior intentions. The novelty of the research was already combined in the model built on the scientific literature analysis. That is to say, unlike the majority of previous studies, this research analyzed the intentions to purchase or to reduce purchase and consumption of high visibility and high involvement product – that being clothes. Moreover, it attempted to determine the influence of CSR perception as a moderator to identify additional relations between the factors. The revised model after completion of the data analysis is presented in **Figure 3**.

Figure 3.

*Final model of green consumption behavior.*



Previous scholars have claimed that certain personal characteristics are among the most important predictors of anticonsumption manifestations, like sustainable consumption or consumption reduction. This study aimed to provide additional evidence about the most debatable factors. Therefore, the results of this study are helpful to understanding the role of personal characteristics along with the moderating impact of the perception of CSR in the context of earlier neglected industry of fashion.

Firstly, environmental consciousness was found to have no impact on the intention to purchase sustainable clothing or the intention to reduce clothing purchase and consumption. This observation is in line with the findings by Kavaliauske (2017) who also rejected the hypothesis in her research of green detergents consumption and Joanes (2019) that found the relationship insignificant. The results, however, somewhat contradict the findings by Kaynak and Eksi (2011) and Chen and Chai (2010), who identified environmental consciousness as a significant predictor of anticonsumption attitudes, considering that attitudes are usually powerful predictors of behavioral intentions. Moreover, the environmental consciousness was found to be strongly linked

to the intention to purchase fast fashion clothes, which is an unexpected outcome that is totally inconsistent with the original research model.

Secondly, susceptibility to interpersonal influence was found to be an insignificant predictor of green consumption behavior, in contrast to prior research. Even though the importance of the susceptibility to interpersonal influence trait to environmentally or socially responsible consumer behavior was repeatedly confirmed by previous scholars (Chang, 2015; Gupta, 2011; Khare, 2014), this study did not discover such a connection. Furthermore, since susceptibility to interpersonal influence was never previously addressed in the context of purchase and consumption reduction, this research fills the gap by identifying the factor as a non-significant predictor of the behavioral intention. The impact of susceptibility to interpersonal influence, however, was important for predicting the willingness to purchase fast fashion clothing, which is consistent with the original research model.

According to the results of the regression analysis, there was no significant relationship between religiosity and any of the dependent variables. Even though the impact of religion on the anticonsumption intentions was previously assessed only to a very limited extent, the finding of the current research confirms the results of previous studies (Kaynak & Eksi, 2011; Lee et al., 2016). Having this additional evidence gives us a more profound understanding of the role of the religious commitment in green consumption behavior.

Next, the results of the analysis showed inconsistency with the hypothesis that the consumers' perception of CSR moderated the relationships under research. The analysis revealed that the perceived CSR was a non-moderator of the relationships between personal characteristics and the green consumption behavior intentions. However, the consumers' perception of CSR had a significant impact on the intention to purchase sustainable clothes and the intention to reduce overall clothing purchase and consumption. On the one hand, the analysis revealed that consumers' perception of CSR impacts their intention to purchase sustainable clothes. On the other hand, the analysis also showed that the consumers' perception of CSR is linked with their intentions to reduce clothing purchase and consumption. These distinguishable findings certainly make a further step towards our understanding of green consumption behavior motivations.

Finally, the aim of this research was to determine how personal characteristics and the perception of CSR impact consumers' intention to purchase sustainable clothing and the intention to reduce clothing purchase and consumption. Therefore, after carrying out an in-depth analysis of scientific literature, developing a research model, performing empirical research, it can be concluded that the intention to purchase sustainable products and to reduce purchase and consumption are manifestations of green consumer behavior that are both impacted by the

perception of CSR. Moreover, the study provides conclusive evidence to the disputes about the influence of personal characteristics – environmental consciousness, susceptibility to interpersonal influence, and religiosity – on green consumption behavior intentions.

This study has several limitations that may affect the generalization of the results. First of all, data was collected through a self-administrated online questionnaire, which could have resulted in the distortion of the sample representation. Using self-reported data always carries the risk of social desirability bias leading to an over- or underestimation of actual intentions, which can be especially relevant for green consumption behaviors. Secondly, the CSR perception measurement scale required a clearer presence of a certain brand to base opinions on. Otherwise, respondents could have considered a group of brands or no brand in particular to answer this question, which would distort the results. Thirdly, for the lack of better measurement scales, the intention to reduce clothing purchase and consumption was measured using single items representing problematic (due to environmental or social concerns) and overall less consumption. The item formulation for reduced consumption intentions does not fully represent deliberate motives of respondents to consume fewer items. Therefore, possible alternative explanations, such as personal preferences or saving money, cannot be ruled out. Plus, the wording of ‘usually/before’ can be understood differently for each participant. Future studies, therefore, are strongly recommended to aim at improving the measurement of reduced consumption.

This research has made a first step in terms of revealing perception of CSR as a motivator of sustainable purchase and reduction of purchase and consumption intentions. However, more research is needed to further justify the findings with consideration of the issues highlighted in the research limitations. Future studies could also research the effects of CSR perception on green consumption behaviors in context of various industries or specific companies’ cases. Finally, another research design such as in–depth interviews in qualitative research could be considered on the same topic. It has a potential to uncover some other reasoning why personal characteristics, such as environmental consciousness, religiosity, or susceptibility to interpersonal influence, do not have expected effect on consumer behavior.

### *Conclusions*

1. A thorough scientific literature review was performed to establish the gaps in the field of green consumption behaviors. Environmental consciousness, religiosity, susceptibility to interpersonal influence, and the perception of CSR were identified as the most controversial or underrepresented concepts in relation to green consumption behavior. Moreover, the effects were studied only to a very limited extent in the context of fashion industry.

2. Based on the theoretical analysis, a research model was developed to test the impact of environmental consciousness, religiosity, susceptibility to interpersonal influence, and the perception of CSR on the intention to purchase fast fashion clothing, sustainable clothing, and the intention to reduce overall purchase and consumption of clothes.
3. Empirical research results revealed a significant relation between the consumers' perception of CSR and their intention to purchase sustainable clothing and to reduce clothing purchase and consumption.
4. The results of the current research deepen the knowledge of green consumption behavior intention in the fashion industry. Furthermore, the results were discussed providing recommendations for future research.

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# **THE IMPACT OF PERSONAL CHARACTERISTICS ON GREEN CONSUMPTION BEHAVIOR: THE MODERATING EFFECT OF PERCEPTION OF CSR**

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**Master Thesis**

*Marketing and Integrated Communication Program*

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## **SUMMARY IN ENGLISH**

97 pages, 3 figures, 12 tables, 6 appendices

The main purpose of this master thesis is to explore the impact of consumer personal characteristics on the intentions to express green consumption behaviors and to evaluate how the relationships are moderated by the perception of corporate social responsibility (CSR) in the context of fashion industry. The master thesis consists of four main parts: the analysis of scientific literature, the preparation of the methodology, the results of the research, and the interpretation of the findings and conclusions.

The analysis of literature provides an overview of the main trends and concepts related to green consumption behavior, lists consumers' personal characteristics that were previously studied in context of green consumption, and outlines the main ideas about the CSR and its role in the fashion industry.

Following the literature analysis, the author prepared a methodology for researching the impact of consumer personal characteristics – environmental consciousness, susceptibility to interpersonal influence, and religiosity – on the intention to purchase fast fashion clothes, the intention to purchase sustainable clothes, and the intention to reduce overall clothing purchase and consumption. Also, the relationships were to be observed under the moderating effect of consumers' perception of CSR.

The primary data from the survey was statistically processed with the SPSS tool and the calculations are presented in the following chapter of the empirical research results. The analysis revealed that the consumers' personal characteristics had no or very limited effect on the green purchase and consumption intentions. However, the consumers' perception of CSR was found to have a significant impact on the intention to purchase sustainable clothes and the intention to reduce overall clothing purchase and consumption. The results of the research were compared to the similar studies performed in the context of green consumption.

The final chapter of the thesis provides an interpretation and summary of the results of the performed research. The research limitations and recommendations for the future research are listed.

**ASMENINIŲ VARTOTOJO SAVYBIŲ ĮTAKA “ŽALIAJAM” VARTOJIMUI:  
MODERUOJANTIS ĮMONIŲ SOCIALINĖS ATSAKOMYBĖS SUVOKIMO VAIDMUO**

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**SUMMARY IN LITHUANIAN**

97 puslapiai, 3 paveikslai, 12 lentelių, 6 priedai

Pagrindinis šio magistro darbo tikslas — ištirti vartotojų charakterio savybių įtaką renkantis žaliąjį vartotojiškumą ir įvertinti, kaip korporatyvinė socialinė atsakomybė (toliau ĮSA) skatina ekologišką vartojimą. Magistro darbą sudaro keturios pagrindinės dalys: mokslinės literatūros analizė, metodikos parengimas, tyrimo rezultatai ir išvados bei išvadų aiškinimas.

Literatūros analizė apima pagrindines tendencijas ir sąvokas, susijusias su žaliojo vartotojiškumo elgesiu, pateikia vartotojo charakterio savybes, kurios prieš tai buvo nagrinėtos ekologiško vartojimo kontekste. Taip pat, literatūros analizė pabrėžia pagrindines ĮSA idėjas ir jos rolę mados industrijoje.

Literatūros analizėje autorius pateikia metodiką, skirtą tirti vartotojo savybes: aplinkos sąmoningumą, jautrumą tarpasmeninei įtakai ir religingumui, ir intencijas įsigyjant greitosios mados ar tvarių drabužių ir mažinant bendrą rūbų pirkimą ir naudojimą. Taip pat, šis santykis buvo stebimas kartu su vartotojų suvokimu apie ĮSA.

Apklausoje surinkti pirminiai duomenys buvo suvesti ir statistiškai apdoroti per SPSS programą, o skaičiavimai pateikti kitame empirinių tyrimų rezultatų skyriuje. Analizė atskleidė, kad vartotojų charakterio savybės neturėjo jokio arba labai riboto poveikio ekologiškam pirkimui ir vartojimui. Tačiau statistiniai duomenys atskleidė, kad ĮSA turi įtakos vartotojų pasirinkimui įsigyti tvarių drabužių ir sumažinti bendrą jų pirkimą bei naudojimą. Tyrimo rezultatai buvo lyginami su panašiais tyrimais, atliktais ekologiško vartojimo kontekste.

Paskutiniame darbo skyriuje pateikiama atliktų tyrimų rezultatų interpretacija ir santrauka. Taip pat, pateikti tyrimų apribojimai ir rekomendacijos galimiems tyrimams ateityje.

## **Appendix 1. Questionnaire**

### **Susceptibility to interpersonal influence**

On a scale of 1 to 7 (where "1" is totally disagree, "7" is totally agree, and "4" is "neither agree nor disagree") please express your opinion for each statement.

1. I rarely purchase the latest fashion styles until I am sure my friends approve of them.
2. It is important that others like the products and brands I buy.
3. When buying products, I generally purchase those brands that I think others will approve of.
4. If other people can see me using a product, I often purchase the brand they expect me to buy.
5. I like to know what brands and products make good impressions on others.
6. I achieve a sense of belonging by purchasing the same products and brands that others purchase.
7. If I want to be like someone, I often try to buy the same brands that they buy.
8. I often identify with other people by purchasing the same products and brands they purchase.
9. To make sure I buy the right product or brand, I often observe what others are buying and using.
10. If I have little experience with a product, I often ask my friends about the product.
11. I often consult other people to help choose the best alternative available from a product class.
12. I frequently gather information from friends or family about a product before I buy it.

### **Environmental consciousness**

On a scale of 1 to 7 (where "1" is totally disagree, "7" is totally agree, and "4" is "neither agree nor disagree") please express your opinion for each statement.

13. We are approaching the limit of the number of people the earth can support.
14. Humans have the right to modify the natural environment to suit their needs.
15. When humans interfere with nature it often produces disastrous consequences.
16. Human ingenuity will ensure that we do NOT make the earth unlivable.
17. Humans are severely abusing the environment.
18. The earth has plenty of natural resources if we just learn how to develop them.
19. Plants and animals have as much right as humans to exist.
20. The balance of nature is strong enough to cope with the impacts of modern industrial nations.

21. Despite our special abilities, humans are still subject to the laws of nature.
22. The so called “ecological crisis” facing humankind has been greatly exaggerated.
23. The earth is like a spaceship with very limited room and resources.
24. Humans were meant to rule over the rest of nature.
25. The balance of nature is very delicate and easily upset.
26. Humans will eventually learn enough about how nature works to be able to control it.
27. If things continue their present course, we will soon experience a major ecological catastrophe.

### **Perception of CSR**

28. What brand do you purchase clothes MOST OFTEN from? Only one answer is possible.

Zara

Michael Kors

H&M

Jack & Jones

Tommy Hilfiger

Reserved

Humana

Urban Outfitters

Asos

Forever 21

GAP

Apranga

Massimo Dutti

Bershka

Mango

Stradivarius

Pull and Bear

S. Oliver

Other \_\_\_\_\_

Having in mind your answer to the previous question (#28), on a scale of 1 to 7 (where "1" is totally disagree, "7" is totally agree, and "4" is "neither agree nor disagree") please express your opinion about the following statement:

In my opinion, regarding SOCIETY, the brand I purchase clothing the most from is really...

29. Trying to sponsor educational programs.

30. Trying to help to improve the quality of life in the local community.
31. Trying to make financial donations to social causes.
32. Trying to sponsor public health programs.
33. Trying to be highly committed to well-defined ethical principles.
34. Trying to sponsor cultural programs.

In my opinion, regarding the environment, the brand I purchase clothing the most from is really...

35. Trying to recycle its waste materials properly.
36. Trying to use only the necessary natural resources.
37. Trying to sponsor pro-environmental programs.
38. Trying to allocate resources to offer services compatible with the environment.
39. Trying to carry out programs to reduce pollution.
40. Trying to protect the environment.

In my opinion, regarding the economy, the brand I purchase clothing the most from is really...

41. Trying to do its best to be more productive.
42. Trying to always improve its financial performance.
43. Trying to maximize profits in order to guarantee its continuity.
44. Trying to build solid relations with its customers to assure its long-term economic success.
45. Trying to continuously improve the quality of the services that they offer.
46. Trying to have a competitive pricing policy.

### **Religiosity**

On a scale of 1 to 7 (where "1" is totally disagree, "7" is totally agree, and "4" is "neither agree nor disagree") please express your opinion for each statement.

47. My religious beliefs lie behind my whole approach to life.
48. I spend time trying to grow in understanding of my faith.
49. It is important for me to spend periods of time in private religious thought and reflection.
50. Religious beliefs influence all my dealings in life.
51. Religion is especially important to me because it answers many questions about the meaning of life.
52. I often read books and magazines about my faith.
53. I enjoy working in the activities of my religious organization.
54. I enjoy spending time with others of my religious affiliation.

### **Intention to purchase clothing from major fast-fashion brands (X 1-3)**

Please, take a look at the logos of brands below and express your opinion on the following statements on a scale of 1 to 7 (where "1" is very low and "7" is very high) please express your opinion for each statement.



55. The likelihood that I am going to purchase clothes from any of these brands is:

56. The probability that I would consider buying clothes from any of these brands is:

57. My willingness to buy clothes from any of these brands is:

**Intention to purchase sustainable clothing**

58. It is very likely that I will buy sustainable clothes

59. I will purchase sustainable clothes the next time I need such a product

60. I will definitely purchase sustainable clothes

**Intention to reduce purchase and consumption of clothes**

61. In the next three months, when buying clothing items, I intend to refrain from buying clothing about which I have environmental or social concerns.

62. In the next three months, when buying clothing items, I intend to buy fewer clothing items than usually/before.

**Demographical characteristics**

63. Your gender:

- Female
- Male
- Prefer not to say

- Other

64. Please, write how old you are:

65. Your education:

- Primary
- Secondary
- Higher or special secondary
- College of high education
- Bachelor degree
- Master degree and higher

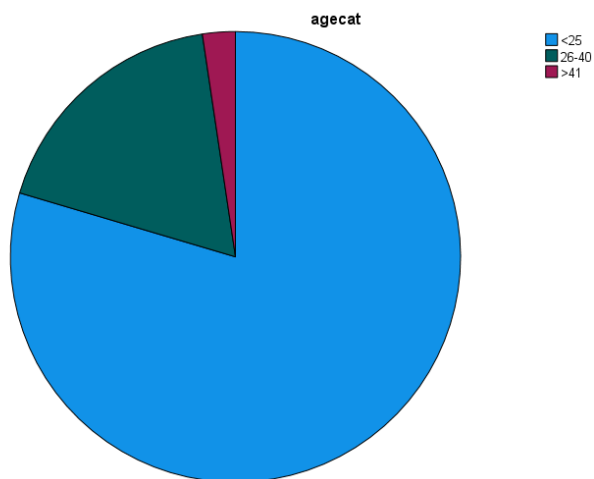
66. Income for a person in your household:

- Up to 250 Eur
- 251-500 Eur
- 501-750 Eur
- 751-1000 Eur
- 1001-1500 Eur
- 1501-2000 Eur
- 2001-2500 Eur
- 2501-3000 Eur
- More than 3000 Eur

## Appendix 2. Sample demographic characteristics

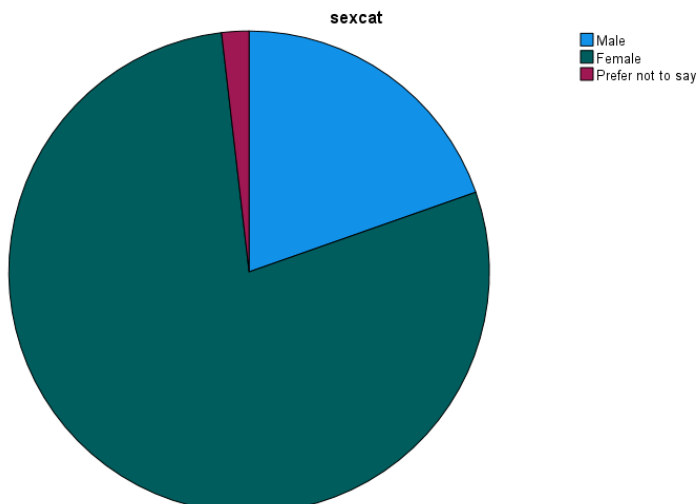
### Age

		<b>agecat</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	304	79,6	79,6	79,6
	26-40	69	18,1	18,1	97,6
	>41	9	2,4	2,4	100,0
	Total	382	100,0	100,0	



### Sex

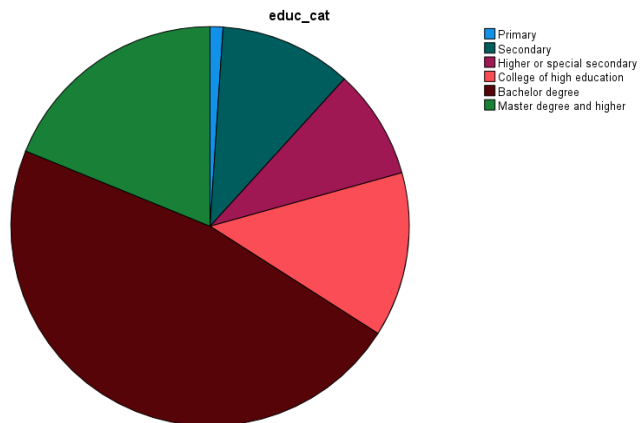
		<b>sexcat</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	75	19,6	19,6	19,6
	Female	300	78,5	78,5	98,2
	Prefer not to say	7	1,8	1,8	100,0
	Total	382	100,0	100,0	





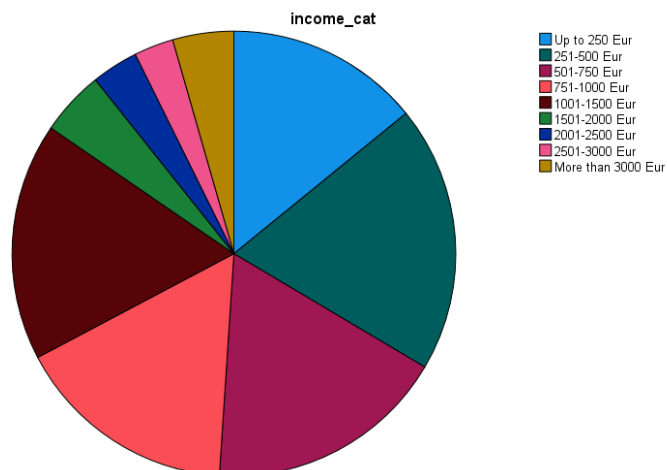
## Education

		educ_cat			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	4	1,0	1,0	1,0
	Secondary	41	10,7	10,7	11,8
	Higher or special secondary	34	8,9	8,9	20,7
	College of high education	51	13,4	13,4	34,0
	Bachelor degree	180	47,1	47,1	81,2
	Master degree and higher	72	18,8	18,8	100,0
	Total	382	100,0	100,0	



## Income

		income_cat			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 250 Eur	54	14,1	14,1	14,1
	251-500 Eur	74	19,4	19,4	33,5
	501-750 Eur	67	17,5	17,5	51,0
	751-1000 Eur	62	16,2	16,2	67,3
	1001-1500 Eur	66	17,3	17,3	84,6
	1501-2000 Eur	18	4,7	4,7	89,3
	2001-2500 Eur	13	3,4	3,4	92,7
	2501-3000 Eur	11	2,9	2,9	95,5
	More than 3000 Eur	17	4,5	4,5	100,0
Total	382	100,0	100,0		



### Appendix 3. Reliability Tests

#### Susceptibility to interpersonal influence

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.I rarely purchase the latest fashion styles until I am sure my friends approve of them.	36,17	167,429	,485	,873
2.It is important that others like the products and brands I buy.	36,10	162,843	,627	,864
3.When buying products, I generally purchase those brands that I think others will approve of.	36,26	160,772	,688	,861
4.If other people can see me using a product, I often purchase the brand they expect me to buy.	36,71	168,082	,608	,866
5.I like to know what brands and products make good impressions on others.	35,49	158,728	,620	,864
6.I achieve a sense of belonging by purchasing the same products and brands that others purchase.	35,98	160,624	,653	,862
7.If I want to be like someone, I often try to buy the same brands that they buy.	36,30	159,238	,643	,863
8.I often identify with other people by purchasing the same products and brands they purchase.	36,30	161,330	,639	,863
9.To make sure I buy the right product or brand, I often observe what others are buying and using.	35,38	160,174	,608	,865
10.If I have little experience with a product, I often ask my friends about the product.	33,93	170,814	,432	,875
11.I often consult other people to help choose the best alternative available from a product class.	34,49	169,857	,431	,876
12.I frequently gather information from friends or family about a product before I buy it.	34,64	169,502	,429	,876

#### Environmental consciousness

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
13.We are approaching the limit of the number of people the earth can support.	53,68	43,746	,391	,580
15.When humans interfere with nature it often produces disastrous consequences.	53,25	46,506	,447	,574
16.Human ingenuity will ensure that we do NOT make the earth unlivable.	54,59	55,176	-,023	,665
17.Humans are severely abusing the environment.	52,73	48,352	,473	,579
18.The earth has plenty of natural resources if we just learn how to develop them.	53,32	53,676	,019	,663
19.Plants and animals have as much right as humans to exist.	52,82	46,649	,407	,581
21.Despite our special abilities, humans are still subject to the laws of nature.	52,99	51,648	,203	,620
23.The earth is like a spaceship with very limited room and resources.	53,73	45,006	,406	,577
25.The balance of nature is very delicate and easily upset.	53,54	46,821	,431	,577
26.Humans will eventually learn enough about how nature works to be able to control it.	54,85	52,537	,065	,654
27.If things continue their present course, we will soon experience a major ecological catastrophe.	52,66	46,643	,550	,563

## Religiosity

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
47.My religious beliefs lie behind my whole approach to life.	20,34	152,817	,754	,944
48.I spend time trying to grow in understanding of my faith.	19,84	150,784	,762	,944
49.It is important for me to spend periods of time in private religious thought and reflection.	20,49	147,248	,844	,938
50.Religious beliefs influence all my dealings in life.	20,81	149,033	,880	,936
51.Religion is especially important to me because it answers many questions about the meaning of life	20,62	145,679	,887	,935
52.I often read books and magazines about my faith.	21,15	156,915	,760	,943
53.I enjoy working in the activities of my religious organization.	21,23	154,532	,797	,941
54.I enjoy spending time with others of my religious affiliation.	20,80	151,203	,781	,942

## Perception of CSR

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
29.Trying to sponsor educational programs.	77,09	257,147	,590	,892
30.Trying to help to improve the quality of life in the local community.	76,49	253,584	,611	,892
31.Trying to make financial donations to social causes.	76,64	251,134	,678	,889
32.Trying to sponsor public health programs.	77,13	251,554	,673	,890
33.Trying to be highly committed to well-defined ethical principles.	76,32	249,415	,689	,889
34.Trying to sponsor cultural programs.	76,91	251,780	,669	,890
35.Trying to recycle its waste materials properly.	75,99	255,871	,571	,893
36.Trying to use only the necessary natural resources.	76,47	256,654	,592	,892
37.Trying to sponsor proenvironmental programs.	76,50	249,269	,721	,888
38.Trying to allocate resources to offer services compatible with the environment.	76,47	250,470	,709	,888
39.Trying to carry out programs to reduce pollution.	76,34	248,554	,711	,888
40.Trying to protect the environment.	76,05	249,693	,667	,890
41.Trying to do its best to be more productive.	75,51	270,403	,378	,898
42.Trying to always improve its financial performance.	75,43	276,093	,238	,902
43.Trying to maximize profits in order to guarantee its continuity.	75,59	280,315	,122	,906
44.Trying to build solid relations with its customers to assure its long-term economic success.	75,46	266,837	,429	,897
45.Trying to continuously improve the quality of the services that they offer.	75,67	265,854	,438	,897
46.Trying to have a competitive pricing policy.	75,34	276,596	,213	,903

### Intention to purchase fast fashion clothes

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
55.The likelihood that I am going to purchase clothes from any of these brands is:	9,99	12,163	,878	,875
56.The probability that I would consider buying clothes from any of these brands is:	9,82	13,034	,861	,892
57.My willingness to buy clothes from any of these brands is:	10,29	12,140	,824	,921

### Intention to purchase sustainable clothing

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
58.It is very likely that I will buy sustainable clothes.	9,78	7,780	,761	,862
59.I will purchase sustainable clothes the next time I need such a product	9,93	7,956	,793	,837
60.I will definitely purchase sustainable clothes	10,17	7,057	,803	,828

### Intention to reduce clothing purchase and consumption

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
61.In the next three months, when buying clothing items, I intend to refrain from buying clothing about which I have environmental or social concerns.	5,13	2,892	,582	.
62.In the next three months, when buying clothing items, I intend to buy fewer clothing items than usually/before.	4,63	2,664	,582	.

## Appendix 4. Regression and Correlation Tests

### Regression (Fast Fashion Purchase Intention and Personal Characteristics)

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Religiosity, Env_Consc, Interp_influence b	.	Enter

- a. Dependent Variable: FastFashion\_Int  
b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,327 <sup>a</sup>	,107	,100	1,644

- a. Predictors: (Constant), Religiosity, Env\_Consc, Interp\_influence

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122,227	3	40,742	15,068	,000 <sup>b</sup>
	Residual	1022,101	378	2,704		
	Total	1144,328	381			

- a. Dependent Variable: FastFashion\_Int  
b. Predictors: (Constant), Religiosity, Env\_Consc, Interp\_influence

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1,455	,743		1,958	,051	-,006	2,917
	Interp_influence	,376	,076	,251	4,945	,000	,226	,525
	Env_Consc	,502	,158	,159	3,175	,002	,191	,812
	Religiosity	-,013	,049	-,013	-,266	,791	-,109	,083

- a. Dependent Variable: FastFashion\_Int

### Regression (Sustainable Purchase Intention and Personal Characteristics)

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Religiosity, Env_Consc, Interp_influence b	.	Enter

- a. Dependent Variable: Sustainable\_Int  
b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,106 <sup>a</sup>	,011	,003	1,339

- a. Predictors: (Constant), Religiosity, Env\_Consc, Interp\_influence

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,674	3	2,558	1,426	,235 <sup>b</sup>
	Residual	678,061	378	1,794		
	Total	685,735	381			

a. Dependent Variable: Sustainable\_Int

b. Predictors: (Constant), Religiosity, Env\_Consc, Interp\_influence

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3,740	,605		6,176	,000
	Interp_influence	,000	,062	,000	-,007	,994
	Env_Consc	,251	,129	,103	1,949	,052
	Religiosity	,017	,040	,022	,432	,666

a. Dependent Variable: Sustainable\_Int

**Regression (Purchase and Consumption Reduction and Personal Characteristics)****Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Religiosity, Env_Consc, Interp_influence b	.	Enter

a. Dependent Variable: Reduce\_Int

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,051 <sup>a</sup>	,003	-,005	1,486

a. Predictors: (Constant), Religiosity, Env\_Consc, Interp\_influence

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,187	3	,729	,330	,804 <sup>b</sup>
	Residual	834,903	378	2,209		
	Total	837,090	381			

a. Dependent Variable: Reduce\_Int

b. Predictors: (Constant), Religiosity, Env\_Consc, Interp\_influence

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	4,506	,672		6,708	,000
	Interp_influence	-,001	,069	-,001	-,015	,988
	Env_Consc	,098	,143	,037	,690	,491
	Religiosity	-,031	,044	-,037	-,710	,478

a. Dependent Variable: Reduce\_Int

**Correlations**

		Envir	FastF
Envir	Pearson Correlation	1	,220**
	Sig. (2-tailed)		,000
	N	382	382
FastF	Pearson Correlation	,220**	1
	Sig. (2-tailed)	,000	
	N	382	382

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

**Correlations**

		Interp	FastF
Interp	Pearson Correlation	1	,288**
	Sig. (2-tailed)		,000
	N	382	382
FastF	Pearson Correlation	,288**	1
	Sig. (2-tailed)	,000	
	N	382	382

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

**Correlations**

		Relig	FastF
Relig	Pearson Correlation	1	,034
	Sig. (2-tailed)		,507
	N	382	382
FastF	Pearson Correlation	,034	1
	Sig. (2-tailed)	,507	
	N	382	382

**Correlations**

		Envir	Sustain
Envir	Pearson Correlation	1	,103*
	Sig. (2-tailed)		,043
	N	382	382
Sustain	Pearson Correlation	,103*	1
	Sig. (2-tailed)	,043	
	N	382	382

\* . Correlation is significant at the 0.05 level (2-tailed).

**Correlations**

		Sustain	Interp
Sustain	Pearson Correlation	1	,028
	Sig. (2-tailed)		,581
	N	382	382
Interp	Pearson Correlation	,028	1
	Sig. (2-tailed)	,581	
	N	382	382

**Correlations**

		Sustain	Relig
Sustain	Pearson Correlation	1	,026
	Sig. (2-tailed)		,617

	N	382	382
Relig	Pearson Correlation	,026	1
	Sig. (2-tailed)	,617	
	N	382	382

### Correlations

		Envir	Reduce
Envir	Pearson Correlation	1	,035
	Sig. (2-tailed)		,493
	N	382	382
Reduce	Pearson Correlation	,035	1
	Sig. (2-tailed)	,493	
	N	382	382

### Correlations

		Reduce	Interp
Reduce	Pearson Correlation	1	,002
	Sig. (2-tailed)		,971
	N	382	382
Interp	Pearson Correlation	,002	1
	Sig. (2-tailed)	,971	
	N	382	382

### Correlations

		Reduce	Relig
Reduce	Pearson Correlation	1	-,036
	Sig. (2-tailed)		,483
	N	382	382
Relig	Pearson Correlation	-,036	1
	Sig. (2-tailed)	,483	
	N	382	382



## Appendix 5. Moderation Analysis

### Moderation Analysis (interaction between environmental consciousness and the intention to purchase fast fashion clothing)

OUTCOME VARIABLE:

FastF

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2238	,0501	2,8757	6,6424	3,0000	378,0000	,0002

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,0316	,0884	56,9223	,0000	4,8578	5,2054
Envir	,7112	,1626	4,3731	,0000	,3914	1,0310
CSR	-,0038	,0942	-,0403	,9678	-,1891	,1815
Int_1	-,1310	,1569	-,8349	,4043	-,4394	,1775

Product terms key:

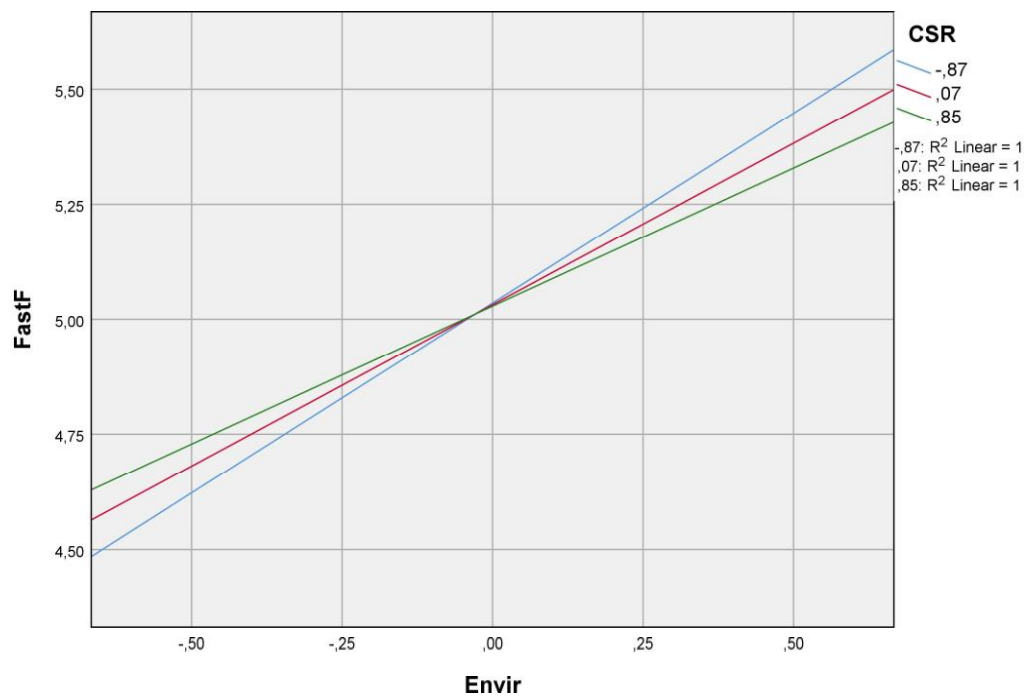
Int\_1 : Envir x CSR

Covariance matrix of regression parameter estimates:

	constant	Envir	CSR	Int_1
constant	,0078	,0003	,0001	-,0026
Envir	,0003	,0265	-,0031	-,0030
CSR	,0001	-,0031	,0089	-,0007
Int_1	-,0026	-,0030	-,0007	,0246

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0018	,6971	1,0000	378,0000	,4043



## Moderation Analysis (interaction between environmental consciousness and the intention to purchase sustainable clothing)

OUTCOME VARIABLE:

Sustain

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2720	,0740	1,6799	10,0677	3,0000	378,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,9833	,0676	73,7622	,0000	4,8505	5,1162
Envir	,1257	,1243	1,0114	,3125	-,1187	,3701
CSR	,3660	,0720	5,0831	,0000	,2244	,5076
Int_1	-,0316	,1199	-,2635	,7923	-,2673	,2042

Product terms key:

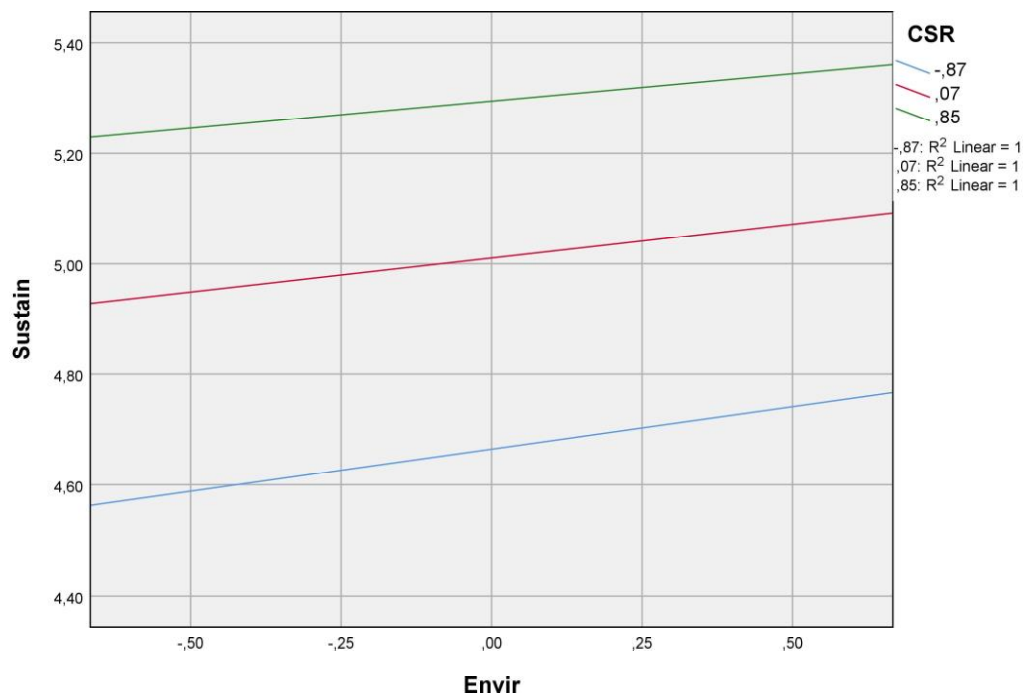
Int\_1 : Envir x CSR

Covariance matrix of regression parameter estimates:

	constant	Envir	CSR	Int_1
constant	,0046	,0002	,0000	-,0015
Envir	,0002	,0155	-,0018	-,0017
CSR	,0000	-,0018	,0052	-,0004
Int_1	-,0015	-,0017	-,0004	,0144

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0002	,0694	1,0000	378,0000	,7923



## Moderation Analysis (interaction between environmental consciousness and the intention to reduce clothing purchase and consumption)

OUTCOME VARIABLE:

Reduce

### Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,2177	,0474	2,1096	6,2690	3,0000	378,0000	,0004

### Model

	coeff	se	t	p	LLCI	ULCI
constant	4,8655	,0757	64,2660	,0000	4,7166	5,0143
Envir	-,0401	,1393	-,2881	,7735	-,3140	,2338
CSR	,3341	,0807	4,1404	,0000	,1754	,4928
Int_1	,1190	,1344	,8859	,3763	-,1452	,3832

Product terms key:

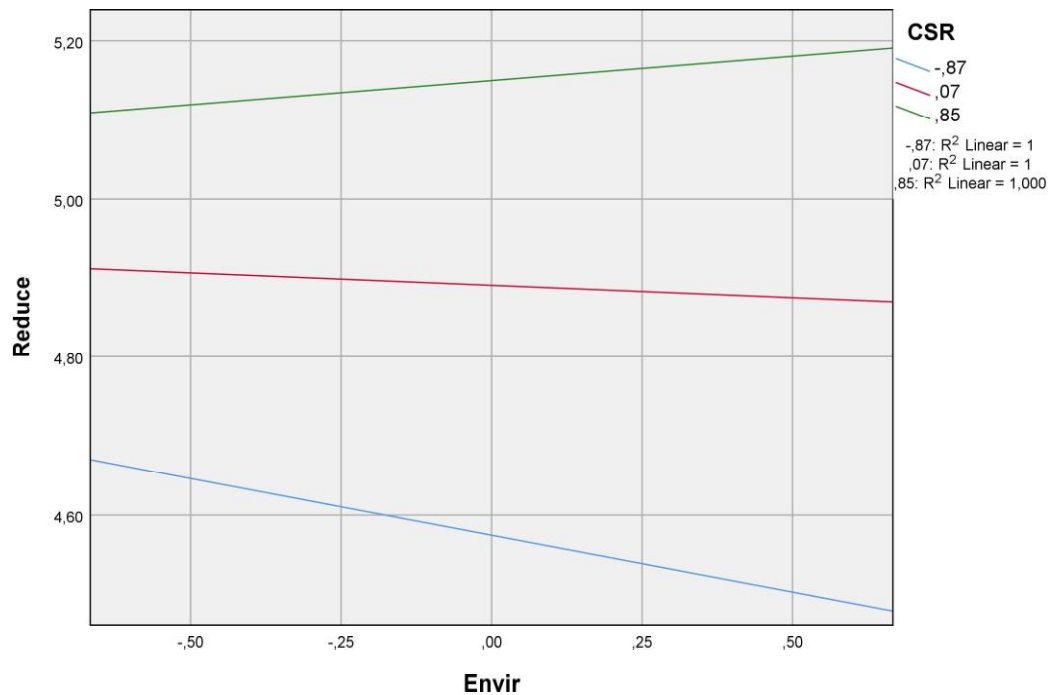
Int\_1 : Envir x CSR

Covariance matrix of regression parameter estimates:

	constant	Envir	CSR	Int_1
constant	,0057	,0002	,0001	-,0019
Envir	,0002	,0194	-,0023	-,0022
CSR	,0001	-,0023	,0065	-,0005
Int_1	-,0019	-,0022	-,0005	,0181

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0020	,7848	1,0000	378,0000	,3763



## Moderation Analysis (interaction between susceptibility to interpersonal influence and the intention to purchase fast fashion clothing)

OUTCOME VARIABLE:

FastF

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2884	,0832	2,7755	11,4342	3,0000	378,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,0202	,0856	58,6207	,0000	4,8518	5,1886
Interp	,4310	,0744	5,7909	,0000	,2846	,5773
CSR	,0211	,0910	,2317	,8169	-,1578	,2000
Int_1	-,0242	,0733	-,3297	,7418	-,1684	,1200

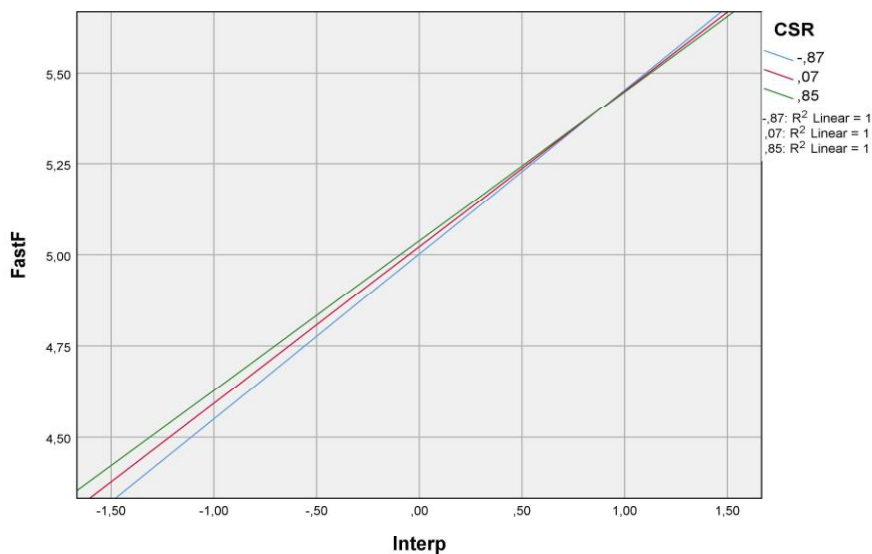
Product terms key:

Int\_1 : Interp x CSR

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0003	,1087	1,0000	378,0000	,7418

Graph



## Moderation Analysis (interaction between susceptibility to interpersonal influence and the intention to purchase sustainable clothing)

OUTCOME VARIABLE:

Sustain

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2679	,0717	1,6840	9,7392	3,0000	378,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,9776	,0667	74,6201	,0000	4,8465	5,1088
Interp	-,0011	,0580	-,0193	,9846	-,1151	,1129
CSR	,3809	,0709	5,3733	,0000	,2415	,5203
Int_1	,0205	,0571	,3591	,7197	-,0918	,1328

Product terms key:

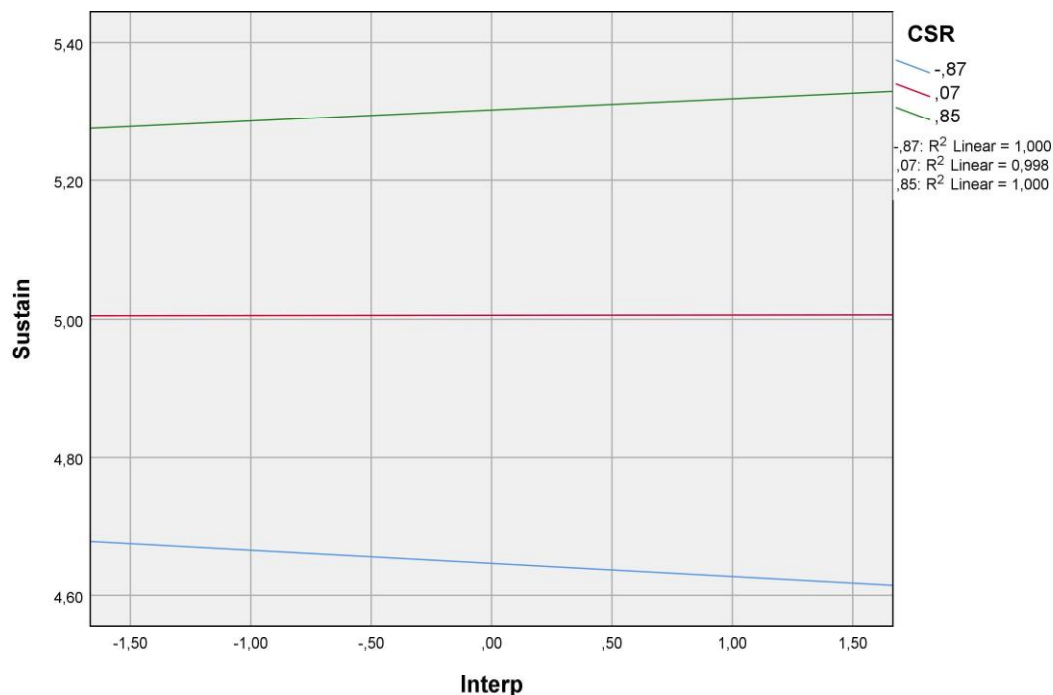
Int\_1 : Interp x CSR

Covariance matrix of regression parameter estimates:

	constant	Interp	CSR	Int_1
constant	,0044	,0000	,0000	-,0004
Interp	,0000	,0034	-,0004	-,0003
CSR	,0000	-,0004	,0050	,0002
Int_1	-,0004	-,0003	,0002	,0033

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0003	,1290	1,0000	378,0000	,7197



## Moderation Analysis (interaction between susceptibility to interpersonal influence and the intention to reduce clothing purchase and consumption)

OUTCOME VARIABLE:

Reduce

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2189	,0479	2,1084	6,3417	3,0000	378,0000	,0003

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,8716	,0746	65,2666	,0000	4,7248	5,0183
Interp	-,0317	,0649	-,4894	,6249	-,1593	,0958
CSR	,3408	,0793	4,2969	,0000	,1849	,4968
Int_1	,0594	,0639	,9300	,3530	-,0662	,1851

Product terms key:

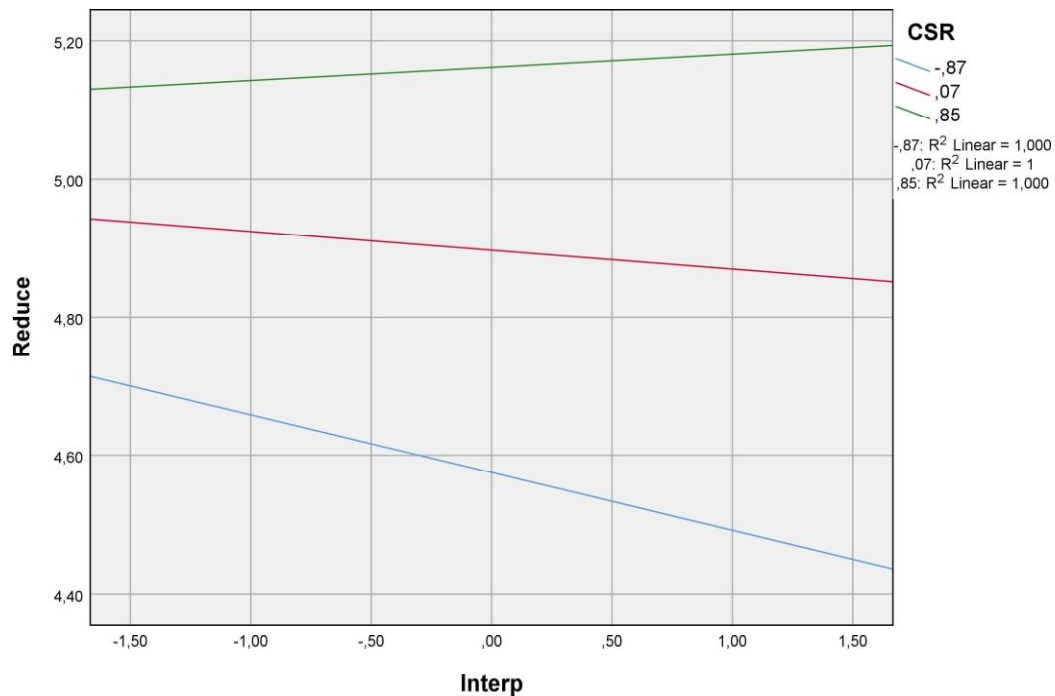
Int\_1 : Interp x CSR

Covariance matrix of regression parameter estimates:

	constant	Interp	CSR	Int_1
constant	,0056	,0000	,0000	-,0005
Interp	,0000	,0042	-,0005	-,0004
CSR	,0000	-,0005	,0063	,0002
Int_1	-,0005	-,0004	,0002	,0041

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0022	,8649	1,0000	378,0000	,3530



## Moderation Analysis (interaction between religiosity and the intention to purchase fast fashion clothing)

OUTCOME VARIABLE:

Relig

### Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,1304	,0170	3,0310	2,1785	3,0000	378,0000	,0901

### Model

	coeff	se	t	p	LLCI	ULCI
constant	2,9514	,0891	33,1063	,0000	2,7761	3,1267
FastF	,0291	,0515	,5643	,5729	-,0722	,1304
CSR	,2335	,0946	2,4678	,0140	,0475	,4196
Int_1	-,0025	,0528	-,0468	,9627	-,1064	,1014

Product terms key:

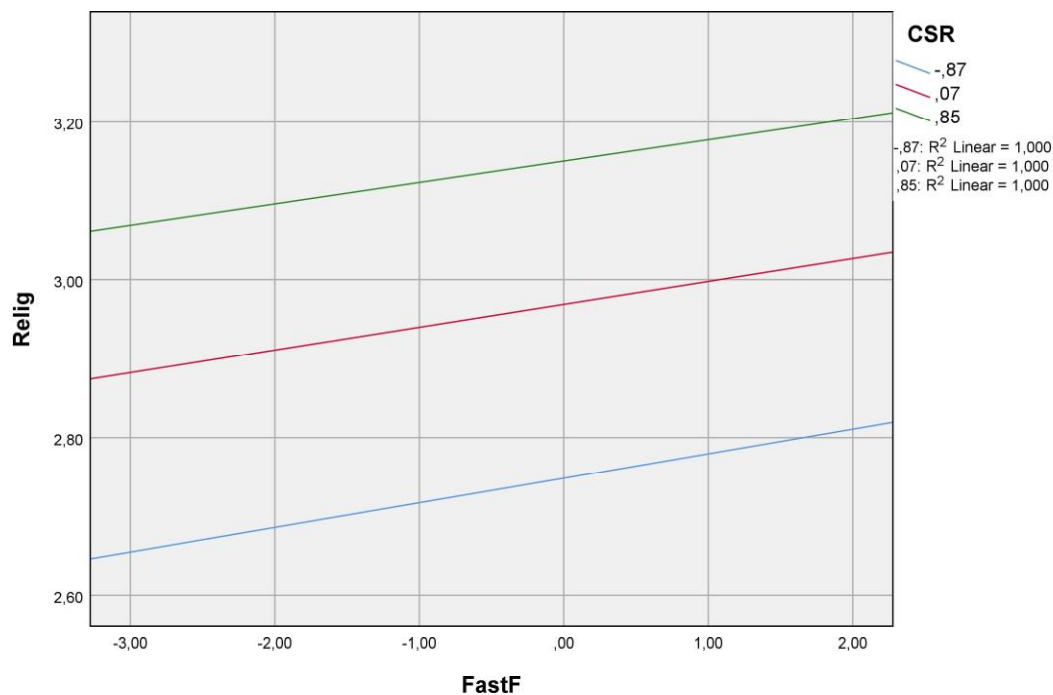
Int\_1 : FastF x CSR

Covariance matrix of regression parameter estimates:

	constant	FastF	CSR	Int_1
constant	,0079	,0000	,0000	-,0002
FastF	,0000	,0027	-,0002	-,0001
CSR	,0000	-,0002	,0090	-,0001
Int_1	-,0002	-,0001	-,0001	,0028

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0000	,0022	1,0000	378,0000	,9627



## Moderation Analysis (interaction between religiosity and the intention to purchase sustainable clothing)

OUTCOME VARIABLE:

Relig

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1336	,0178	3,0284	2,2886	3,0000	378,0000	,0781

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,9350	,0914	32,1076	,0000	2,7553	3,1147
Sustain	-,0076	,0692	-,1096	,9128	-,1436	,1284
CSR	,2406	,0980	2,4542	,0146	,0478	,4333
Int_1	,0481	,0613	,7846	,4332	-,0724	,1687

Product terms key:

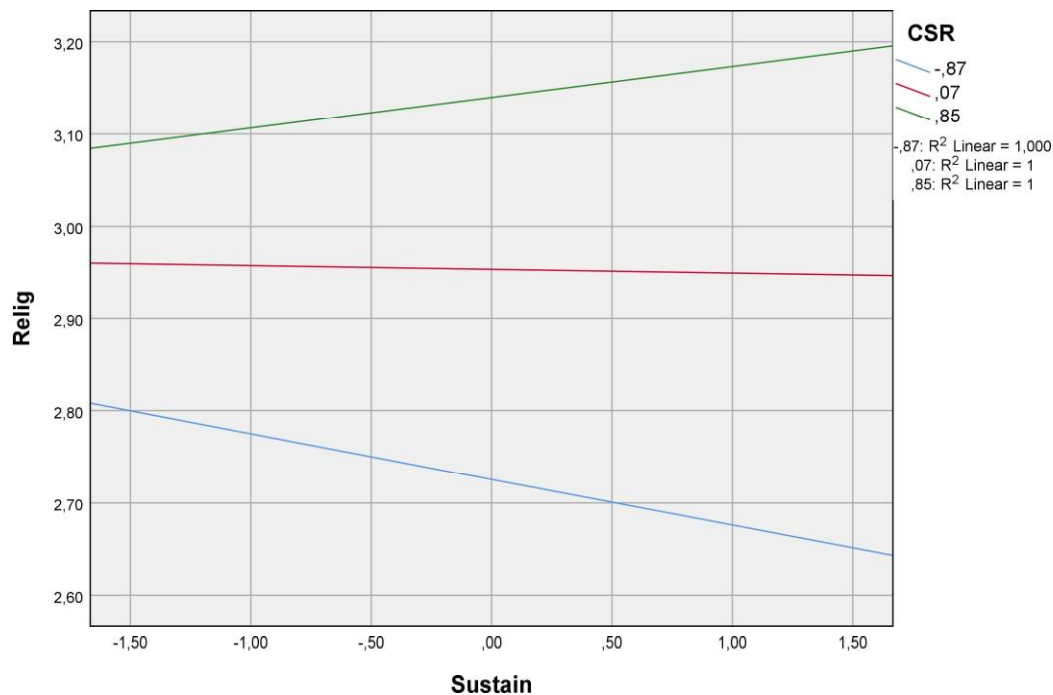
Int\_1 : Sustain x CSR

Covariance matrix of regression parameter estimates:

	constant	Sustain	CSR	Int_1
constant	,0084	-,0001	,0000	-,0013
Sustain	-,0001	,0048	-,0018	,0003
CSR	,0000	-,0018	,0096	,0000
Int_1	-,0013	,0003	,0000	,0038

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0016	,6156	1,0000	378,0000	,4332





## Moderation Analysis (interaction between religiosity and the intention to reduce clothing purchase and consumption)

OUTCOME VARIABLE:

Relig

Model Summary

R	R-sq	MSE	F	df1	df2	P
,1441	,0208	3,0194	2,6722	3,0000	378,0000	,0472

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,9441	,0906	32,5125	,0000	2,7661	3,1222
Reduce	-,0755	,0617	-1,2227	,2222	-,1969	,0459
CSR	,2605	,0966	2,6971	,0073	,0706	,4504
Int_1	,0239	,0579	,4128	,6800	-,0899	,1377

Product terms key:

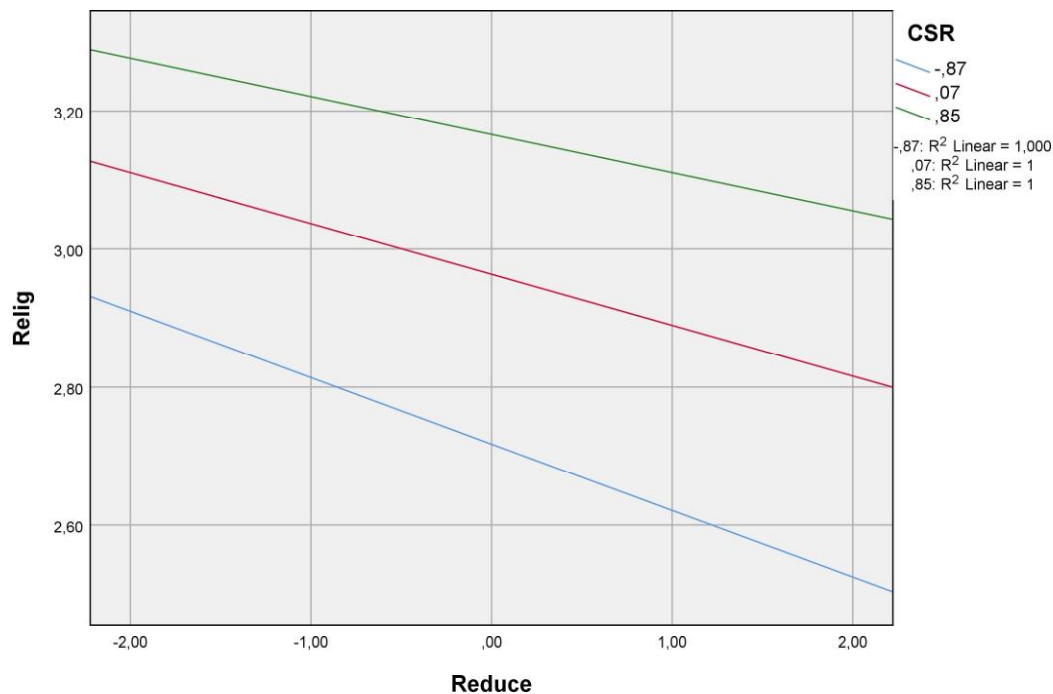
Int\_1 : Reduce x CSR

Covariance matrix of regression parameter estimates:

	constant	Reduce	CSR	Int_1
constant	,0082	-,0001	,0000	-,0010
Reduce	-,0001	,0038	-,0013	,0003
CSR	,0000	-,0013	,0093	-,0002
Int_1	-,0010	,0003	-,0002	,0034

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0004	,1704	1,0000	378,0000	,6800



**Appendix 6. Evaluation of differences between demographic and dependent variables**  
**ONEWAY the intention to purchase fast fashion clothing, sustainable clothing, and the intention to reduce clothing purchase and consumption by age**

1. <25
2. 26-40
3. >41

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
FastF	1	304	5,24	1,657	,095	5,05	5,43	1	7
	2	69	4,24	1,761	,212	3,82	4,66	1	7
	3	9	3,44	1,667	,556	2,16	4,73	1	6
	Total	382	5,02	1,733	,089	4,84	5,19	1	7
Sustain	1	304	5,00	1,340	,077	4,85	5,15	1	7
	2	69	5,03	1,339	,161	4,71	5,35	2	7
	3	9	3,96	1,124	,375	3,10	4,83	1	5
	Total	382	4,98	1,342	,069	4,84	5,11	1	7
Reduce	1	304	4,87	1,495	,086	4,70	5,04	1	7
	2	69	5,01	1,440	,173	4,67	5,36	1	7
	3	9	4,00	1,173	,391	3,10	4,90	2	5
	Total	382	4,88	1,482	,076	4,73	5,03	1	7

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
FastF	Between Groups	78,883	2	39,442	14,030	,000
	Within Groups	1065,445	379	2,811		
	Total	1144,328	381			
Sustain	Between Groups	9,583	2	4,792	2,686	,069
	Within Groups	676,152	379	1,784		
	Total	685,735	381			
Reduce	Between Groups	8,230	2	4,115	1,882	,154
	Within Groups	828,860	379	2,187		
	Total	837,090	381			

Multiple Comparisons								
Dependent Variable		(I) agecat	(J) agecat	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
FastF	Bonferroni	1	2	,999 <sup>*</sup>	,224	,000	,46	1,54
			3	1,796 <sup>*</sup>	,567	,005	,43	3,16

		2	1	-,999 <sup>*</sup>	,224	,000	-1,54	-,46	
			3	,797	,594	,542	-,63	2,23	
		3	1	-1,796 <sup>*</sup>	,567	,005	-3,16	-,43	
			2	-,797	,594	,542	-2,23	,63	
		Games-Howell	1	2	,999 <sup>*</sup>	,232	,000	,45	1,55
				3	1,796 <sup>*</sup>	,564	,029	,20	3,39
	2		1	-,999 <sup>*</sup>	,232	,000	-1,55	-,45	
			3	,797	,595	,405	-,82	2,42	
	3	1	-1,796 <sup>*</sup>	,564	,029	-3,39	-,20		
		2	-,797	,595	,405	-2,42	,82		
	Sustain	Bonferroni	1	2	-,030	,178	1,000	-,46	,40
				3	1,036	,452	,067	-,05	2,12
2			1	,030	,178	1,000	-,40	,46	
			3	1,066	,473	,075	-,07	2,20	
3			1	-1,036	,452	,067	-2,12	,05	
			2	-1,066	,473	,075	-2,20	,07	
Games-Howell		1	2	-,030	,179	,984	-,45	,39	
			3	1,036	,382	,058	-,04	2,11	
		2	1	,030	,179	,984	-,39	,45	
			3	1,066	,408	,057	-,03	2,16	
		3	1	-1,036	,382	,058	-2,11	,04	
			2	-1,066	,408	,057	-2,16	,03	
Reduce	Bonferroni	1	2	-,141	,197	1,000	-,62	,33	
			3	,873	,500	,245	-,33	2,08	
		2	1	,141	,197	1,000	-,33	,62	
			3	1,014	,524	,161	-,25	2,27	
		3	1	-,873	,500	,245	-2,08	,33	
			2	-1,014	,524	,161	-2,27	,25	
	Games-Howell	1	2	-,141	,193	,746	-,60	,32	
			3	,873	,400	,129	-,25	2,00	
		2	1	,141	,193	,746	-,32	,60	
			3	1,014	,428	,085	-,13	2,16	
		3	1	-,873	,400	,129	-2,00	,25	
			2	-1,014	,428	,085	-2,16	,13	
*. The mean difference is significant at the 0.05 level.									

**ONEWAY the intention to purchase fast fashion clothing, sustainable clothing, and the intention to reduce clothing purchase and consumption by education level**

1. Primary
2. Secondary
3. Higher or special secondary
4. College of high education
5. Bachelor degree
6. Master degree and higher

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
FastF	1	4	5,50	,430	,215	4,82	6,18	5	6
	2	41	5,17	1,748	,273	4,62	5,72	1	7
	3	34	4,83	1,897	,325	4,17	5,50	1	7
	4	51	5,05	1,796	,251	4,55	5,56	1	7
	5	180	5,06	1,725	,129	4,80	5,31	1	7
	6	72	4,87	1,694	,200	4,47	5,26	1	7
	Total	382	5,02	1,733	,089	4,84	5,19	1	7
Sustain	1	4	5,25	1,524	,762	2,82	7,68	3	6
	2	41	4,99	1,397	,218	4,55	5,43	2	7
	3	34	5,05	1,477	,253	4,53	5,56	1	7
	4	51	4,86	1,450	,203	4,45	5,27	1	7
	5	180	4,97	1,296	,097	4,78	5,16	1	7
	6	72	5,04	1,307	,154	4,73	5,35	1	7
	Total	382	4,98	1,342	,069	4,84	5,11	1	7
Reduce	1	4	4,75	1,848	,924	1,81	7,69	2	6
	2	41	4,63	1,432	,224	4,18	5,09	2	7
	3	34	4,72	1,606	,275	4,16	5,28	1	7
	4	51	4,88	1,765	,247	4,39	5,38	1	7
	5	180	4,93	1,423	,106	4,72	5,14	1	7
	6	72	4,97	1,389	,164	4,65	5,30	1	7
	Total	382	4,88	1,482	,076	4,73	5,03	1	7

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
FastF	Between Groups	5,054	5	1,011	,334	,893
	Within Groups	1139,274	376	3,030		

	Total	1144,328	381			
Sustain	Between Groups	1,466	5	,293	,161	,977
	Within Groups	684,269	376	1,820		
	Total	685,735	381			
Reduce	Between Groups	4,432	5	,886	,400	,849
	Within Groups	832,657	376	2,215		
	Total	837,090	381			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) educ_cat	(J) educ_cat	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
FastF	1	2	,329	,912	1,000	-2,36	3,02
		3	,667	,920	1,000	-2,05	3,38
		4	,448	,904	1,000	-2,22	3,12
		5	,443	,880	1,000	-2,16	3,04
		6	,634	,894	1,000	-2,01	3,28
	2	1	-,329	,912	1,000	-3,02	2,36
		3	,337	,404	1,000	-,86	1,53
		4	,118	,365	1,000	-,96	1,20
		5	,113	,301	1,000	-,78	1,00
		6	,305	,341	1,000	-,70	1,31
	3	1	-,667	,920	1,000	-3,38	2,05
		2	-,337	,404	1,000	-1,53	,86
		4	-,219	,385	1,000	-1,36	,92
		5	-,224	,326	1,000	-1,19	,74
		6	-,032	,362	1,000	-1,10	1,04
	4	1	-,448	,904	1,000	-3,12	2,22
		2	-,118	,365	1,000	-1,20	,96
		3	,219	,385	1,000	-,92	1,36
		5	-,005	,276	1,000	-,82	,81
		6	,187	,319	1,000	-,75	1,13
	5	1	-,443	,880	1,000	-3,04	2,16
		2	-,113	,301	1,000	-1,00	,78
		3	,224	,326	1,000	-,74	1,19
		4	,005	,276	1,000	-,81	,82
6		,192	,243	1,000	-,53	,91	
6	1	-,634	,894	1,000	-3,28	2,01	
	2	-,305	,341	1,000	-1,31	,70	
	3	,032	,362	1,000	-1,04	1,10	
	4	-,187	,319	1,000	-1,13	,75	

		5	-,192	,243	1,000	-,91	,53
Sustain	1	2	,258	,707	1,000	-1,83	2,35
		3	,201	,713	1,000	-1,91	2,31
		4	,387	,700	1,000	-1,68	2,46
		5	,283	,682	1,000	-1,73	2,30
		6	,208	,693	1,000	-1,84	2,26
		2	1	-,258	,707	1,000	-2,35
	3		-,057	,313	1,000	-,98	,87
	4		,129	,283	1,000	-,71	,97
	5		,025	,233	1,000	-,66	,71
	6		-,050	,264	1,000	-,83	,73
	3	1	-,201	,713	1,000	-2,31	1,91
		2	,057	,313	1,000	-,87	,98
		4	,186	,299	1,000	-,70	1,07
		5	,082	,252	1,000	-,66	,83
		6	,007	,281	1,000	-,82	,84
	4	1	-,387	,700	1,000	-2,46	1,68
		2	-,129	,283	1,000	-,97	,71
		3	-,186	,299	1,000	-1,07	,70
		5	-,104	,214	1,000	-,74	,53
		6	-,179	,247	1,000	-,91	,55
	5	1	-,283	,682	1,000	-2,30	1,73
		2	-,025	,233	1,000	-,71	,66
		3	-,082	,252	1,000	-,83	,66
		4	,104	,214	1,000	-,53	,74
6		-,075	,188	1,000	-,63	,48	
6	1	-,208	,693	1,000	-2,26	1,84	
	2	,050	,264	1,000	-,73	,83	
	3	-,007	,281	1,000	-,84	,82	
	4	,179	,247	1,000	-,55	,91	
	5	,075	,188	1,000	-,48	,63	
Reduce	1	2	,116	,780	1,000	-2,19	2,42
		3	,029	,787	1,000	-2,29	2,35
		4	-,132	,773	1,000	-2,41	2,15
		5	-,178	,752	1,000	-2,40	2,04
		6	-,222	,764	1,000	-2,48	2,04
		2	1	-,116	,780	1,000	-2,42
	3		-,086	,345	1,000	-1,11	,93
	4		-,248	,312	1,000	-1,17	,67
	5		-,294	,258	1,000	-1,05	,47
	6		-,338	,291	1,000	-1,20	,52
	3	1	-,029	,787	1,000	-2,35	2,29
		2	,086	,345	1,000	-,93	1,11

		4	-,162	,329	1,000	-1,14	,81
		5	-,207	,278	1,000	-1,03	,61
		6	-,252	,310	1,000	-1,17	,66
	4	1	,132	,773	1,000	-2,15	2,41
		2	,248	,312	1,000	-,67	1,17
		3	,162	,329	1,000	-,81	1,14
		5	-,045	,236	1,000	-,74	,65
		6	-,090	,272	1,000	-,89	,71
	5	1	,178	,752	1,000	-2,04	2,40
		2	,294	,258	1,000	-,47	1,05
		3	,207	,278	1,000	-,61	1,03
		4	,045	,236	1,000	-,65	,74
		6	-,044	,208	1,000	-,66	,57
	6	1	,222	,764	1,000	-2,04	2,48
		2	,338	,291	1,000	-,52	1,20
		3	,252	,310	1,000	-,66	1,17
		4	,090	,272	1,000	-,71	,89
		5	,044	,208	1,000	-,57	,66

**T-test the intention to purchase fast fashion clothing, sustainable clothing, and the intention to reduce clothing purchase and consumption by sex**

1. Male
2. Female

Group Statistics					
	sexcat	N	Mean	Std. Deviation	Std. Error Mean
FastF	1	75	4,51	1,864	,215
	2	300	5,17	1,651	,095
Sustain	1	75	4,52	1,491	,172
	2	300	5,10	1,264	,073
Reduce	1	75	4,33	1,532	,177
	2	300	5,04	1,419	,082

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FastF	Equal variances assumed	2,180	,141	-3,036	37	,003	-,664	,219	-1,095	-,234
	Equal variances not assumed			-2,822	1047	,006	-,664	,235	-1,131	-,198
Sustain	Equal variances assumed	1,904	,168	-3,437	37	,001	-,582	,169	-,915	-,249
	Equal variances not assumed			-3,114	1069	,002	-,582	,187	-,953	-,211
Reduce	Equal variances assumed	,383	,537	-3,804	37	,000	-,708	,186	-1,075	-,342
	Equal variances not assumed			-3,633	1024	,000	-,708	,195	-1,095	-,322



**ONEWAY the intention to purchase fast fashion clothing, sustainable clothing, and the intention to reduce clothing purchase and consumption by income**

1. Up to 250 Eur
2. 251-500 Eur
3. 501-750 Eur
4. 751-1000 Eur
5. 1001-1500 Eur
6. 1501-2000 Eur
7. 2001-2500 Eur
8. 2501-3000 Eur
9. More than 3000 Eur

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
FastF	1	54	5,22	1,396	,190	4,84	5,60	1	7
	2	74	5,14	1,895	,220	4,70	5,58	1	7
	3	67	5,17	1,619	,198	4,77	5,56	1	7
	4	62	5,11	1,632	,207	4,70	5,53	1	7
	5	66	5,03	1,740	,214	4,60	5,46	1	7
	6	18	4,70	1,825	,430	3,80	5,61	1	7
	7	13	4,10	2,401	,666	2,65	5,55	1	7
	8	11	4,00	1,491	,449	3,00	5,00	1	6
	9	17	4,53	2,014	,488	3,49	5,56	1	7
	Total		382	5,02	1,733	,089	4,84	5,19	1
Sustain	1	54	5,09	1,070	,146	4,79	5,38	3	7
	2	74	5,09	1,320	,153	4,79	5,40	2	7
	3	67	4,93	1,399	,171	4,59	5,27	1	7
	4	62	4,96	1,233	,157	4,64	5,27	1	7
	5	66	5,09	1,265	,156	4,77	5,40	2	7
	6	18	4,11	1,910	,450	3,16	5,06	1	7
	7	13	4,51	1,864	,517	3,39	5,64	1	7
	8	11	5,12	1,186	,358	4,32	5,92	3	7
	9	17	5,20	1,458	,354	4,45	5,95	3	7
	Total		382	4,98	1,342	,069	4,84	5,11	1
Reduce	1	54	4,94	1,438	,196	4,54	5,33	2	7
	2	74	4,92	1,624	,189	4,54	5,30	2	7

	3	67	4,72	1,473	,180	4,36	5,08	1	7
	4	62	5,01	1,360	,173	4,66	5,35	1	7
	5	66	5,02	1,215	,150	4,72	5,31	2	7
	6	18	3,94	2,175	,513	2,86	5,03	1	7
	7	13	4,69	1,786	,495	3,61	5,77	1	7
	8	11	5,36	1,142	,344	4,60	6,13	3	7
	9	17	4,97	1,328	,322	4,29	5,65	3	7
	Total	382	4,88	1,482	,076	4,73	5,03	1	7

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
FastF	Between Groups	33,576	8	4,197	1,409	,191
	Within Groups	1110,752	373	2,978		
	Total	1144,328	381			
Sustain	Between Groups	19,961	8	2,495	1,398	,196
	Within Groups	665,774	373	1,785		
	Total	685,735	381			
Reduce	Between Groups	23,216	8	2,902	1,330	,227
	Within Groups	813,874	373	2,182		
	Total	837,090	381			

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) income_cat	(J) income_cat	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
FastF	1	2	,083	,309	1,000	-,91	1,08
		3	,053	,316	1,000	-,96	1,07
		4	,109	,321	1,000	-,93	1,14
		5	,192	,317	1,000	-,83	1,21
		6	,519	,470	1,000	-,99	2,03
		7	1,120	,533	1,000	-,60	2,84
		8	1,222	,571	1,000	-,62	3,06
	2	1	-,083	,309	1,000	-1,08	,91
		3	-,030	,291	1,000	-,97	,91
		4	,027	,297	1,000	-,93	,98
		5	,109	,292	1,000	-,83	1,05
		6	,436	,454	1,000	-1,02	1,90
		7	1,037	,519	1,000	-,63	2,71

		8	1,140	,558	1,000	-,66	2,94
		9	,610	,464	1,000	-,88	2,11
	3	1	-,053	,316	1,000	-1,07	,96
		2	,030	,291	1,000	-,91	,97
		4	,056	,304	1,000	-,92	1,04
		5	,139	,299	1,000	-,83	1,10
		6	,465	,458	1,000	-1,01	1,94
		7	1,067	,523	1,000	-,62	2,75
		8	1,169	,561	1,000	-,64	2,98
		9	,640	,469	1,000	-,87	2,15
		4	1	-,109	,321	1,000	-1,14
	2		-,027	,297	1,000	-,98	,93
	3		-,056	,304	1,000	-1,04	,92
	5		,083	,305	1,000	-,90	1,07
	6		,409	,462	1,000	-1,08	1,90
	7		1,010	,526	1,000	-,69	2,71
	8		1,113	,565	1,000	-,71	2,93
	9		,583	,472	1,000	-,94	2,11
	5		1	-,192	,317	1,000	-1,21
		2	-,109	,292	1,000	-1,05	,83
		3	-,139	,299	1,000	-1,10	,83
		4	-,083	,305	1,000	-1,07	,90
		6	,327	,459	1,000	-1,15	1,80
		7	,928	,524	1,000	-,76	2,61
		8	1,030	,562	1,000	-,78	2,84
		9	,501	,469	1,000	-1,01	2,01
		6	1	-,519	,470	1,000	-2,03
	2		-,436	,454	1,000	-1,90	1,02
	3		-,465	,458	1,000	-1,94	1,01
	4		-,409	,462	1,000	-1,90	1,08
	5		-,327	,459	1,000	-1,80	1,15
	7		,601	,628	1,000	-1,42	2,62
	8		,704	,660	1,000	-1,42	2,83
	9		,174	,584	1,000	-1,71	2,05
	7		1	-1,120	,533	1,000	-2,84
		2	-1,037	,519	1,000	-2,71	,63
3		-1,067	,523	1,000	-2,75	,62	
4		-1,010	,526	1,000	-2,71	,69	
5		-,928	,524	1,000	-2,61	,76	
6		-,601	,628	1,000	-2,62	1,42	
8		,103	,707	1,000	-2,17	2,38	
9		-,427	,636	1,000	-2,47	1,62	
8		1	-1,222	,571	1,000	-3,06	,62

		2	-1,140	,558	1,000	-2,94	,66
		3	-1,169	,561	1,000	-2,98	,64
		4	-1,113	,565	1,000	-2,93	,71
		5	-1,030	,562	1,000	-2,84	,78
		6	-,704	,660	1,000	-2,83	1,42
		7	-,103	,707	1,000	-2,38	2,17
		9	-,529	,668	1,000	-2,68	1,62
	9	1	-,693	,480	1,000	-2,24	,85
		2	-,610	,464	1,000	-2,11	,88
		3	-,640	,469	1,000	-2,15	,87
		4	-,583	,472	1,000	-2,11	,94
		5	-,501	,469	1,000	-2,01	1,01
		6	-,174	,584	1,000	-2,05	1,71
		7	,427	,636	1,000	-1,62	2,47
		8	,529	,668	1,000	-1,62	2,68
Sustain	1	2	-,008	,239	1,000	-,78	,76
		3	,156	,244	1,000	-,63	,94
		4	,129	,249	1,000	-,67	,93
		5	,001	,245	1,000	-,79	,79
		6	,975	,364	,275	-,20	2,15
		7	,574	,413	1,000	-,76	1,90
		8	-,035	,442	1,000	-1,46	1,39
		9	-,110	,372	1,000	-1,31	1,09
	2	1	,008	,239	1,000	-,76	,78
		3	,164	,225	1,000	-,56	,89
		4	,138	,230	1,000	-,60	,88
		5	,009	,226	1,000	-,72	,74
		6	,983	,351	,193	-,15	2,11
		7	,582	,402	1,000	-,71	1,88
		8	-,027	,432	1,000	-1,42	1,36
		9	-,101	,359	1,000	-1,26	1,06
	3	1	-,156	,244	1,000	-,94	,63
		2	-,164	,225	1,000	-,89	,56
		4	-,027	,235	1,000	-,79	,73
		5	-,156	,232	1,000	-,90	,59
		6	,819	,355	,772	-,32	1,96
		7	,418	,405	1,000	-,89	1,72
		8	-,191	,435	1,000	-1,59	1,21
		9	-,266	,363	1,000	-1,43	,90
	4	1	-,129	,249	1,000	-,93	,67
		2	-,138	,230	1,000	-,88	,60
		3	,027	,235	1,000	-,73	,79
		5	-,129	,236	1,000	-,89	,63

		6	,846	,358	,668	-,31	2,00
		7	,444	,408	1,000	-,87	1,76
		8	-,164	,437	1,000	-1,57	1,24
		9	-,239	,366	1,000	-1,42	,94
	5	1	-,001	,245	1,000	-,79	,79
		2	-,009	,226	1,000	-,74	,72
		3	,156	,232	1,000	-,59	,90
		4	,129	,236	1,000	-,63	,89
		6	,975	,355	,229	-,17	2,12
		7	,573	,405	1,000	-,73	1,88
		8	-,035	,435	1,000	-1,44	1,37
		9	-,110	,363	1,000	-1,28	1,06
	6	1	-,975	,364	,275	-2,15	,20
		2	-,983	,351	,193	-2,11	,15
		3	-,819	,355	,772	-1,96	,32
		4	-,846	,358	,668	-2,00	,31
		5	-,975	,355	,229	-2,12	,17
		7	-,402	,486	1,000	-1,97	1,16
		8	-1,010	,511	1,000	-2,66	,64
		9	-1,085	,452	,606	-2,54	,37
	7	1	-,574	,413	1,000	-1,90	,76
		2	-,582	,402	1,000	-1,88	,71
		3	-,418	,405	1,000	-1,72	,89
		4	-,444	,408	1,000	-1,76	,87
		5	-,573	,405	1,000	-1,88	,73
		6	,402	,486	1,000	-1,16	1,97
		8	-,608	,547	1,000	-2,37	1,15
		9	-,683	,492	1,000	-2,27	,90
	8	1	,035	,442	1,000	-1,39	1,46
		2	,027	,432	1,000	-1,36	1,42
		3	,191	,435	1,000	-1,21	1,59
		4	,164	,437	1,000	-1,24	1,57
		5	,035	,435	1,000	-1,37	1,44
		6	1,010	,511	1,000	-,64	2,66
		7	,608	,547	1,000	-1,15	2,37
		9	-,075	,517	1,000	-1,74	1,59
	9	1	,110	,372	1,000	-1,09	1,31
		2	,101	,359	1,000	-1,06	1,26
		3	,266	,363	1,000	-,90	1,43
		4	,239	,366	1,000	-,94	1,42
		5	,110	,363	1,000	-1,06	1,28
		6	1,085	,452	,606	-,37	2,54
		7	,683	,492	1,000	-,90	2,27

Reduce	1	8	,075	,517	1,000	-1,59	1,74
		2	,016	,264	1,000	-,84	,87
		3	,219	,270	1,000	-,65	1,09
		4	-,073	,275	1,000	-,96	,81
		5	-,080	,271	1,000	-,95	,79
		6	,991	,402	,510	-,30	2,29
		7	,243	,456	1,000	-1,23	1,71
		8	-,428	,489	1,000	-2,00	1,15
		9	-,035	,411	1,000	-1,36	1,29
	2	1	-,016	,264	1,000	-,87	,84
		3	,203	,249	1,000	-,60	1,00
		4	-,089	,254	1,000	-,91	,73
		5	-,096	,250	1,000	-,90	,71
		6	,974	,388	,450	-,28	2,22
		7	,227	,444	1,000	-1,20	1,66
		8	-,445	,477	1,000	-1,98	1,09
		9	-,052	,397	1,000	-1,33	1,23
		3	1	-,219	,270	1,000	-1,09
	2		-,203	,249	1,000	-1,00	,60
	4		-,292	,260	1,000	-1,13	,55
	5		-,299	,256	1,000	-1,12	,53
	6		,772	,392	1,000	-,49	2,04
	7		,024	,448	1,000	-1,42	1,47
	8		-,647	,481	1,000	-2,20	,90
	9		-,254	,401	1,000	-1,55	1,04
	4		1	,073	,275	1,000	-,81
		2	,089	,254	1,000	-,73	,91
		3	,292	,260	1,000	-,55	1,13
		5	-,007	,261	1,000	-,85	,83
		6	1,064	,395	,269	-,21	2,34
		7	,316	,451	1,000	-1,14	1,77
		8	-,356	,483	1,000	-1,91	1,20
		9	,037	,404	1,000	-1,27	1,34
		5	1	,080	,271	1,000	-,79
	2		,096	,250	1,000	-,71	,90
	3		,299	,256	1,000	-,53	1,12
	4		,007	,261	1,000	-,83	,85
	6		1,071	,393	,242	-,19	2,34
	7		,323	,448	1,000	-1,12	1,77
	8		-,348	,481	1,000	-1,90	1,20
	9		,045	,402	1,000	-1,25	1,34
	6		1	-,991	,402	,510	-2,29
		2	-,974	,388	,450	-2,22	,28

		3	-,772	,392	1,000	-2,04	,49
		4	-1,064	,395	,269	-2,34	,21
		5	-1,071	,393	,242	-2,34	,19
		7	-,748	,538	1,000	-2,48	,98
		8	-1,419	,565	,449	-3,24	,40
		9	-1,026	,500	1,000	-2,64	,58
	7	1	-,243	,456	1,000	-1,71	1,23
		2	-,227	,444	1,000	-1,66	1,20
		3	-,024	,448	1,000	-1,47	1,42
		4	-,316	,451	1,000	-1,77	1,14
		5	-,323	,448	1,000	-1,77	1,12
		6	,748	,538	1,000	-,98	2,48
		8	-,671	,605	1,000	-2,62	1,28
		9	-,278	,544	1,000	-2,03	1,47
	8	1	,428	,489	1,000	-1,15	2,00
		2	,445	,477	1,000	-1,09	1,98
		3	,647	,481	1,000	-,90	2,20
		4	,356	,483	1,000	-1,20	1,91
		5	,348	,481	1,000	-1,20	1,90
		6	1,419	,565	,449	-,40	3,24
		7	,671	,605	1,000	-1,28	2,62
		9	,393	,572	1,000	-1,45	2,23
	9	1	,035	,411	1,000	-1,29	1,36
		2	,052	,397	1,000	-1,23	1,33
		3	,254	,401	1,000	-1,04	1,55
		4	-,037	,404	1,000	-1,34	1,27
		5	-,045	,402	1,000	-1,34	1,25
		6	1,026	,500	1,000	-,58	2,64
		7	,278	,544	1,000	-1,47	2,03
		8	-,393	,572	1,000	-2,23	1,45

**CROSSTABS most frequently purchased clothes by education**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,163 <sup>a</sup>	5	,147
Likelihood Ratio	7,827	5	,166
Linear-by-Linear Association	6,310	1	,012
N of Valid Cases	382		
a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is ,94.			

**CROSSTABS most frequently purchased clothes by income**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,084 <sup>a</sup>	8	,528
Likelihood Ratio	6,959	8	,541
Linear-by-Linear Association	,460	1	,498
N of Valid Cases	382		
a. 4 cells (22,2%) have expected count less than 5. The minimum expected count is 2,59.			

**CROSSTABS most frequently purchased clothes by sex**

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,811 <sup>a</sup>	1	,178		
Continuity Correction <sup>b</sup>	1,423	1	,233		
Likelihood Ratio	1,905	1	,167		
Fisher's Exact Test				,221	,115
Linear-by-Linear Association	1,806	1	,179		
N of Valid Cases	375				
a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 17,40.					
b. Computed only for a 2x2 table					

**CROSSTABS most frequently purchased clothes by age**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,241 <sup>a</sup>	2	,198
Likelihood Ratio	3,072	2	,215
Linear-by-Linear Association	1,968	1	,161
N of Valid Cases	382		
a. 1 cells (16,7%) have expected count less than 5. The minimum expected count is 2,12.			



