

THE IMPACT OF SUSTAINABLE FASHION ON THE CONSUMER BEHAVIOUR OF PEOPLE UNDER 45

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Abstract: Sustainable fashion is a trend that is bound to become a key pillar of the future of industry and society. The current situation of fashion represents a complex and ever-growing problem with significantly negative impacts on the environment, as well as society. The presented paper is focused on a sustainable fashion in Slovakia and its influence on consumer behavior. The aim of the paper is to identify consumer attitudes towards fashion sustainability based on the results of a questionnaire survey (197 questionnaires are analyzed). The subject of the research was a sample of people under 45 years old. Based on the obtained results, recommendations were proposed that could help to develop a sustainable trend and reduce negative environmental consequences.

Keywords: customer behavior, fashion industry, people under 45 years old, Slovak sustainable fashion, sustainable fashion.

INTRODUCTION

The fashion industry is a complex system, with the fast fashion phenomenon currently dominating. In recent years, alternative approaches such as slow fashion, ethical fashion, and sustainable fashion have emerged in response to this trend, grounded in values of sustainability, ethics, fair working conditions, and environmental respect. This paper focuses specifically on sustainable fashion and its impact on consumer behavior. The aim is to identify the attitudes of consumers under 45 toward sustainability in fashion, based on the results of a questionnaire survey. The paper is structured into three main sections. The first chapter provides a brief theoretical overview of the topic, focusing on key concepts related to sustainable fashion. The second chapter outlines the aim of the paper and presents two assumptions to be verified through the survey results. The third chapter presents the findings from the questionnaire. Finally, the paper concludes with recommendations for promoting sustainable fashion among consumers.

1. THEORETICAL BACKGROUND IN FIELDS OF SUSTAINABLE FASHION AND CONSUMER BEHAVIOUR

In the fashion industry, the term "fast fashion" has become increasingly prevalent in recent years. Fast fashion refers to the mass production of clothing in short cycles, aimed at

delivering the latest designs to the market as quickly and cheaply as possible to meet consumer demand for trends. This is often accompanied by increased consumption and waste (Sahimaa et al., 2023; Musova & Poliačiková, 2021; Minárová & Gundová, 2021). The fast fashion model results in the production of large quantities of low-quality, low-cost clothing. Between 1994 and 2014, clothing production increased by up to 400% due to a boom in consumerism, with around 80 billion items of clothing produced and purchased annually (Ting & Stagner, 2023). The high demand for cheap, new products leads to overproduction and unsustainable practices. This model is characterized by vast quantities of clothing that often end up in landfills, are discarded by incineration, or are sold in second-hand shops. Unsold clothing thus contributes to waste that pollutes the environment, particularly in low- and middle-income countries (Bick, Halsey, & Ekenge, 2018). If the fast fashion trend continues, the climate impact of the fashion industry is projected to more than double by 2030. As with many other industries, clothing production has become a global endeavor, with manufacturing largely outsourced to countries with cheap labor, primarily China and Bangladesh (Smith, 2021). For this reason, fast fashion is not only an environmental issue but also a social one, calling for a shift toward alternative, more sustainable approaches to fashion.

The term "slow fashion" was coined as a reaction to fast fashion. It was first introduced by Professor Kate Fletcher of the Centre for Sustainable Fashion at the London College of Fashion in 2007, in an article for the British environmental magazine *The Ecologist* (Ertekin & Atik, 2015). This approach reflects the interests of both enterprises and consumers. For enterprises, slow fashion represents a way to express corporate principles, values, and vision. For consumers, it serves as a guide for more informed and responsible purchasing decisions (Meyer & Höbermann, 2021). From a supply-side (producer) perspective, slow fashion emphasizes the fair and eco-friendly production of timeless, multifunctional, high-quality clothing that is tailored to the needs of consumers (Buzzo & Abreu, 2019). It focuses on slowing down the production process, based on responsibility and respect for people, the environment, and the products themselves. This approach often results in a higher price that reflects the true value of the product. From a demand-side (consumer) perspective, slow fashion encourages purchasing fewer, higher-quality garments that support environmentally and socially responsible production practices (Meyer & Höbermann, 2021). The goal is to slow down both production and consumption, with the expectation that products will last for many years due to their superior quality. For example, slow fashion brands typically release only two collections per year, whereas fast fashion retailers may introduce new collections weekly (Joy & Peña, 2017).

Other alternative approaches that have emerged in response to fast fashion include ethical and sustainable fashion. These two terms are often misunderstood as identical concepts, but they represent distinct yet complementary ideas. Ethical fashion focuses on garment design, production and distribution with the primary goal of reducing negative impacts on people (Stanton, 2024; Nizzoli, 2022). It addresses issues such as labor exploitation, environmental harm, the use of harmful chemicals, pesticides, and dyes, wasteful resource consumption, and animal cruelty related to the use of skin, fur and other animal products (Dhir, 2022). Adopting an ethical approach from the early stages of production plays a crucial role in mitigating negative social and environmental impacts throughout the design, procurement, production,

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and distribution phases. Failure to follow ethical practices can lead to consequences such as low or irregular wages, forced overtime, child labor, gender discrimination, exploitation, unsafe working conditions, inadequate safety measures, and various forms of violence, including verbal, sexual, and physical abuse (Arengo, 2019). While ethical fashion primarily focuses on social responsibility - particularly protecting the workforce at all stages of production - sustainable fashion emphasizes the environmental aspects of production processes (Nizzoli, 2022). Environmental sustainability is not only about the production process itself but also about considering the product's entire life cycle, including its carbon footprint (Shen, Richards, & Liu, 2013). Although working conditions are not the central theme of sustainable fashion, the approach still takes into account the environment of workers, but with an emphasis on environmental impacts. Manufacturers committed to sustainable fashion aim to reintroduce eco-friendly production methods, often by using environmentally conscious materials and implementing socially responsible processes (Kaikobad et al., 2015). For a garment to be considered sustainable, every element of the supply chain—from raw material sourcing to production, packaging, and shipping - must prioritize environmental friendliness (Benett, 2021). The overarching goal of sustainable fashion is to combat global warming, maintain ecological balance, preserve vegetation, protect wildlife, and eliminate natural disasters (Dhir, 2022). Although sustainable and ethical fashion are not synonymous, they are closely related, intertwined, and together form a comprehensive framework for a responsible approach to fashion. Clothes should be designed and produced in a way that is respectful and beneficial not only to the environment but also to workers and society at all.

The evolution of the fashion industry significantly impacts consumer purchasing decisions and preferences. Consumers are influenced by current trends when purchasing clothing, footwear, accessories and other products. Their buying behavior is shaped not only by their experiences and values, but also by their perception of their own identity. Consumer behavior is a dynamic concept that is defined in various ways today. Consumption is an integral part of daily life, and as such, consumer behavior is constantly exposed to multiple stimuli and evolves over time. It can be seen as the observable actions of consumers during the process of purchasing and consuming goods (Poliačiková, 2017). In this context, consumer behavior is the exchange of resources—such as money, time or effort—for products or services of perceived value. This broad concept includes all activities involved, not only during the purchase itself but also before and after, with the aim of satisfying the consumer's needs (Petrovičová, Ďaďo, Kostková, 2006). Exploring consumer behavior is a complex effort, as each individual takes a unique approach to purchasing and consumption. However, understanding these patterns is crucial for businesses seeking a competitive advantage in the marketplace. Enterprises need to grasp the decision-making mechanisms that drive consumers to make purchases. It is important to note that not all consumers go through every stage of the decision-making process, as this depends on the complexity of their decisions. However, the decision-making process generally follows a series of stages when a consumer plans or needs to acquire a product or service. These stages are: problem identification, information gathering, evaluation of alternatives, purchase decision-making, and post-purchase behavior (Bartošová & Musová, 2022).

2. THE AIM AND METHODOLOGY OF THE RESEARCH

The aim of this paper is to identify the attitudes of consumers under 45 towards sustainability in fashion, based on the results of a questionnaire survey. We focus on this age group because we wanted to explore the consumer behavior related to sustainable products across three generations: Generation Y, Generation Z, and Generation Alpha. Consumers under the age of 45 represent a significant and dynamic group in the market, influenced by factors such as the digital age, social trends and sustainability. To address the main objective, we have defined two sub-objectives:

C1: *To identify the most important criterion for consumers when purchasing clothing.*

C2: *To compare whether consumers prefer Slovak or foreign fashion stores.*

In line with these objectives, we formulated two research assumptions, which were tested through the results of the questionnaire survey:

Research assumption 1: *We assume that respondents prioritize price over sustainability when buying clothes.*

Currently, secondary data present contradictory findings regarding the most important criterion for consumers during purchase decisions, but many studies suggest that price is the dominant factor (Levrini & Santos, 2021; Zhao et al., 2021). For example, a survey by the non-profit organization Fashion Revolution on fashion consumers' habits in the Visegrad Four countries found that Slovak shoppers prioritize lower prices and sales over other factors (Gawrjolek et al., 2023). Therefore, we expect that price will be more important than environmental sustainability for Slovak consumers as well.

Research assumption 2: *We assume that less than 15% of respondents prefer and support local stores and designers over foreign brands.*

It is important to examine consumers' preferences regarding the origin of fashion products. Vilčeková (2014, p. 307) notes that while Slovaks tend to view domestic products more favorably, they still predominantly buy foreign products. Similarly, a survey by the fashion platform GLAMI revealed that only about 13% of respondents actively support local brands (HNonline, 2020). Our survey will explore the factors that influence consumers' purchasing decisions in this area and identify what might increase the likelihood of buying Slovak brands.

Given the focus of this paper, a questionnaire survey was chosen as the most appropriate data collection method, as it allows for rapid data collection and processing from a relatively large group of respondents. However, one of the main disadvantages of this method is the potential for low response rates due to an uncooperative attitude from some respondents. The questionnaire was created using Google Forms and distributed electronically via social media between February and March 2024, primarily on Facebook and Instagram. That was realised to target respondents under 45, who are more likely to engage with social media and technology. The questionnaire contained 35 mostly closed-ended, multiple-choice questions, divided into five sections: (1) demographic data, (2) consumer clothing purchasing behavior, (3) sustainable fashion, (4) government and legal support for sustainable fashion, and (5) origin of clothing. A total of 197 correctly completed questionnaires were collected. As the survey was distributed online, it is impossible to determine its exact return rate, as we cannot assess how many people actually received the questionnaire. A significant limitation of this survey is

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that we could not ensure the representativeness of the sample, meaning the results cannot be generalized to the entire population. This paper presents only the results directly related to the main objective and sub-objectives, while the comprehensive findings of the survey are available in Volovska (2024).

3. RESULTS OF THE QUESTIONNAIRE SURVEY

At the beginning of the questionnaire, we focused on collecting identification data from the respondents, including basic demographic information and selected economic and social data. As is in Table 1 presented, a higher percentage of women (61.9%) participated in the survey compared to men (38.1%). In terms of age distribution, more than half of the respondents were in the 18 to 30-year-old category, followed by the under-18 category, which accounted for 33% of the total respondents. The largest proportion of respondents (42.6%) reported having higher education as their highest level of attainment. Regarding employment status, 75.2% of the respondents were students, with nearly 20% reporting an employment status. In terms of net monthly income, 66.5% of respondents indicated an income of less than 500 euros. This figure is likely influenced by the high proportion of students in the sample, who typically have lower or no income from employment. Only 15.2% of respondents reported a monthly income between 501 and 1,000 euros, 11.7 % had an income between 1,001 and 1,500 euros. Just 6.6% reported earning more than 1,500 euros.

Table 1: *Identification of respondents*

<i>Characteristics</i>	<i>Number of respondents</i>	<i>Relative expression</i>
Gender		
Female	122	61.9%
Male	75	38.1%
Age		
under 18	65	33.0%
18-30 years	102	51.8%
31-45 years	30	15.2%
Highest education attained		
Elementary	52	26.4%
Secondary	61	31.0%
Higher education	84	42.6%
Economic-social status		
Student	148	75.2%
Employed	39	19.8 %
Unemployed	4	2.0 %
Self-employed/entrepreneur	4	2.0 %
Other	2	1.0 %

Net monthly income		
Less than €500	131	66.5%
Between €501 and €1000	30	15.2%
From €1001 to €1500	23	11.7%
More than 1500 €	13	6.6 %

Source: Own elaboration based on the results of the questionnaire survey.

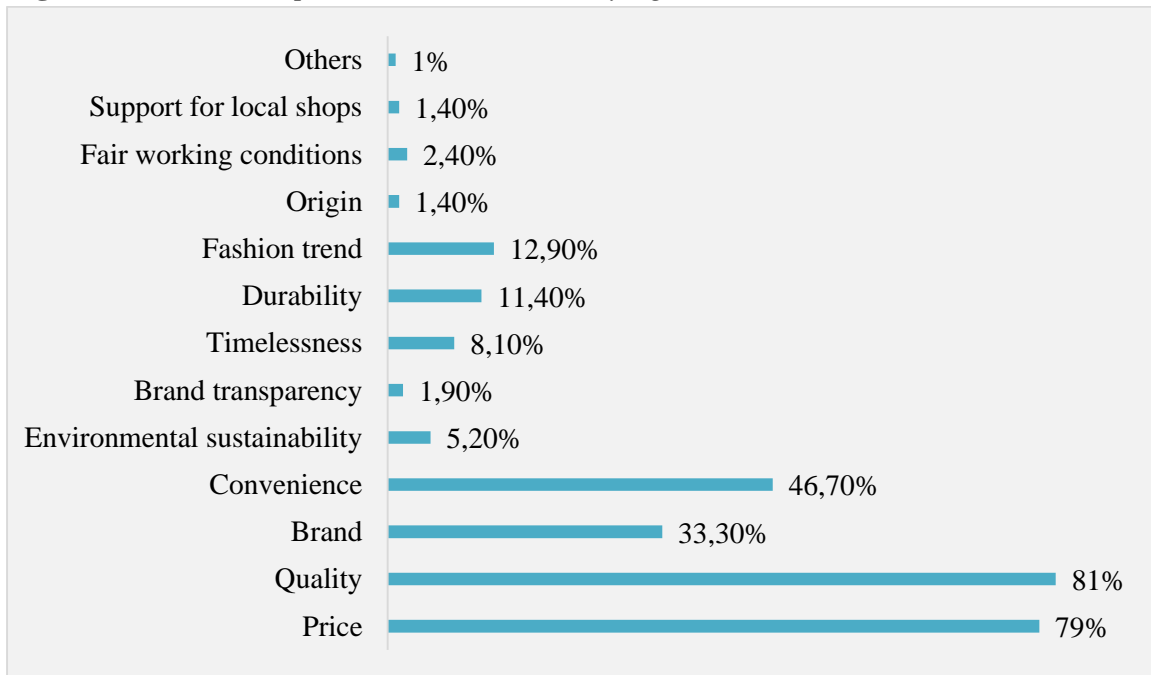
In the second section of the questionnaire, we focused on consumer behavior related to clothing purchases in general, not just sustainable fashion. First, we aimed to determine how frequently respondents buy clothes, shoes, or accessories. The majority of respondents (39.6%) made fashion-related purchases on a monthly basis. 11.7% of respondents shopped more frequently, on a weekly basis, while 22.3% said they only buy clothing, shoes or accessories when necessary. The most common reasons for making purchases were to replace worn or outdated clothing (36.5%), to adapt to weather and seasonal changes (24.3%) and to shop for pleasure (19.8%). Regarding sustainable fashion, we were also interested in whether respondents try to minimize the amount of clothing they buy. The majority (52.8%) said they try to buy less, but are not always successful in doing so. 38.6% of respondents reported that they only shop when necessary and 8.6% admitted that they do not limit their clothing purchases.

An interesting discrepancy emerged in the responses to the questions about how often consumers buy clothes, shoes, and accessories. While 22.3% of respondents said they only buy when necessary, a higher percentage (39.2%) reported that they try to minimize their clothing purchases. These differences may be due to various factors, such as differing interpretations of the questions. For example, the question on the frequency of clothing purchases may have been interpreted by consumers as relating to immediate, short-term needs, while the question about minimizing purchases may have reflected their broader intentions or ideals. This could explain the higher percentage of respondents who expressed an intention to buy less, even though their actual buying behavior did not fully align with this goal. This discrepancy may have influenced the overall results of the survey.

Financial constraints were the most significant factor cited by survey participants as a motivator for buying fewer clothes, with 63.45% of respondents selecting this option. Other notable reasons for purchasing less included environmental concerns (9.13%), space limitations (4.6%), building a capsule wardrobe (4.6%) and ethical considerations (3.3%). In addition to the net monthly income data collected at the start of the survey, we also examined how much consumers spend on clothing each month. The majority of respondents (75.2%) reported spending less than €100 per month on clothing, while 19.5% spent between €101 and €200. One respondent, however, reported spending more than €400 a month on clothing. We also explored the most important criteria and barriers to clothing purchases. As shown in Figure 1, the top five factors when buying clothes were quality (81%), price (79%), comfort (46.7%), brand (33.3 %), and fashion trends (12.9%). Respondents were much less concerned with factors such as environmental sustainability (5.2%), ethical production (2.4%), or brand transparency (1.9%). These results highlight a concerning trend: people prioritize affordability, current fashion trends and brand over environmental and ethical considerations.

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Figure 1: *The most important criteria when buying clothes*



Source: Own elaboration based on the results of the questionnaire survey.

Similar results were found by Musová, Musa, and Ludhová (2018) in their research on environmentally responsible purchasing in Slovakia. Their data indicated that, despite negative environmental developments, environmental factors were not highly prioritized by Slovak consumers. In addition, a survey by Fashion Revolution revealed that 69% of consumers preferred shopping during sales or when prices were lower (Gawrjolek et al., 2023). Despite quality being the most important criterion for respondents in our study, we accept the first assumption, which suggests that consumers prioritize price over sustainability when buying clothes.

In the following question, we asked respondents about their biggest concerns when buying clothes. The most common concern, cited by 63.1% of respondents, was price. This was followed by quality (54.9%), inaccurate and/or limited sizing (43.2%), discrepancies between advertising and reality (31.9%), and return issues (11.9%). As we anticipated, price was a key consideration for consumers. When asked about its influence on purchasing decisions, the vast majority of respondents (62.9%) indicated that while price is important, it is not the particular deciding factor. For 31% of respondents, price was the decisive factor and only 6.1% stated that price was not important to them, instead making their decision based on other criteria. Therefore, we can conclude that for the majority of consumers, price plays a significant role in the final purchasing decision.

In the third section of the questionnaire, we focused on sustainable fashion, where consumers expressed a variety of views and attitudes. Almost a quarter of respondents are actively engaged in promoting and purchasing sustainable fashion, while more than half are aware of sustainable fashion but do not yet buy it. On a positive note, data from the World Wildlife Fund (WWF) shows that online searches for sustainable products increased by 71%

between 2016 and 2020. This survey, conducted in 54 countries, covered 80% of the global population (Hirsheimer, 2021). Similarly, an analysis by Pawaskar et al. (2018) of consumer behavior toward environmental responsibility found that people are willing to participate in environmental initiatives, provided the necessary platforms are available. However, our survey also revealed that a significant number of respondents were unfamiliar with sustainable fashion or expressed skepticism due to a lack of awareness. To better understand their attitudes, we presented respondents with seven statements, asking them to rate their level of agreement on a Likert scale (1 = strongly disagree to 5 = strongly agree).

The results are summarized in Table 2.

Table 2: *Percentage of agreement with the statements*

Statement	Agreement rate expressed as a percentage				
	Strongly disagree (1)	Partially disagree (2)	Neither agree nor disagree (3)	Rather agree (4)	Strongly agree (5)
I prefer buying sustainable fashion over fast fashion.	12.3 %	27.2 %	32.4 %	17.1 %	11.0 %
I am well informed about the environmental impact of the fashion industry.	9.5 %	24.9 %	18.1 %	31.8 %	15.7 %
I know about the origins of my clothes and the way they were made.	21.0 %	35.7 %	18.1 %	17.1 %	8.1 %
I know shops that sell sustainable clothing.	20.0 %	24.6 %	21.6 %	20.5 %	13.3 %
I consider sustainable clothing readily available nowadays.	12.1 %	28.9 %	28.6 %	21.0 %	9.5 %
Consumers have the opportunity to influence the sustainability of the fashion industry.	8.1 %	17.1 %	24.5 %	28.4 %	21.9 %
Raising awareness of sustainable practices in fashion is also important for the future.	9.5 %	11.4 %	13.8 %	25.7 %	39.5 %

Source: Own elaboration based on the results of the questionnaire survey.

The first statement investigated whether consumers preferred buying sustainable fashion over fast fashion. The responses were generally inclined to disagree, with an average score of 2.9. Most respondents (32.4%) selected "neither agree nor disagree". When combining the options for total and partial disagreement, 39.5% of respondents expressed a preference for fast fashion over sustainable fashion, indicating that sustainable fashion was not their primary

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choice. In the second statement, we examined whether consumers considered themselves sufficiently informed about the environmental impacts of the fashion industry. The mean score was 3.2, slightly indicating agreement. When combining "somewhat agree" and "strongly agree", 47.5% of respondents felt adequately informed. Conversely, 34.4% disagreed or strongly disagreed, indicating a gap in knowledge, and suggesting that there is a continued need to raise awareness on this issue.

Consumer views on the need for greater awareness of sustainable practices in the fashion industry are further explored in the seventh statement. The next statement in Table 2 examined respondents' knowledge of the origin and production methods of their clothing. The majority of respondents indicated they did not have this information, reflected in the mean score of 2.6. When combining "strongly disagree" and "disagree", 56.7% of respondents reported they were unaware of the origin or production process of their clothes. Similarly, the next question asked whether respondents knew of shops that sell sustainable clothing, and in his case, disagreement was more common as well, with an average score of 2.8. For the fifth statement, which asked if respondents considered sustainable clothing to be readily available, the mean score was again 2.9, slightly leaning toward disagreement. Only about one-third of respondents considered sustainable clothing to be easily accessible, marking "somewhat agree" or "strongly agree".

Respondents were also asked whether they believe consumers can influence sustainability in the fashion industry. In this case, they were generally more inclined to agree with the statement, as reflected by a mean score of 3.4. Additionally, with an average score of 3.7, respondents expressed agreement with the statement regarding the importance of raising awareness about sustainable practices in the fashion industry. Over 65.2% of respondents (after combining the "agree" and "strongly agree" responses) emphasized the importance of education on sustainability, indicating significant support for initiatives aimed at raising awareness of sustainable practices in fashion and clothing. Our findings align with the 2018 survey by Pawaskar et al., which highlighted consumers' willingness to engage in sustainable initiatives. More than half of the respondents (50.3%) stated they would be willing to pay a premium for sustainable clothing, driven by environmental concerns, ethical considerations, positive experiences or recommendations from friends and family. However, 33.8% of respondents indicated that their willingness to pay extra would depend on the specific product, while 11% would not be willing to pay more, regardless of the sustainability features or benefits. Regarding the types of sustainable clothing most frequently purchased, respondents reported buying t-shirts and tops (29%), trousers (27.1%), sweaters and sweatshirts (26.7%), shoes (24.3%), and jackets and coats (21%). Sleepwear, by contrast, was the least purchased category.

Respondents who purchase sustainable fashion were asked to identify the main motivators for their choice. More than half cited high quality and longevity as the primary reasons. For these consumers, the benefits go beyond reducing waste, sustainable fashion also saves money, as high-quality items do not need to be replaced as often. Other common motivators included the use of environmentally friendly materials and production methods, brand transparency, support for local shops, ethical production and fair working conditions. In

contrast, respondents who do not buy sustainable fashion were asked to explain the barriers preventing them from doing so. Price emerged as the main concern for 59% of these respondents. This finding aligns with responses from the second part of the questionnaire, where financial constraints were identified as a primary factor influencing the decision to buy fewer clothes. Additional significant barriers included lower availability (43.6%), lack of product information (23%), preference for other brands (21.2%), and limited sizes (19.4%).

The data also show the fact that more than half of the respondents did not place much importance on the origin of their clothing. Reflecting diverse consumer preferences, 34.8% of respondents preferred foreign brands, while only 14.9% preferred Slovak or local brands. Thus, we accept the second hypothesis that less than 15% of respondents actively support local stores and designers over foreign brands. To gain a deeper understanding of clothing purchase habits, we asked respondents what proportion of their wardrobe consists of clothing from Slovak brands. More than half of the respondents (over 50 %) reported that Slovak brands made up less than half of their wardrobe, while 22.9% declare no clothing from domestic brands. Only 11.4% of respondents confirmed that more than half - or all - of their wardrobe consisted of Slovak brands. When choosing between domestic and foreign brands, respondents were influenced by a variety of factors. Price (66.2%), quality (57.6%), design and style (39%), and product variety (27.1%) were the most significant considerations. Respondents also noted that lower prices, higher quality, a greater variety of products, as well as guarantees such as money-back options, could increase their likelihood of purchasing from domestic brands.

The results of the questionnaire survey indicate that price is a significant factor for consumers under the age of 45. However, it is worth noting that while many respondents cited high prices as a reason for avoiding sustainable fashion, they were also shopping regularly - often spending a relatively large amount of money each month. This raises an interesting point: cheap fast fashion, while initially more affordable, can end up costing consumers more in the long run due to the need for more frequent replacements. Additionally, a lack of awareness or concerns about greenwashing may contribute to reluctance in choosing sustainable options.

CONCLUSIONS

The aim of this paper was to explore the attitudes of Slovak consumers under the age of 45 toward sustainable fashion. The results of the questionnaire survey confirmed two key assumptions: first, that respondents prioritize price over sustainability when buying clothes, and second, that less than 15% prefer and support local shops and designers over foreign brands. Based on these findings, we offer recommendations to help foster the development of sustainable fashion. The survey revealed that while consumers frequently shop often preferring fast fashion products, they also expressed a willingness to pay more for sustainable clothing. Addressing the issue of frequent, environmentally unsustainable, and costly clothing purchases may be central to shifting consumer attitudes. In the long run, investing in sustainable fashion could be a cost-saving strategy, given the superior quality and durability of these products.

Currently, consumers are often characterized by a consumerist lifestyle, and their behavior in the fashion sector reflects this fact. A societal norm has emerged where quantity often outweighs quality. Sustainability, however, brings attention to the negative environmental and social impacts of this mindset. Consumers can help drive the development

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of sustainable fashion by reducing consumption, resisting short-lived trends, and curating capsule wardrobes that are versatile and long-lasting. An interesting alternative for consumers is the use of clothing rental services. According to a survey by the Fashion Revolution association, only about 24% of Slovak consumers use rental services for special occasion clothing and just 6% for everyday wear (Gawrjolek et al., 2023). Additionally, 45% of respondents felt that companies should offer take-back services for recycling or reusing unworn clothing (Gawrjolek et al., 2023).

In the context of advancing sustainability in fashion, consumers should prioritize buying from companies that are transparent about their practices. Non-transparent entities often provide incomplete or even misleading information regarding their production processes, supply chains, and working conditions. In contrast, transparent companies offer open communication and make such information publicly available. Promoting transparency enables consumers to make informed choices and encourages businesses to adopt more responsible practices. Third-party certifications can further help consumers verify the accuracy of the information provided. Additionally, purchasing from local companies benefits the environment by reducing the negative impacts of transportation and emissions.

Each of us is making a reality we are living in. By making everyday decisions everyone should think about the fact, that once we all will take a look back in our lives and see the time, that will never come back. That is why is so significant think and act responsibly, change the value orientation and know the fact, everything can be done in a different way and everyone can make a right thing.

A limitation of this survey is its non-representative sample, which means that the results cannot be generalized to all Slovak consumers under the age of 45. However, this limitation opens up opportunities for future research, where more in-depth statistical analyses can be conducted. A future study could involve a representative survey of consumers aged 16-75 across the four Central European countries of the Visegrad Group, drawing inspiration from the research by Gawrjolek et al. (2023) on consumers' sustainability in purchasing clothing, footwear and accessories.

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