
THE FACTORS THAT INFLUENCE CONSUMERS' PURCHASE
INTENTION FOR ENVIRONMENTALLY SUSTAINABLE FAST
FASHION PRODUCTS.

Inês Espregueira Guerra Teixeira de Moraes

Dissertation
Master in Management

Supervised by
Professor Sandrina Francisca Teixeira
Professor José António Cardoso Moreira

2023

Biographic note

Inês Espregueira Guerra Teixeira de Morais was born on 16th February, 2000, in Viana do Castelo, Portugal.

In August 2018, Inês had the opportunity to promote and publicize the brands Castelões and Pleno; and to sell perfumes at Perfumes & Companhia.

In September 2018, she started her Bachelor's Degree in Economics at the University of Minho, in Braga. During this period, she had the opportunity to join the Human Resources Department of the group of Economics Students of the University of Minho, in the academic year 2019/2020. The following year, she was invited to be the internal Vice-President of the same group. Additionally, in March 2020, she served as an ambassador for the company Spark (currently Magma) and, in August of that same year, she was invited to be Team Leader of the ambassadors of the University of Minho, IPVC and IPCA.

In 2021, Inês started her Master's in Management at the School of Economics and Management of University of Porto, where she had the opportunity to do an Erasmus mobility program in Krakow, Poland, in September 2022. At the same time, she was part of the GASPORTO association and participated in a volunteer action of the Just A Change association.

In June 2021, she completed an extra-curricular internship in the Logistics and Distribution Department at Sanitop, where she had the opportunity to establish direct contact with the labor market, which allowed her to better understand the necessary processes to ensure that all orders were sent to the right customer.

In addition to the volunteering actions mentioned above, in July 2022, Inês went to São Tomé and Príncipe, with the aim of contributing to the development and growth of the children of the “Fundação da Criança e da Juventude”.

Acknowledgements

First of all, I would like to thank my supervisors, Professor Sandrina Francisca Teixeira and Professor José António Cardoso Moreira, for their full availability, trust, understanding and critical sense, in order to make the best and most efficient decisions together, which contributed to my evolution and growth, providing an unique confidence during the progress of my dissertation.

Secondly, I want to thank my family and Bowie, my four-legged “brother”, for accompanying me throughout the journey, for their constant support, for their motivation, for always believing in my abilities and for never letting me give up on my goals. Basically, for fighting together for a better and more promising future.

Next, I want to give a special thanks to my friends who have closely followed my personal and academic journey, for having shared the same concerns and achievements, and for helping me to try to be a better person and achieve the best results. I thank them for all the moments we have lived.

Last but not least, I would like to thank all those who took the time to answer the questionnaire and contributed to this research study.

Abstract

Unbridled and unsustainable consumption demands fast fashion companies to adapt and produce at a low cost, allowing everyone to consume the products they need. As a result, there is a high level of product waste, which is incompatible with the need to preserve the environment and to guarantee the survival of future generations. For this reason, this study aims to answer the following research question: “What are the factors that influence consumers in their intention to purchase environmentally sustainable fast fashion products?”; more specifically, what impact the variables “Self-Transcendence”, “Self-Enhancement”, “Openness to Change”, “Conservation”, present in Schwartz Value Theory, and “Environmental Concern”, “Celebrity Endorsement” and “Eco-label” have on consumers' purchase intention for environmentally sustainable fast fashion products.

A quantitative method was then applied, using an online questionnaire in English and Portuguese, with the aim of collecting as many responses as possible. From a total of 612 responses, 530 (86.6%) were considered valid, corresponding to the number of people who had already consumed fast fashion in Portugal.

Using SmartPLS statistical software and PLS-SEM analysis, it was concluded that the hypotheses for the variables “Environmental Concern” and “Eco-label”, “Conservation” and “Celebrity Endorsement” were supported and statistically significant at a significance level of 0.01 and 0.05, respectively. It can therefore be concluded that these variables have a positive impact on the dependent variable.

Finally, this study adds to the existing literature on fast fashion and environmental sustainability. In terms of contributions to management, this study will help companies understand which factors have a positive or negative influence on the dependent variable.

Keywords: Fast fashion; Environmental Sustainability; Schwartz' Value Theory; Environmental Concern; Celebrity Endorsement; Eco-label.

Resumo

O consumo desmedido e insustentável exige que as empresas de fast fashion tenham de se adaptar e de produzir a um baixo custo, permitindo que todos consumam os produtos de que necessitam. Consequentemente, existe um elevado desperdício de produtos, incompatível com a necessidade de preservar o meio ambiente e de garantir a sobrevivência das gerações futuras. Por este motivo, este estudo tem como objetivo responder a seguinte questão de investigação: “Quais são os fatores que influenciam os consumidores na sua intenção de compra por produtos de fast fashion ambientalmente sustentáveis?”; mais especificamente, qual o impacto que as variáveis “Self-Transcendence”, “Self-Enhancement”, “Openness to Change”, “Conservation”, presentes na Schwartz Value Theory, e “Environmental Concern”, “Celebrity Endorsement” and “Eco-label” têm na intenção de compra dos consumidores por produtos de fast fashion ambientalmente sustentáveis.

Posteriormente, o método quantitativo foi aplicado, recorrendo ao questionário online, em inglês e em português, com o objetivo de recolher o maior número de respostas. Dessa forma, de um total de 612 respostas, 530 (86,6%) foram consideradas válidas, correspondendo ao número de pessoas que já tinha consumido fast fashion, em Portugal.

Através do software estatístico SmartPLS, aplicando a análise PLS-SEM, concluiu-se que as hipóteses das variáveis “Environmental Concern” e “Eco-label”, “Conservation” e “Celebrity Endorsement” foram suportadas e estatisticamente significativas para um nível de significância de 0,01 e de 0,05, respetivamente. Desta forma, é possível verificar que estas variáveis têm um impacto positivo na variável dependente.

Por fim, este estudo contribui para a literatura existente sobre fast fashion e sobre sustentabilidade ambiental. Relativamente às contribuições para a gestão, este estudo contribuirá para que as empresas compreendam quais são os fatores que influenciam positiva ou negativamente a variável dependente.

Palavras-chave: Fast Fashion; Sustentabilidade Ambiental; Teoria do Valor de Schwartz, Preocupação Ambiental; Endosso de Celebridades; Rótulo Ecológico.

Table of Contents

1. Introduction	1
2. Literature Review and hypotheses development	5
2.1. Sustainability	5
2.2. Fast Fashion.....	8
2.3. Schwartz Value Theory.....	13
2.3.1. Self-Transcendence.....	15
2.3.2. Self-Enhancement.....	16
2.3.3. Openness to Change.....	17
2.3.4. Conservation.....	18
2.4. Environmental Concern	19
2.5. Celebrity Endorsement.....	20
2.6. Eco-label	21
2.7. Conceptual Framework.....	23
3. Methodology and data collection.....	24
3.1. Model	24
3.1.1. Variables	25
3.2. Data collection.....	27
3.3. The structure of the questionnaire	29
3.4. Descriptive Analysis of Data.....	31
3.4.1. Demographic characteristics	31
3.4.2. Mean, Mode and Standard Deviation	33
4. Results	35
4.1. Reliability and Validity.....	35
4.1.1. Internal Consistency Reliability and Convergent Validity	35
4.1.2. Discriminant Validity.....	39
4.2. Test of Hypotheses.....	41
4.3. Discussion of the Results	43
5. Conclusions	47
5.1. General Considerations	47
5.2. Theoretical Implications.....	49
5.3. Managerial Implications.....	50

5.4. Limitations and Future Research.....	52
Bibliography References.....	53
Annex.....	70
Annex 1 – Questionnaire in English	70
Annex 2 – Mean, Mode and Standard Deviation of each item.....	79
Annex 3 – Factor Loading, Path Coefficient and R^2	81
Annex 4 - Cronbach's alpha, Composite Reliability and AVE	82
Annex 5 - Cronbach's alpha, Composite Reliability and AVE if each of the items were eliminated, individually.....	86
Annex 6 - Factor Loading, Path Coefficient and R^2 after eliminating the item.	90
Annex 7 – Cross Loadings	91

List of Figures

Figure 1: Fast Fashion Market Value in billion U.S. dollars	10
Figure 2: Schwartz Value Theory	14
Figure 3: Conceptual Framework	23
Figure 4: Factor Loading, Path Coefficient and R^2	81
Figure 5: Factor Loading, Path Coefficient and R^2 after eliminating the items	90

List of Tables

Table 1: Demographic characteristics	31
Table 2: Mean, Mode and Standard Deviation of each Variable.....	33
Table 3: Discriminant Validity	39
Table 4: Heterotrait-Monotrait Ratio	40
Table 5: Results of the hypotheses test.	41
Table 6: Validity of Research Hypotheses	43
Table 7: Mean, Mode and Standard Deviation of each item.....	79
Table 8: Reliability and Convergent Validity.....	82
Table 9: Reliability and Convergent Validity if each of the items were eliminated, individually.....	86
Table 10: Cross Loadings.....	91

*There are no secrets to success. It is the result of preparation, hard work, and learning
from failure.*

Colin Powell

1. Introduction

In recent decades, massive misuse of natural and animal resources on our planet, often associated with the exploitation of cheap or enslaved labor, existing in several countries such as India, Cambodia or China, has resulted in climate change that endangers the future of the planet (Freise & Seuring, 2015).

The phenomenon of companies relocating, depending on the prices of raw materials and labor costs, is very common in the clothing market (Arrigo, 2020). Companies can then produce products that, although of lower quality, are more accessible to the majority of the population (Arrigo, 2020). As a result, there is an increase in sales and products are more quickly disposable and replaceable (Tran et al., 2022), which has created a new paradigm: Fast Fashion.

Although there are several interests, mainly economic and political ones, that impact environmental interests, there has been a growing movement in the last three decades by governments, organizations, companies and activists (Olšanová et al., 2018) to find points of convergence and create agreements for environmental protection and human rights (Cavaca, 2022). Thus, as Maria João Vaz, sustainability director at Mazars, points out in an interview with Sapo magazine: “today it is unthinkable for a company to be profitable easily and irresponsibly” (Cavaca, 2022, para. 6).

This awareness has also been reflected in consumption habits, leading to the use of more environmentally friendly products, which are less polluting, biodegradable or recyclable; in sum, which are based on the sustainability of planet Earth (Mandarić et al., 2022).

Much has been written about the importance of sustainability over the years to raise awareness on the importance of preserving nature and safeguarding human rights (Shrivastava et al., 2021). But to what extent are most people aware of environmental problems and of the need for everyone to change their habits, many of which are rooted in age-old traditions? And to what extent do people reflect on whether the shoes or the clothes they wear are the result of processes that are highly harmful to public health and/or the environment? And do people question whether they should consume a product if it has a factor external to it that calls into question its environmental sustainability?

Through the thorough analysis of the available literature, it appears that there are avenues that have not yet been explored regarding sustainability in fast fashion, namely those related to the factors that influence consumers' purchase intention for environmentally sustainable fast fashion products. Mandarić et al. (2022) focus their study on investigating consumer attitudes towards sustainability practices adopted by fashion brands and how these attitudes influence their purchase intention. Furthermore, Ong and Lee (2018) and Tran et al. (2022) designed their study with the aim of investigating whether factors such as brand image, perceived quality and country of origin affect consumers' purchase intention, as well as to determine which factors have a stronger impact on consumer loyalty and purchase intention towards eco-fashion. It should be added that these studies are only based on the Theory of Planned Behavior, a theory that assumes that an individual's rational behavior is based on his/her attitudes, subjective norms and perceived behavioral control (Ryan & Worthington, 2021). For this reason, as mentioned above, there is a gap in the literature, since there are other theories that can be applied to the study of this research, for example, the Schwartz Value Theory (Schwartz, 2012).

Thus, the purpose of this dissertation is to answer the following question: “What are the factors that influence consumers in their purchase intention for environmentally sustainable fast fashion products?”, by using an expanded version of the model's Schwartz Value Theory, using the following variables: “Self-Transcendence”, “Self-Enhancement”, “Openness to Change”, “Conservation” (variables present in Schwartz Value Theory), “Environmental Concern”, “Celebrity Endorsement” and “Eco-label”. The “Environmental Concern” and “Eco-label” variables were added to the model because they are directly related to the concept of “Sustainability”, which has been considered a requirement for the present and the future, with the aim of guaranteeing resources for future generations (United Nations, 1987, p.15). Moreover, although the “(...) textile production continues to be one of the most wasteful and polluting industries in the world” (Wu & Devendorf, 2020, p.1) and there are consumers who advocate sustainable and environmentally friendly practices, they do not take sustainability into account when making purchases (Mandarić et al., 2022). On the other hand, the variable “Celebrity Endorsement” was also added to the theory, since consumers tend to be more influenced by what celebrities say than by the characteristics of the product (Malik &

Qureshi, 2017), and because this variable influences positively the consumer purchase intention for eco-friendly fashion products (Zaelani & Chaldun, 2021).

In academic terms, this study will allow an enrichment of the existing literature and, thus, a broader knowledge regarding the factors that influence consumers' purchase intention for environmentally sustainable fast fashion products, which is the dependent variable. In managerial terms, this study will help companies to understand which factors most influence the dependent variable and to what extent these factors influence, positively or negatively, their purchase intention. In sequence, it will enable fast fashion companies to adapt to their consumers and to society in general, through the impact that a certain factor external to the product will have on their purchase intention for environmentally sustainable fast fashion products. In addition, they will be able to redefine their values and (marketing) strategies in a clearer and more appealing way, making their production process more sustainable in order to contribute to minimizing the negative impact of the fast fashion sector on the environment.

PLS-SEM (Partial Least Squares Structural Equation Modeling) is the analysis technique adopted in the research study, using the SmartPLS statistical software, since the existing literature states that this model makes it possible to study the cause-effect relationship between variables and ascertain whether it is statistically significant (Hair et al., 2010). In addition, it will allow to ascertain which variable will have a greater impact on the dependent variable (purchase intention for environmentally sustainable fast fashion products).

Taking the above information into account, in order for this dissertation to be able to answer the research question, a questionnaire will be developed, since it is one of the most used and versatile forms in terms of data collection (Iwaniec, 2019), in this case primary, due to the fact that they are obtained firsthand (Silva & Campos, 2019). Furthermore, the questionnaire will be made available online, via social media, as online questionnaires are associated with “speed”, “reach” and “flexibility” (Ball, 2019). The aim will be to achieve as many responses as possible (Cleave, 2023), allowing the sample to present distinct demographic characteristics, values and ideals (Dewaele, 2018) and for the results to be as reliable as possible, since it will be totally confidential (Morales-Martinez et al., 2020) and analyzed only for academic purposes.

The Literature Review will define the main concepts of the topic in question: Sustainability and Fast Fashion, as well as the independent variables present in the conceptual framework. Section three presents the methodology adopted, the data collection method and the statistical software. Section four will be reserved for the analysis and explanation of the results obtained. Finally, in section five, the conclusions of the research will be stated, as well as its possible contributions to literature and to management, the limitations encountered during the study and recommendations for future research.

2. Literature Review and hypotheses development

In this section, the main concepts of this research study will be explained: “Sustainability” and “Fast Fashion”, as well as the relationship established between the two. In addition, the Schwartz Value Theory will be analyzed in detail, as well as the independent variables and the respective hypotheses present in the conceptual framework.

2.1. Sustainability

Society lives on a planet with high levels of volatility and unpredictability, requiring rapid and constant adaptation on the part of individuals (Papadopoulou et al., 2022). However, human behavior has been harmful to the survival of biodiversity and ecosystems, as well as to the development and stability of the world's population (Díaz et al., 2019). This scenario can be justified by overproduction and overexploitation of natural, renewable and human resources in order to meet the needs of a rapidly growing population (Weiskopf et al., 2020). As a result, there is an increase in pollution, greenhouse gas emissions and a decrease in air and water quality, leading to high risks for the development of life on the planet and for public health (World Health Organization, 2021). Thus, it is in the face of this devastating reality that the concept of “Sustainability” emerges.

Sustainability is the basic concept for the definition of “Sustainable Development”, which appeared in 1987 in the Brundtland Report, also called “Our Common Future”, prepared by the United Nations (UN) for the World Commission on Environment and Development (United Nations, 1987). The UN has defined “Sustainable Development” as the development that “meets the needs of the present without compromising the ability of future generations to meet their own needs” (United Nations, 1987, p.15), because resources are limited and overuse could lead to scarcity, and biodiversity loss (Michalak & Michałowski, 2022). Moreover, this concept is commonly related to certain expressions such as: green, organic, conscious and responsible (Brandão & Cupertino de Miranda, 2022) and its perception differs from person to person, depending on how it is communicated (Binet et al., 2019).

One of the primary objectives set by companies since the beginning of their economic activity is to leverage their unique capabilities and knowledge, enabling the achievement of long-term objectives and, consequently, their success (Taouab & Issor, 2019). However, for companies to be recognized as innovative and aware of the issues of the present, it is crucial that they value and apply the concept of sustainability to their business (Brandão & Cupertino de Miranda, 2022), while simultaneously contributing to an efficient economy and a healthy planet (Papadopoulou et al., 2022). This paradigm shift will have to be seen as an imperative need of a global nature and not as an individual option (Mandarić et al., 2022). Thus, companies should align their values, policies, characteristics and technological development with sustainability, although most of them do not do so because of economic benefits (Mandarić et al., 2022). Furthermore, it is crucial that there is an interrelationship between all parties involved (distributors, suppliers, consumers, among others) in order to define strategies and adopt sustainable behaviors for a better future (Tran et al., 2022).

The UN, in parallel with the 2030 Agenda has established 17 Sustainable Development Goals (SDG)¹, with the aim of trying to prevent the worsening of climate change and the living conditions of the world's population. These goals, connected to each other, were set so that mankind can clearly understand what needs to be done to make the future of the planet more sustainable and equitable (United Nations, 2018). In this same line, the Secretary-General of the United Nations, António Guterres, states that “We must rise higher to rescue the Sustainable Development Goals – and stay true to our promise of a world of peace, dignity and prosperity on a healthy planet.” (United Nations, 2022), to ensure an improvement in the global economic, social and political landscape, providing stability and security in the future (United Nations, 2018).

¹ **1-** No Poverty; **2-** Zero Hunger; **3-** Good Health and Well-Being; **4-** Quality Education; **5-** Gender Quality; **6-** Clean Water and Sanitation; **7-** Affordable and Clean Energy; **8-** Decent Work and Economic Growth; **9-** Industry, Innovation and Infrastructure; **10-** Reduced inequalities; **11-** Sustainable Cities and communities; **12-** Responsible Consumption and Production; **13-** Climate Action; **14-** Life below Water; **15-** Life on Land; **16-** Peace, Justice and Strong Institutions; **17-** Partnerships for the Goals.

Environmental Sustainability

Environmental Sustainability, one of the four types of sustainability, correlates with the preservation of natural resources and ecosystems, with the aim of ensuring their optimal quality and quantities (Khan et al., 2021). Consequently, they are capable of meeting the needs of the world's population and ensuring the stability, security and well-being of present and future generations (Khan et al., 2021). However, and as António Guterres said in an interview with the newspaper “El País” on December 2, 2020: “(...) humanity has been at war with nature and we need to make peace. The Earth is our common good, its future is our future, and it is our collective responsibility to ensure it.” (Silva & Fernandes, 2020, para. 13).

Climate change is an alarming and harmful phenomenon to the continuity of life on planet Earth, arising from deforestation, the high level of greenhouse gas emissions into the atmosphere, among other adversities (National Academy of Sciences, 2020). In addition, it is important to note that the high emission of CO₂, methane, among other gases, causes a greenhouse effect in the atmosphere, making it impossible for the heat to be transported to space (National Academy of Sciences, 2020). As a result, the temperature of planet Earth increases, reaching values higher than pre-industrial levels, as happened in 2019, when the average global temperature registered 1°C above these levels (Lindsey & Dahlman, 2023). In addition, global warming causes natural disasters, fires, extreme droughts and declining water levels (Khan et al., 2021). So, in addition to the UN and the 17 SDGs, it is essential that governments, together with organizations and society, establish eco-friendly measures with the aim of increasing levels of environmental sustainability and the well-being of generations (National Academy of Sciences, 2020). Thus, on 12 December 2015, the Paris Agreement was signed, which entered into force only on 4 November 2016, with the collaboration of 195 countries and with a single objective: to tackle climate change, that is: to decarbonize economies (Silva & Fernandes, 2020), corresponding to reducing “(...) 55% of greenhouse gas emissions by 2030” (European Parliament, 2021, para. 1) and to neutralize the climate by 2050 (European Parliament, 2021). It is also important to note that reusing materials gives products a “second life”, contributing to environmental sustainability, a circular economy (Kirchherr et al., 2023) and a reduction in the levels of waste and garbage in the oceans (European Investment Bank, 2021).

2.2. Fast Fashion

Fashion is a concept that has been undergoing some changes (SANVT Journal, 2022). Before the Industrial Revolution (1760 in United Kingdom), fashion was considered to be “Slow” because people had to design, arrange all the necessary materials and produce all their garments (SANVT Journal, 2022). However, since the Industrial Revolution, fashion has been considered to be “Fast”, due to technological development, innovation of factories, (textiles) machines and associated mechanisms (History, 2023). Thus, over the years, fashion has gained a remarkable weight in the life of citizens, and can be characterized as “an image of culture” (Štefko & Steffek, 2018).

The practice of fast fashion emerges in the year 1970 (Palumbo, 2018). However, this concept has only started to be commonly used since 1990 to symbolize the rapid (re)adaptation of companies in order to increase their competitive advantage over competitors (Palumbo, 2018). In addition, this sector is characterized by the reproduction of the models of the luxury fashion sector (The Business Research Company, 2023) at low prices (Mandarić et al., 2022) and produce clothes with inferior quality raw materials (Byun & Sternquist, 2008). In addition, this level of quality and cheap labor in Bangladesh, China and India, among other countries, make it possible to produce clothes at a lower cost (SANVT Journal, 2022). As a result, lower prices make it possible to have a shorter cadence of time when consumers buy clothes, allowing them to be “fashionable” and more easily achieve a certain social status they aspire to (Gunawan & Bernarto, 2021).

This sector is characterized as being “a fast-response system that encourages disposability” (Joy et al., 2012, p.275). This results from the fact that fast fashion companies, supported by new technologies, have the ability to design, produce, distribute and market in a short time, such as Zara, which is able to deliver a collection in just two weeks and H&M in three weeks, in Europe (Rathore et al., 2019). The fast fashion sector is, thus, one of the most efficient, able to make clothes available, if necessary, before the start of the next collection, to understand the needs of consumers and to respond to rapid and growing demand (Buzzo & Abreu, 2019). Thus, speed, flexibility (Buzzo & Abreu, 2019) and efficiency are three elements that characterize the fast fashion sector and lead to its success (Cietta, 2012). In addition, risk and cost

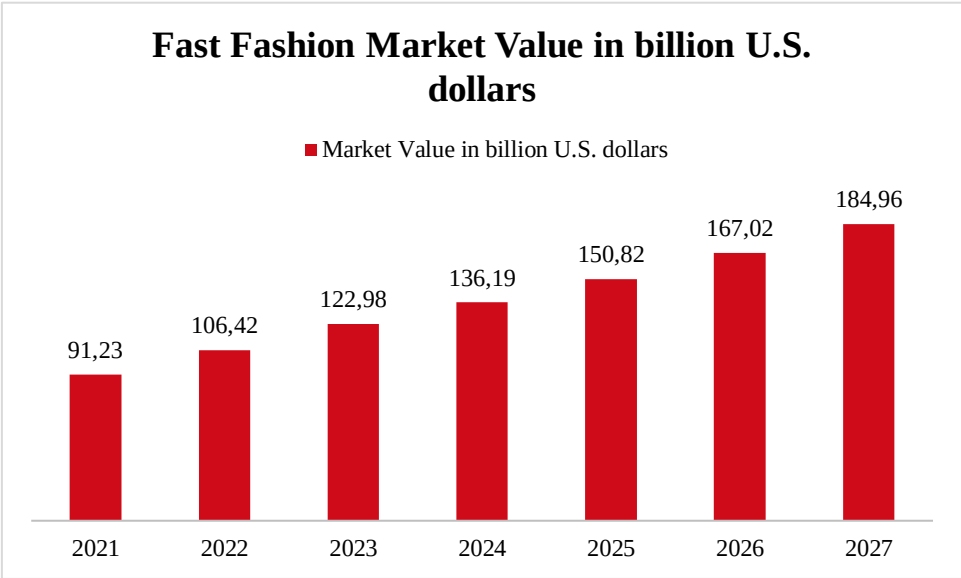
are two important factors that need to be analyzed and managed effectively (Buzzo & Abreu, 2019). However, the speed and efficiency that Zara and H&M have in producing (for example, H&M needs on average only 48.5 seconds to produce a t-shirt), leads to the production of high amounts of waste: washing clothes releases 500,000 tons of microfibers into the water per year, the equivalent of 50 billion plastic bottles (Maiti, 2023).

Impulsive behavior caused by fast fashion leads to excessive and unsustainable consumption (Niinimäki et al., 2020) and high waste of products, as people do not use 30% of them, during the year (Buzzo & Abreu, 2019). In addition, people tend to feel special and have an extra level of self-confidence when they buy a piece of clothing (SANVT Journal, 2022). In this way, this sector can be considered a vicious and disposable cycle (Bick et al., 2018), since the production process of the companies and the commercialization of their products are made in a short time, with the aim of satisfying the constant and growing needs of consumers (Cline, 2013). In turn, consumers tend to show excessive consumption when brands present their collection in order to always be “fashionable”, often implying the consumption of superfluous goods (Chaturvedi et al., 2020). Consequently, fast fashion companies will produce another new collection in the near future, leading to people quickly discarding some or many of their clothes (Tran et al., 2022). The rapid production and high quantity of products lead to the emergence of stocks that are not sold, called deadstock (Napier & Sanguineti, 2020). In 2018, the H&M brand recorded \$4.3 billion of unsold products (Paton, 2018). At a later stage, fast fashion companies burn these products to ensure that there is no resale of those that have not been sold (Napier & Sanguineti, 2020). Due to the rapid substitutability and adaptability of human beings with regard to fashion products, this scenario will be constantly exacerbated, with “(...) more than 134 million tonnes of textiles a year” (Beall, 2020, para. 4) expected to be discarded by 2030 (Beall, 2020). Consequently, one of the problems with burning surplus clothes is that it can take hundreds of years for them to decompose (Beall, 2020).

Furthermore, the companies’ rapid production and the impulsive and excessive consumption by consumers leads to a rapid and significant growth of the fast fashion market, reaching a value of approximately \$91.23 billion in 2021 (Smith, 2023), as shown in Figure 1. Additionally, this year (2023), the market will be worth \$122.98

billion; and in 2027, it will be worth \$184.96 billion, which corresponds to a growth of 10.74% (approximately), in terms of Compound Annual Growth Rate (CAGR) (The Business Research Company, 2023).

Figure 1: Fast Fashion Market Value in billion U.S. dollars



Source: Smith, 2023 ²

These values can be justified by the rapid growth of social networks and the constant presence of influencers and celebrities in this medium, giving rise to a close relationship with consumers, driving the purchase of a certain fashion product from the latest collection (The Business Research Company, 2023). It should be noted that, at a later stage of the study, the role of celebrities will be studied in detail, in order to try to better understand what is the impact of celebrities on consumers' purchase intention for environmentally sustainable fast fashion products.

² Available in: <https://www.statista.com/statistics/1008241/fast-fashion-market-value-forecast-worldwide/>; accessed on May 05, 2023.

Fast Fashion and Environmental Sustainability

The integration of sustainability in the fast fashion industry continues to respond to “conservative” strategies and policies that do not meet the preservation of the environment and the well-being of society (Di Benedetto, 2017). In addition, some fast fashion companies can advertise false sustainability, a practice known as “greenwashing”, through, for example, environmental certificates (Bick et al., 2018). Greenwashing is defined as a marketing strategy employed by companies that contains false assumptions regarding the environmental values and standards espoused by companies and the environmental features and characteristics of products (Delmas & Burbano, 2011).

The “(...) textile production continues to be one of the most wasteful and polluting industries in the world” (Wu & Devendorf, 2020, p.1), responsible for emitting 10% of CO₂ (1.7 billion tons) (Šajn, 2019) and 4% of greenhouse gases globally, which can be equated to the total amounts emitted by Germany, France and the United Kingdom combined (Berg et al., 2020). Thus, it is essential that fast fashion companies opt for natural and renewable resources, with the aim of positively impacting the environment, preserving biodiversity and ensuring the longevity of ecosystems (Hooda & Jaggarwal, 2021).

In what concerns the resource “water”, this is one of the fundamental resources in the production process, since 79 billion cubic meters are used annually, equivalent to 20% of total water consumption worldwide (Šajn, 2019). Moreover, to produce one cotton shirt and one pair of pants, 700 and 2000 liters of water are needed, respectively (Maiti, 2023). Considering the negative consequences of the fast fashion industry, there is still a long way to go for sustainability and it is urgent that all parties involved cooperate and move in the same direction (Tran et al., 2022).

As far as fast fashion consumers are concerned, there are people who are in favor of environmentally friendly practices, but when it comes to buying, they don't take sustainability into consideration (Mandarić et al., 2022). Therefore, it is essential that consumers understand the negative consequences for the environment and what can be done to minimize them (Birtwistle & Moore, 2007). However, although minimal, there is a percentage of the population that is environmentally conscious with regard to the

negative impact of fast fashion, seeking to understand whether companies actually present sustainable practices before consuming (Ting & Stagner, 2023).

As far as companies are concerned, they should use renewable resources and innovative technologies and invest in Research and Development (R&D) to extend the useful life of clothing (Maiti, 2023). In addition, it is necessary to take into account the amount of resources wasted during the production process, since it is estimated that 15% of the fabric is wasted during the production of a garment (Cooklin et al., 2011). On the other hand, in 2021, 85% of the amount produced in the United States ends up in landfills, equivalent to 1.7 million tons, i.e., 36 kg per person annually (Osborne, 2022).

H&M is one of the largest fast fashion companies that has partnered with WWF (World Wildlife Fund) to achieve faster environmental results and to contribute to the success of WWF's global Biodiversity Stewardship Program (H&M Foundation, 2022). Thus, H&M chose to incorporate, in the production of a dress, pants that were not sold (Upcycling method) (Chaturvedi et al., 2020), with the aim of playing an increasingly important role in sustainable development, of educating its consumers, and of becoming “(...) 100% 'climate positive' by 2040 (...)” (Grazzini et al., 2021, p.1). In addition, in 2018, the Pull & Bear brand created the “Join Life” collection and Primark, in 2019, created a system that allows to return clothes that are no longer used (Grazzini et al., 2021). Moreover, Zara is also developing a circular economy model with the aim of reusing clothes from previous collections to produce new models (Cernansky, 2023). Thus, like H&M, the Zara's objective will be to achieve climate neutrality by 2040, i.e., 0% emission of greenhouse gases into the atmosphere (Wightman-Stone, 2023).

Furthermore, if fast fashion companies change their business models, implement sustainable measures and all stakeholders (governments, consumers, among others) adopt environmentally sustainable behavior, that is: “(...) a new Homo Sustentabilis (...)” (Marques et al., 2020, p.2) there will be an improvement in the quality of life of and on the planet, greater preservation of biodiversity and ecosystems (Grazzini et al., 2021).

2.3. Schwartz Value Theory

Values are abstract (Schwartz, 2012) and indispensable elements in the life of each citizen, as they guide and motivate human behavior and decision making, in the face of a given situation (Su et al., 2019) - “trans-situational goals” (Schwartz, 1992, p.278) -, in the face of the final objective of each one (Ang, 2021) and through their social and ideological conjuncture (Bardi & Schwartz, 2003; Ladhari & Tchetgna, 2015; Schwartz, 1994). Additionally, it is important to mention that values are always present at the moment of decision making, even if unconsciously (Bardi & Schwartz, 2003).

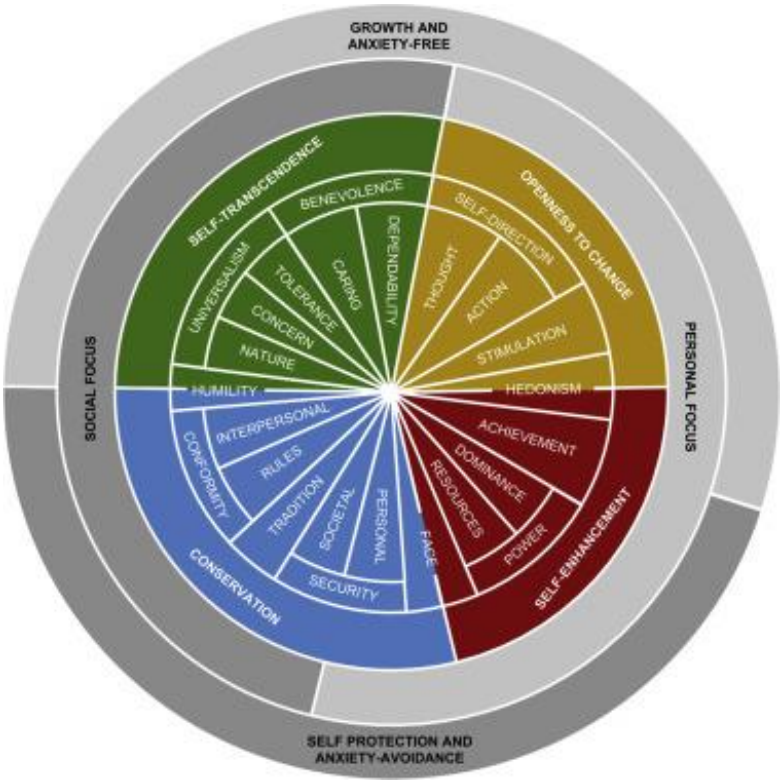
Furthermore, people may classify values differently with regard to their importance depending on the circumstance in question (Lee et al., 2019), i.e.: egocentric values, which relate only to self-interest; and social values, which take into account the well-being of society (Grunert & Juhl, 1995). It should be added that a person's intrinsic values, despite being difficult to change (Schwartz, 1992), adapt over time due to a set of endogenous (health status, ageing and/or life experience) and exogenous (social, economic and political status or technological developments) circumstances (Thøgersen & Ölander, 2002). Thus, at different times, a given situation can be classified differently in terms of its relevance (Schwartz, 2014). To complement the previous statement, Schwartz argues that an individual can make a certain decision (for example, when buying environmentally sustainable fast fashion products) based on one or more values, depending on the degree of importance attributed to them (Kamakura & Novak, 1992).

Schwartz argues that “(...) values are acquired both through socialisation to dominating group values and through the unique learning experiences of individuals.” (Schwartz, 1994, p.608). It should be noted that the values held by consumers are a decisive criterion for them and make it possible to predict their purchase intention (e.g., for environmentally sustainable products), being considered important information for marketing departments (Mishra, 2018).

In 1987, Schwartz and Bilsky (1987) created the first version of the Schwartz Value Theory, which encompassed only seven motivational values: prosocial, restrictive conformity, enjoyment, achievement, maturity, self-direction and security, represented by a circle “motivational continuum”. Later, Schwartz developed this theory and he concluded that there should be 10 distinct motivational values (Schwartz, 1992), and

then it was extended to include 19 motivational values (Schwartz et al., 2012), as can be seen in Figure 2.

Figure 2: Schwartz Value Theory



Source: Giménez & Tamajón, 2019, p.2

The 19 motivational values influence the buying behavior/intentions of each individual differently and can be applied in different contexts (Mishra, 2018). As mentioned before, these values are represented by a circle “motivational continuum”, as shown in Figure 2, conveying the message that certain values are correlated, such as “Universalism” and “Benevolence” (“Self-Transcendence”) (Mishra, 2018). On the other hand, the values that are more distant from each other present a relationship of conflict, for example, “Tradition” (“Conservation”) and “Stimulation” (“Openness to Change”) (Mishra, 2018).

2.3.1. Self-Transcendence

Self-Transcendence is the variable that encompasses the values of “Benevolence” (dependability and caring) and “Universalism” (nature, concern and tolerance) which are related to the concern with ensuring the well-being and interests of society (Manchiraju & Sadachar, 2014) and its internal groups (Schwartz, 2012), as well as the preservation of nature (Schwartz et al., 2012).

In order to ensure its survival, society needs a range of products to meet its primary needs (McLeod, 2023). However, in most cases, people only value their utility when there is a scarcity of these resources (Schwartz, 2012), at which point universal value arises (Schwartz, 1992). Furthermore, in the presence of this type of value, society aims to preserve nature, guarantee social equality and world peace (Schwartz, 2012). Additionally, it is important to refer that “(...) high universalists will act sustainably for internal personal reasons (...)” (Schwartz, 1994, p.288). For this reason, these motivational factors contrast somewhat with those that are advocated by the value of “Benevolence” (Schwartz, 1992). This statement is justified by the fact that the motivation inherent in this value is related to the concern to ensure and maximize the well-being of those closest to them, such as family and friends (Schwartz, 2012). Moreover, in the presence of this type of value, people tend to prioritize the well-being of others (Jain, 2019). After this condition is ensured, people display moral behaviors with the aim of ensuring their own well-being (Jain, 2019).

The study by Manchiraju and Sadachar (2014) shows that the variable “Self-Transcendence” has no impact on the intention to buy ethical products from the fashion industry. Furthermore, Garrison and Sukhdial (2015) found that this variable presents a negative relationship in the presence of the “fashion innovativeness” variable. Thus, and based on the information mentioned above, one of the objectives of the dissertation is to test the following hypotheses:

H1: The “Self-Transcendence” variable has a negative impact on consumers' purchase intention for environmentally sustainable fast fashion products.

2.3.2. Self-Enhancement

The variable “Self-Enhancement” includes the values of “Achievement” and “Power” (resources and dominance), that promotes self-interests associated with prestige, social status and personal fulfillment, according to social standards (Mishra, 2018), which leads to people, who have these values, to show consistent behavior disassociated from environmental concern (Poortinga et al., 2004).

Regarding the value of “Achievement”, this is associated with the will, knowledge and skills that a person has and that are needed to achieve a certain goal (Ang, 2021) and to achieve personal success (Schwartz, 1992). Consequently, this value needs the recognition and appreciation of society in relation to the effort made to achieve a certain result, based on the ideals promoted by society (Schwartz, 2012).

Regarding to the “Power” value, this arises from an individual's need to achieve a certain status and social recognition, which allows him to manage existing resources, to have authority over people (Ang, 2021) and generate wealth (Schwartz, 1992). In addition, this group of individuals has the ability to make important decisions, often in situations of uncertainty (Deci & Ryan, 1985), without the aid of external resources (Dai & Fries, 2008). It should be noted that the value “Power” arises from the presence of a social hierarchy (Schwartz, 1992). In this way, and according to Primc et al. (2021), the tendency will be for people, who based their behavior on these values, to display practices that are not environmentally friendly.

Manchiraju and Sadachar (2014) found that the “Self-Enhancement” variable plays a negative role in ethical fashion consumption intention. Based on this result, one of the aims of this research study is to investigate the following hypothesis:

H2: The “Self-Enhancement” variable has a negative impact on consumers' purchase intention for environmentally sustainable fast fashion products.

2.3.3. Openness to Change

Another variable present in the Schwartz Value Theory is “Openness to Change” which encompasses the values of “Stimulation” and “Self-Direction” (thought and action) (Schwartz, 2012). This variable is related to the willingness and openness of people to experience new experiences (Raajpoot & Sharma, 2006) and consume new products (Wang et al., 2008), and there may be variability in people's behaviors (Schwartz, 1992). Thus, the realization of these wishes may arise from interpersonal relationship and sharing (Hüttel et al., 2018).

The value “Stimulation” arises from the need for individuals to be in an environment that gives them pleasure, challenges them and provides them with constant development in terms of innovation (Ang, 2021). In addition, in the presence of this value, there is a desire to be in permanent “agitation” and activity, so as not to create a routine of monotony (Schwartz et al., 2012). On the other hand, the value “Self-Direction” is related to the desire to explore new paths independently, to the need to express one's opinion, to have autonomy in decision-making and control over the various situations that may arise (Sarfraz et al., 2022). Thus, when sharing this value, people oppose to the possibility of barriers being placed in the way of their exploitation and independence (Grunert & Juhl, 1995).

Manchiraju and Sadachar (2014) found that the “Openness to Change” variable has a positive impact on ethical fashion consumption intent, as well as on the presence of fair-trade consumption (Doran, 2009) and pro-social environmental behavior (Pinto et al., 2011). However, “(...) ethical consumption is often not an easy option, but requires time, energy and commitment.” (Shaw et al., 2005, p.191). Additionally, it had been proven that this variable has a positive relationship with the “fashion innovativeness” variable (Garrison & Sukhdial, 2015), which may be justified by the need for innovation and creativity. For this reason, given these results, the following hypothesis will be tested:

H3: The “Openness to Change” variable has a positive impact on consumers' purchase intention for environmentally sustainable fast fashion products.

2.3.4. Conservation

Conservation is the variable that encompasses the values of “Conformity” (interpersonal and rules), “Tradition” and “Security” (societal and personal) (Schwartz, 2022), which advocates the preservation of the values, traditions and resources of a given society, in order to guarantee its continuity, security and stability (Tisdell, 2010).

As the name implies, the value “Security” is related to the need for people to feel safe, in their daily lives, whether they are alone or in a group (Ang, 2021). Consequently, security will provide a balance in society (Ang, 2021), which is a basic condition for the well-being of society (Williams, 1968). Regarding the value “Conformity”, it is associated with the ability of people to prevent behaviors that affect and hinder any activity carried out by other people, and that are not socially accepted (Sarfraz et al., 2022). It should be noted that people who defend this type of value tend to consume a certain garment when it is no longer a novelty (Garrison & Sukhdial, 2015).

“Tradition” is a value that presents common characteristics to the value “Conformity”, since “(...) they share the goal of subordinating the self to socially imposed expectations.” (Schwartz, 2012, p.6). Moreover, this value arises from the fact that, within a community, there are behaviors, beliefs, customs and values that can differ from the others and thus the way of thinking and the ideals promoted can also be distinct (Schwartz, 2012). In addition, and according to Garrison and Sukhdial (2015), societies that have a more rooted “Tradition” value tend to be more conservative and do not advocate, for example, for innovative ideas and models to be implemented in the fashion industry. However, this behavior towards sustainable attitudes and resources varies from culture to culture (Witt & Redding, 2013).

The studies carried out by Vermeir and Verbeke (2008), showed that respondents, who support the “Conservation” variable, have a greater interest in consuming sustainable and ethical products. In addition, Fritzsche and Oz (2007) concluded that there is a positive relationship between this variable and the dependent variable “ethical behavior”. Thus, and by analyzing these results, the objective will be to test the following hypothesis:

H4: The “Conservation” variable has a positive impact on consumers' purchase intention for environmentally sustainable fast-fashion products.

2.4. Environmental Concern

Environment derives from the word “Environner”, of French origin, which symbolizes the set of factors that contribute to the evolution and preservation of all elements present in Nature, such as plants, animals and water, as well as protecting Nature from adverse situations, such as carbon dioxide emissions (Kiros, 2021). In this way, the Human begins to realize that he has a fundamental role and that he enjoys essential characteristics for the survival and development of planet Earth (Rizkalla et al., 2022). Allied to this awareness is the “Environmental Concern” that consists of the set of behaviors and decision-making (Kai & Haokai, 2016) supported by the degree of concern that an individual presents regarding the adversities and degradation of the environment (Chuah et al., 2020), with the aim of finding alternatives to minimize these impacts (Paul et al., 2016) and to ensure sufficient resources for the survival of future generations (Cheung et al., 2015).

Nowadays, “Environmental Concern” is a concept increasingly present in people's daily lives (Abdulsahib et al., 2019), since “76% of Portuguese are concerned about the environment and climate change” (Castro, 2020, para. 1). For this reason, Environmental Concern may have an influential role (Rausch & Kopplin, 2021) and a preponderant role in consumers' purchase intention for sustainable products (Hur, 2020). This fact is proven by several studies that state that “Environmental Concern” is a variable that directly and positively influences consumers' purchase intention (Jaiswal & Kant, 2018; Zhang et al., 2019; Yue et al., 2022). It should be added that Farzin et al. (2023) found that “Environmental Concern” positively and significantly influences the variable “purchase intention of eco-fashion”. In addition, the study developed by Augustine et al. (2019) proves that “Environmental Concern” is a variable that has a positive impact on the purchase behavior of sustainable fashion. However, Kumar et al. (2022) concluded that “Environmental Concern” is a variable that does not have a positive impact on consumers' purchase intention for clothing with sustainable characteristics. Thus, through a thorough analysis of all these results, the following hypothesis will be tested:

H5: Environmental Concern has a positive impact on consumers' purchase intention for environmentally sustainable fast fashion products.

2.5. Celebrity Endorsement

Celebrities are public figures recognized for their work and success in a particular area (cinema, theater, music, sports, humor, among others), who can stand out from the rest (Karasiewicz & Kowalczyk, 2014) and who are admired by a wide group of people (Spry et al., 2011). The number of companies that promote a certain product or service with the help of a celebrity is increasing (Khan et al., 2016), since consumers tend to be more influenced by them and not by the characteristics that the product/service presents, making companies able to increase their sales and improve their reputation (Malik & Qureshi, 2017). Consequently, this influence has been increasing due to the constant use of social media (Singh, 2022). For this reason, there is a greater likelihood that people will consume on impulse and not just out of necessity (Liu, 2022), which makes celebrities considered a key element for the promotion of a particular product/service (Khan et al., 2016), making it lasting with consumers (Wei & Lu, 2013). This phenomenon is called “Celebrity Endorsement” and is considered an indispensable strategy and a means of dissemination employed by marketing departments, contributing to the creation of a company's value (Aaker, 1996; Khan et al., 2016), anywhere in the world (McCracken, 1989). In addition, this synergy will be advantageous and credible if the company selects celebrity(ies) with common value(s) (Khan et al., 2016) and with a set of characteristics such as attractiveness, expertise, trustworthiness, credibility, visibility, among others.

Regarding the existing literature, several studies have researched the relationship and the impact that this variable may have on a specific dependent variable, such as the consumer purchase intention for eco-friendly fashion products and Instagram fashion purchase intention. The study relating the independent variable “Celebrity Endorsement” to the dependent variable “consumer purchase intention in eco-friendly fashion products” found that the former positively and significantly influences the latter (Zaelani & Chaldun, 2021). Furthermore, Herjanto et al. (2020) found that the presence of Celebrity Endorsement strategy positively influences Instagram fashion purchase intention. For this reason, the objective will be to test the following hypotheses:

H6: Celebrity Endorsement has a positive impact on consumers' purchase intention for environmentally sustainable fast fashion products.

2.6. Eco-label

Created by the WWF in 1991 (Gulbrandsen, 2006), Eco-label is an integrative and extrinsic element of several products, such as those of the fashion industry, which allows to inform consumers about the resources used and the environmental particularities present in them (de Boer, 2003). Moreover, Eco-label is a communication strategy that provides “(...) credible and easily accessible information on the environmental attributes of a product” (Sønderskov & Daugbjerg, 2011, p.508), enabling consumers to compare products in the same category and thus make more informed decisions, opting for those that are more environmentally sustainable (Thøgersen, 2021).

The standards present in each of the Eco-labels are defined by one of these international institutions: International Organization of Standardization (ISO), World Trade Organization (WTO), United Nations Environmental Programme (UNEP) and European Community (Kornherr et al., 2012). According to ISO, there are three types of environmental labelling: ISO Type I label - Certified Eco-label, by third-party organizations, i.e., government-supported institutions and/or non-commercial private institutions (Baldo et al., 2014). This label allows to identify which products advocate sustainable practices, providing qualitative information (ISO, 2018), which facilitates the differentiation of products within the same category (Koszewska, 2011). An example of this type of label is the EU Ecolabel. Furthermore, the ISO Type II label, considered as “self-declaration claims”, focuses on a particularity of the product and on specific parameters such as water consumption in the production process (Suttie et al., 2017). However, unlike the first one, it is not certified by third-party organizations, which may lead to the emergence of greenwashing (ISO, 2016). Finally, the ISO Type III label is environmental declaration, certified by a third-party organization, that allow society to access more detailed product information (global warming, waste production, among others) and quantitative data, facilitating society's understanding of the sustainable characteristics of products (Suttie et al., 2017).

Regarding companies operating in the fashion industry, they choose to place the Eco-label that better represents the characteristics of the product with the aim of reducing the incompatibility of the information transmitted by producers and that received by consumers (Feuß et al., 2022), and to minimize the losses caused by the

decision-making of these individuals, at the time of purchase (Nadlifatin et al., 2016). In addition, the use of Eco-labels allows consumers to behave more consciously when purchasing sustainable products (Thøgersen, 2021), enabling governments to achieve long-term environmental objectives (European Environment Agency, 2017), contributing to an increase in the level of sustainability on the planet (Rex & Baumann, 2007).

In addition to the level of education that consumers need to achieve in order to be able to distinguish certified Eco-labels from the rest, there are eight dimensions that Taufique et al. (2014) consider to be fundamental and that influence the perception that consumers have for Eco-labels, that is: consumer knowledge, consumer awareness and involvement, credibility of environmental quality, consumer trust, design and visibility of the label, persuasiveness, information clarity, and private benefits. Each of these dimensions will cause consumers to have a higher level of trust towards a particular company and the product it sells, which will influence their intention to buy (Taufique et al., 2019), for example, environmentally sustainable fast fashion products.

Regarding the existing literature, the study developed by Feuß et al. (2022), uses a binary logistic regression model, with the objective of analyzing the impact that products with Eco-label have on consumers' current purchase behavior in an online fashion store. Thus, it was found that this model revealed the existence of a positive and significant relationship between these two variables, with a marginal effect of 0.35 percentage points (pp), that is, the presence of an Eco-label in a given product causes the probability of a person consuming that product to increase by 0.35 pp (Feuß et al., 2022). In addition to this study, the one developed by Panopoulos et al. (2022) shows that the use of Eco-labels has a positive impact on consumers' green purchase intention. Thus, through the analysis of the results of previous studies, regarding the variable “Eco-label”, the following hypothesis was developed:

H7: Eco-label has a positive impact on consumers' purchase intention for environmentally sustainable fast fashion products.

2.7. Conceptual Framework

The conceptual framework for this research study (Figure 3) allows the reader to visually analyze the relationship between the independent variables (“Self-Transcendence”, “Self-Enhancement”, “Openness to Change”, “Conservation”, “Environmental Concern”, “Celebrity Endorsement” and “Eco-label”) and the dependent variable, which corresponds to consumers' purchase intention for environmentally sustainable fast fashion products, as well as the respective hypotheses.

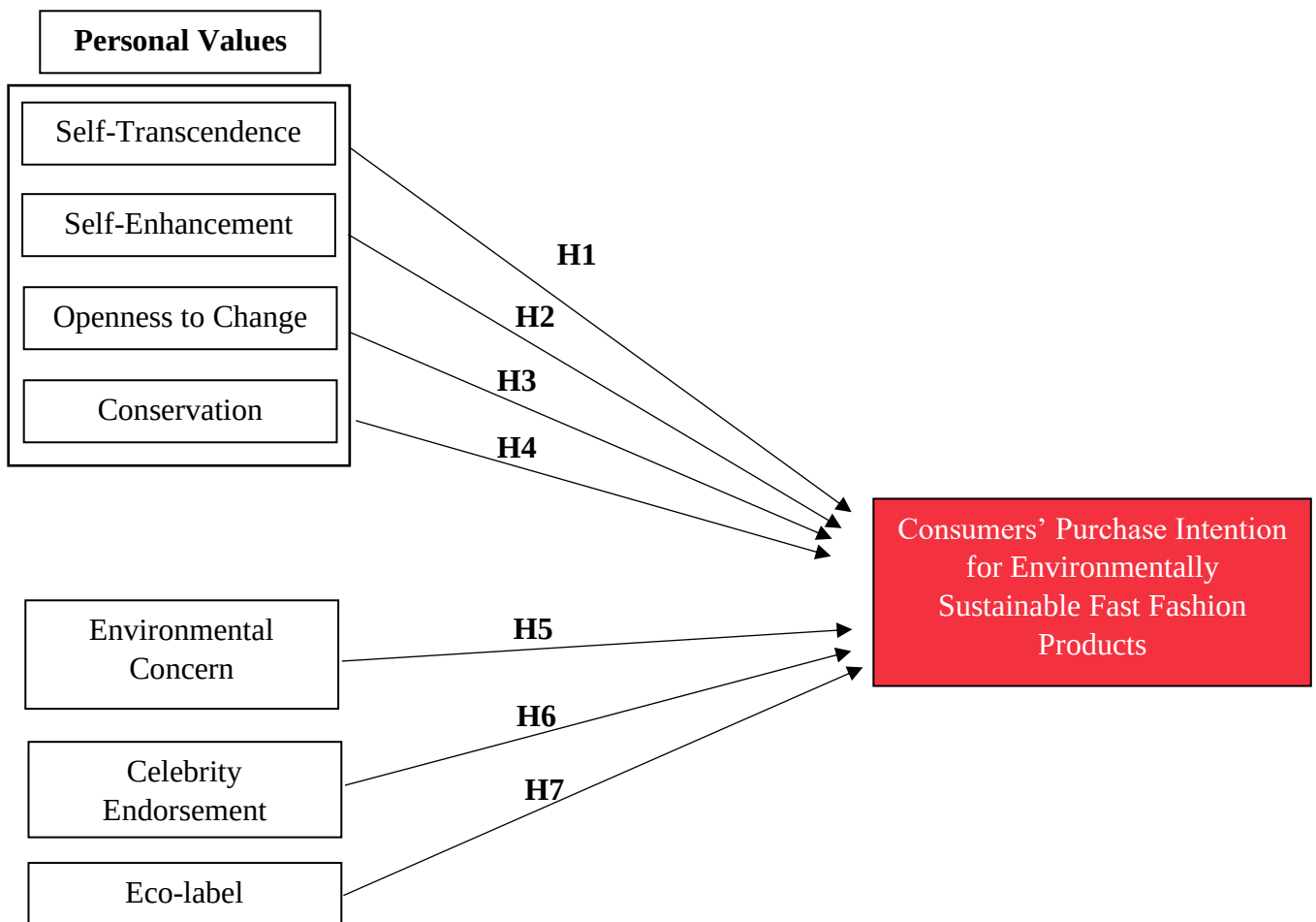


Figure 3: Conceptual Framework

3. Methodology and data collection

This research uses a quantitative method, since it is directly related to the concepts of “objectivity” and “impartiality” (Sayre, 2001), making it possible to study the cause-effect relationships between the independent variables and the dependent variable (Grove et al., 2012).

Furthermore, this section aims to describe the regression model, as well as explain each of the variables present in it. In addition, this section presents the data collection adopted, as well as the reason why it was chosen. Subsection 3.3 presents the structure of the questionnaire, as well as the items adopted based on existing literature. Finally, subsection 3.4 deals with the descriptive analysis of the data, which includes the demographic characteristics and the mean, mode and standard deviation of each variable present in the linear regression model.

3.1. Model

The linear regression model for this research study was developed based on the existing literature mentioned above, which comes from the extension of the model in Schwartz Value Theory (Schwartz, 2012), by adding the variables “Environmental Concern”, “Celebrity Endorsement” and “Eco-label”. To test the hypotheses, the following model was estimated using the PLS-SEM analysis technique:

$$PI_i = \beta_0 + \beta_1 ST_i + \beta_2 SE_i + \beta_3 OC_i + \beta_4 C_i + \beta_5 EC_i + \beta_6 CE_i + \beta_7 EL_i + \varepsilon_i,$$

where PI is the dependent variable, which corresponds to consumers' purchase intention for environmentally sustainable fast fashion products; ST is Self-Transcendence; SE is Self-Enhancement; OC is Openness to Change; C is Conservation; EC is Environmental Concern; CE is Celebrity Endorsement; and EL is Eco-label, which are the independent variables. In addition, ε_i is the random disturbance term, valid for all individuals i belonging to a given population which, in this case, are the consumers who intend to buy environmentally sustainable fast fashion products.

3.1.1. Variables

1) Purchase Intention

The “Purchase Intention” variable, adapted from the literature developed by Abdulsahib et al. (2019), is related to the desire and interest that a person has in consuming a certain product or service (Sheeran, 2005), i.e., it corresponds to a desire between the willingness to want to buy and the moment when one actually buys the product or service (Ajzen, 2018).

2) Self-Transcendence

Self-Transcendence is one of the four variables present in the Schwartz Value Theory, adapted from the literature developed by Schwartz et al. (2012), that encompasses the values “Benevolence” (dependability and caring) and “Universalism” (nature and concern) (Schwartz et al., 2012). This variable is associated with the concern that people have in ensuring the well-being of their group members (Schwartz, 2012), as well as in strengthening their relationships with these members (Schwartz et al., 2012).

3) Self-Enhancement

Self-Enhancement, a variable adapted from the literature developed by Schwartz et al. (2012), encompasses the values “Power” (resources and dominance) and “Achievement” which are related to a person's desire to achieve certain social status and power to have greater authority over people (Ang, 2021). In addition, people who follow values related to the motivation to achieve their goals and be recognized for their success (Schwartz, 2012).

4) Openness to Change

Openness to Change, a variable adapted from the literature developed by Schwartz et al. (2012), encompasses the values “Stimulation” and “Self-Direction” (thought and action), which are related to the need that people have to be in an environment that gives them pleasure, that allows them to be able to

develop, innovate (Ang, 2021) and be independent, defining their own path (Schwartz, 2012).

5) Conservation

Conservation, a variable adapted from the literature developed by Schwartz et al. (2012), encompasses the values “Conformity” (interpersonal and rules), “Tradition” and “Security” (societal and personal). This variable is related to the relationships that people must establish in order to be accepted within a group (Sarfraz et al., 2022). Furthermore, this variable aggregates people who are concerned with complying with the rules imposed within their community (Sarfraz et al., 2022), to ensure their safety and the survival of the other communities (Schwartz et al., 2012).

6) Environmental Concern

Environmental Concern, a variable adapted from the literature developed by Kim and Choi (2005), consists of the set of behaviors and decision-making (Kai & Haokai, 2016) underpinned by the degree of concern an individual exhibits about the adversities and degradation of the environment (Chuah et al., 2020).

7) Celebrity Endorsement

Celebrity Endorsement, a variable adapted from the literature developed by Chen (2019), is considered an indispensable strategy and a means of disclosure employed by marketing departments (Aaker, 1996; Khan et al., 2016), benefiting from the presence of celebrities in advertising a particular product or service (McCracken, 1989).

8) Eco-label

An integrative element of various products, such as those in the fashion industry, the Eco-label, certified by external entities, allows consumers to be informed about the resources used and the environmental particularities present in them (de Boer, 2003). This variable was adapted from the literature developed by Panopoulos et al. (2022).

3.2. Data collection

Regarding data collection, researchers can choose one or more types of data collection: survey research, correlation research, causal-comparative research and experimental research (Creswell & Creswell, 2018).

This study uses an online questionnaire to analyze in detail the impact (positive or negative) of the independent variables on consumers' purchase intention for environmentally sustainable fast fashion products. This choice was substantiated by reading the characteristics and advantages of a questionnaire, namely that it allows to obtain a greater number of responses in a shorter period of time (Ball, 2019). In addition, the respondents do not have to provide any type of personal data and the information obtained is totally anonymous (Wagh, 2023). It should be noted that this type of data collection does not imply any cost and the results acquired are easy to understand (Wagh, 2023).

On the other hand, the questionnaire has a few disadvantages that may mean that the results obtained do not reflect the reality present in the sample considered, leading to a bias in the study in question (Wagh, 2023). This can happen when respondents do not consider filling in a questionnaire a serious matter; or when they have a different interpretation from the one intended, making a high level of reliability impossible (Hirsjärvi et al., 2008). In order to avoid this scenario, it is essential to ensure that all questions are easy to read and understandable by the entire population, preventing them from being misinterpreted and allowing the results to reflect the true point of view of the respondents (Saunders et al., 2007). Thus, with the collaboration of 10 Portuguese individuals, a pre-test was carried out on the final version of the questionnaire in Portuguese, to understand the sections and their contents that required improvement, with the aim of guaranteeing that each question and each item would be understood by all respondents. Subsequently, some changes were applied to the questionnaire in English. It should be noted that the questionnaire was developed in English, in Google Forms, translated into Portuguese and then translated back into English, to analyze in detail if the translation was linear and with the same meaning. In addition, it is important to add that the reason why two questionnaires were developed (English version - Annex

1 and Portuguese version³) is that there is currently a significant growth of foreign residents in Portugal, equivalent to more than 757 thousand people (number registered in 2022), which means a growth of 8.3 pp compared to the year 2021 (Miranda, 2023). Thus, because they live in Portugal, there is a greater likelihood that they have already consumed fast fashion products in this country. Thus, fast fashion companies operating in Portugal are interested in the entire population that consumes in this country and not only in the purchase intention of the Portuguese people.

Finally, the questionnaire was made available online, through social networks and in groups that advocate for the protection of the environment, with the aim of reaching a greater number of people, allowing a greater representation of the population and that the sample presents different demographic characteristics, values and ideals, contributing to a greater population diversity (Dewaele, 2018).

³ The Portuguese version of the questionnaire can be made available by contacting the author.

3.3. The structure of the questionnaire

Initially, an introduction was drawn up which covered all the fundamental aspects that respondents needed to know before starting the questionnaire.

In section 2, the following question was asked: “Have you ever bought fast fashion products in Portugal?”, with the aim of understanding the percentage of people who have already consumed this type of product in Portugal. In this way, respondents who answered “No” were directed to the end of the questionnaire. In addition, the frequency with which people consume fast fashion products was asked, in order to complement the previous question.

In the subsequent sections, a 5-point Likert scale (1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly Agree) was employed in all the questions of the variables as it is considered to be an easy to interpret measure for the researcher as well as the respondents (Malhotra, 2010). Furthermore, this method is appropriate for analyzing people's behavior towards a certain situation (Burns & Burns, 2008). Moreover, in these subsections there are 68 items⁴. Thus, in section 3, the variable “Self-Transcendence” encompasses the value “Universalism” and “Benevolence”, with 9 and 6 items, respectively; that is, the equivalent of 15 items for the variable “Self-Transcendence”. It is important to mention that in the study only the dimension “Self-Transcendence” will be considered as a variable; however, in the questionnaire, reference was made to the two values mentioned above, in order to be clearer and more perceptible for all respondents. The same happens with the variable “Self-Enhancement” (power and achievement), with 9 items, “Openness to Change” (self-direction and stimulation), with 9 items and “Conservation” (tradition, conformity and security), with 15 items. Regarding the scales, those introduced in the questionnaire were adapted through the scale developed by Schwartz et al. (2012). Section 4 includes the variable “Environmental Concern”, which has 5 items adapted from the scale used in the study developed by Kim and Choi (2005). The variable “Celebrity Endorsement” is located in section 5 of the questionnaire with 6 items, adapted from the scale present in the study developed by Chen (2019). Regarding section 6, the variable present is the

⁴ In Annex 1, the reader can analyze the content of each item associated with each variable in the linear regression model.

“Eco-label” with 6 items, having been adapted by the scale present in the article developed by Panopoulos et al. (2022). In addition, there are two images referring to two eco-labels present in the fashion industry (EU Ecolabel and Global Organic Textile Standard), with the aim of making respondents aware of their existence. In the subsequent section, respondents are asked 3 questions regarding purchase intention (dependent variable), adapted through the scale developed by Abdulsahib et al. (2019). Finally, in the last section (section 8), respondents have to answer demographic data, regarding their gender, age, nationality, monthly household income (in euros) and highest academic degree completed. It should be noted that the monthly household income figures were calculated using the Personal Income Tax brackets in Portugal, multiplied by 2 (assuming that the household has two taxpayers) and divided by 14 months (number of salaries received during a working year).

3.4. Descriptive Analysis of Data

3.4.1. Demographic characteristics

After completing the questionnaire, it was possible to verify that 530 of the 612 people who answered the questionnaire (86.6%) had already purchased fast fashion products in Portugal. Thus, 82 people were not considered in this study. Table 1 was constructed in order to summarize and provide an easy reading of the demographic data.

Table 1: Demographic characteristics

Demographic Variables N = 530	Total	
	N	%
Gender		
Male	148	27.92%
Female	379	71.51%
Other	1	0.19%
I prefer not to say	2	0.38%
Age		
Under 18	4	0.75%
18 – 25	344	64.91%
26 – 35	87	16.42%
36 – 45	22	4.15%
46 – 55	46	8.68%
56 – 65	19	3.58%
Over 65	8	1.51%
Nationality		
Portuguese	518	97.74%
Brazilian	9	1.70%
Angolan	1	0.19%
Guinean	1	0.19%
Turkish	1	0.19%

Academic Degree		
Primary School	2	0.38%
High School	139	26.23%
Bachelor's degree	268	50.57%
Master's degree	108	20.38%
PhD	13	2.45%
Household Monthly Income		
< 1068	86	16.23%
1068 – 1612	120	22.64%
1613 – 2285	123	23.21%
2286– 2957	72	13.58%
2958 – 3765	55	10.38%
3766 – 5518	48	9.06%
>5518	26	4.91%

Regarding the respondents who answered “Yes” to the fact that they have already consumed fast fashion products in Portugal, 71.51%⁵ of which were female (379 women), which is an expected result, since the female gender is the one that consumes the most fast fashion products (Cross, 2022). Regarding the age of the respondents, the range with the highest number of responses was the group between 18-25 years (64.91%). Regarding the nationality of each respondent, Portuguese was the predominant one with 97.74%. About the highest academic degree that respondents have completed, the option “Bachelor's Degree” represented 50.57% of the total respondents who answered “Yes”. Finally, regarding the gross monthly income of the respondent's household, in euros, the interval 1613€ - 2285€ was the one with the highest associated percentage (23.21%). In addition, 16.23% of respondents who answered “Yes” have a gross monthly income, including their household, of less than 1068€. These results represent an overview of the financial capacity of the Portuguese and are the cause for the decrease in purchasing power of this population (Malhado, 2023).

⁵ All values are rounded to two decimal places.

3.4.2. Mean, Mode and Standard Deviation

In the presence of a large sample size (N = 530), the measures Mean, Mode and Standard Deviation allow the complexity of the data to be converted into a simple and clear interpretation (Anderson et al., 2015). For this reason, Table 2 developed and Table 7, present in Annex 2, presents the values of these same measures for each item.

Table 2: Mean, Mode and Standard Deviation of each Variable.

Variable	Mean	Mode	Standard Deviation
ST	4.58	5	0.62
SE	2.91	4	1.26
OC	4.31	5	0.75
C	3.75	4	1.05
EC	4.4	5	0.74
CE	3.06	4	1.34
EL	3.43	4	0.85
PI	3.31	4	0.98

Through the analysis of the data presented in Table 2, it is possible to verify that the variable “Self-Transcendence” is the one with the highest average (4.58), with 5 (“Totally Agree”) being the most frequent answer. It should be noted that item STU8⁶ (“I work to promote harmony and peace among diverse groups.”) is the only one that presents option 4 (“Agree”) as the most frequent, contributing to the standard deviation value being 0.62; however, it indicates that the data are not totally homogeneous. On the other hand, the value of this indicator is small, since, in this variable, item STU8 is the only one that presents a different mode from the other items. Although the “Self-Enhancement” variable has the lowest value in terms of sample average (2.91), the most frequent answer is “Agree” (4). However, items SEP1, SEP3, SEP4 and SEP5 have a

⁶ STU: Self-Transcendence – Universalism; STB: Self-Transcendence – Benevolence; SEP: Self-Enhancement – Power; SEA: Self-Enhancement – Achievement; OCSD: Openness to Change – Self-Direction; OCS: Openness to Change – Stimulation; CT: Conservation – Tradition; CC: Conservation – Conformity; CS: Conservation – Security; EC: Environmental Concern; CE: Celebrity Endorsement; EL: Eco-label; PI: Purchase Intention

mode equal to 2 (“Disagree”). In addition, respondents totally disagree with the following statement “I like to feel the power that money can bring me.”, since the most frequent answer of this item (SEP6) is option 1 (“Totally Disagree”). For this reason, the value of the standard deviation is higher than 1 (1.26), which means that the data present in the variable “Self-Enhancement” has a high dispersion in relation to the sample mean.

Regarding the standard deviation, the variable with the highest value “Celebrity Endorsement” (1.34), since, although items CE1 and CE3 have a mode equal to 4 (“Agree”), and item CE6 holds the answer 5 (“Totally Agree”) as the most frequent, respondents disagree with the following statements: “My perception of the desirability of a fashion product is influenced by the fact that a celebrity endorses the product.” (CE2) and “Even if a fashion product is from a brand, I am very familiar with, I will develop more interest in the product if it is endorsed by a celebrity.” (CE5). In addition, the most frequent response in item CE4 (“Even if a fashion product is from a brand, I am not familiar with, I will develop an interest in the product if it is endorsed by a celebrity.”) is 1 (“Strongly Disagree”).

The dependent variable has a sample mean of 3.31 and a mode of 4 (“Agree”). However, although the standard deviation value is less than 1 (0.98), the data do not present a perfect homogenization since item PI3 (“I intend to purchase environmentally sustainable fast-fashion products even if they are more expensive than the “traditional” products.”) has option 3 (“Neutral”) as the most frequent answer. It should be noted that this same item is the one that, within the “Purchase Intention” variable, has a standard deviation greater than 1 (1.01), which means that the data associated with it have a higher level of dispersion in relation to the sample mean (3.19).

Concluding, through the analysis of the “mode” indicator, it is possible to conclude that there is an agreement with the items presented in the questionnaire. However, no variable presents a perfect level of data homogenization and, in terms of sample average, the variable “Self-Enhancement” is the one that diverges the most from the others.

4. Results

This section includes all the results for the variables in the linear regression model. It was interpreted using the SmartPLS and SPSS statistical softwares, and the analysis technique PLS-SEM, since it allows detailed analysis of the results obtained for each variable, as well as the relationship established between the independent variables and the dependent variable (Ong & Puteh, 2017).

4.1. Reliability and Validity

The Measurement Model enables the study of the “quality of constructs” through Reliability and Validity (Vinzi et al., 2010), contributing to better decision-making (Mohajan, 2017) and to the authenticity and accuracy of the research study (Tavakol & Dennick, 2011).

Reliability is a type of measurement that enables the analysis of “(...) consistency, stability and repeatability of results (...)” (Mohajan, 2017, p.10), in a quantitative study (Mohajan, 2017).

Validity is established as a method used to study the veracity of the results obtained through a certain research tool (e.g., questionnaire) (Pallant, 2020), compared to what happens in real life (Patino & Ferreira, 2018).

4.1.1. Internal Consistency Reliability and Convergent Validity

In the first phase, it is fundamental to analyze the values of the factor loading (FL) of each item, the path coefficient (β) and the value of R-Square (R^2), as can be seen in Figure 4, present in Annex 3. It should be noted that the R^2 value (22%) represents that 22% of the total variance of the dependent variable is explained by the model. Regarding the path coefficient and taking into account the variable “Eco-label”, it is possible to verify that, if it varies by one monetary unit, meaning that the dependent variable varies positively by 0.240 m.u (monetary unit). However, the opposite scenario occurs if the variable “Self-Enhancement” is considered, since $\beta = - 0.089$.

Regarding the linear regression model, this is considered to be a reflective model, as can be seen in Figure 4, Annex 3, since the variables influence their items (Coltman et al., 2008). Thus, in a first phase, it is necessary to identify the items that have a FL greater than 0.7 (recommended value), since it means that more than 50% of the variance of these items is explained by the variable to which they are associated, enabling a higher level of reliability (Hair Jr. et al., 2021). It should be noted that items that have a FL value between the range of 0.4 to 0.7 must be studied carefully, in order to verify if their elimination improves the values of internal consistency reliability or convergent validity, reaching values higher than those established (Hair Jr. et al., 2021). In addition, items with FL values lower than 0.4 must be eliminated from the linear regression model (Hair et al., 2022). In addition, the Cronbach's alpha and Composite Reliability (CR) measures allow the study of internal consistency reliability, being established that the variables must present a value equal to or greater than 0.7, in relation to both measures (Hair Jr. et al., 2021). Furthermore, it is important to note that the CR measure is represented as “rho_a” and “rho_c” in the SmartPLS software, with “rho_c” being the most suitable measure to be used, since it is “(...) the upper bound for internal consistency reliability.” (Hair Jr. et al., 2021, p.80). Convergent Validity is another measure that must be analyzed and it is measured through the Average Variance Extracted (AVE) indicator present in all variables in the model (Hair Jr. et al., 2021). In addition, the minimum value of AVE to have a record of convergent validity is 0.5 (Hair et al., 2022). It should be noted that the initial values of FL, Cronbach's alpha, CR and AVE can be analyzed in more detail in Table 8 in Annex 4.

In the linear regression model, there is a set of items (STB1, SEA2, OCSD2, OCSD3, OCSD4, OCSD5, OCSD6, CC4, CC5, CS5, CE1, CE3 and CE6) that present a FL lower than 0.4. Thus, as mentioned above, these items must be eliminated from the linear regression model, since they do not contribute to an improvement in the levels of reliability and validity of the variables, as well as the linear regression model (Hair Jr. et al., 2021). Items with FL values between 0.4 and 0.7 will have to be eliminated individually, in order to understand whether or not their elimination improves the levels of reliability and validity of the variable to which it is associated (Hair Jr. et al., 2021). Thus, the change in the FL, Cronbach's alpha, CR and AVE values after the elimination of each item can be analyzed in Table 9 in Annex 5.

With the elimination of the items STU3, OCSD1, OCS2, OCS3, CT2, CC2, CC3 and CS1, individually, the values of the Cronbach's alpha, CR and AVE measures worsen, compared to initial ones (Table 8 in Annex 4). Additionally, the elimination of items STU1, STU7, STU8, STU9, STB2, STB3, STB4, STB5, STB6, SEP1, SEP2, SEP4, SEA1, SEA3, CT1, CT3, CC1, CC6, CS2, CS3, CS4 and CS6, individually, worsen the values of Cronbach's alpha and CR, compared to initial ones (Table 8 in Annex 4); however, the AVE value improves, but does not get higher than 0.5 (recommended value). For this reason, these items remain in the linear regression model. Finally, the elimination of item EL6 allows for an improvement in all three measures (Cronbach's alpha, CR and AVE), which means that it has to be eliminated. Thus, the variable “Eco-label” now has a Cronbach's alpha of 0.928, CR of 0.948 and AVE of 0.777 (instead of 0.888; 0.914; 0.645, respectively).

After the elimination of the aforementioned items, the linear regression model has a different constitution, causing the FL values to change, as can be seen in Figure 5, present in Annex 6. In general, the FL values associated with each item improved or remained the same, except for the following items: STU2, STU4, STU5, STU6, STU8, SEP3, SEA1, SEA3, CC2, CC3, CC6, CS2, CS3, CS4, CS6 and PI3.

Regarding the Cronbach's alpha measure and after the elimination of the items mentioned above, all the variables present in the linear regression model have values considered acceptable to excellent, since they are inserted in the range of 0.7 to 0.95, which means that there is a high level of internal consistency reliability between the items (DATAtab, 2022).

Regarding CR, all the variables have acceptable values, since they are incorporated in the range of 0.814 to 0.899, which means that they are considered recommendable and advantageous values for the linear regression model (Cheung et al., 2023). Furthermore, these values are higher than 0.7, which means that there is coherence between the variable and its items (Cheung et al., 2023). It should be noted that the CR value of the “Environmental Concern” and “Purchase Intention” variables did not change, since the items associated with them remained unchanged. On the other hand, the variable “Celebrity Endorsement” was the one that registered a greater increase in relation to the others, due to the fact that some items, before their elimination, presented minimum values in relation to the FL. Thus, it is possible to verify that this set of

variables contributed to a high level of internal consistency reliability of the linear regression model (Hair Jr. et al., 2021). It should be noted that the higher the level of reliability, the greater the precision in decision-making, providing better results and without random errors (Mohajan, 2017).

Convergent Validity is another measure that had to be analyzed and calculated through the AVE indicator present in all variables of the linear regression model (Hair Jr. et al., 2021). As previously mentioned, the minimum AVE value for convergent validity is 0.5 (Hair et al., 2022). In general, the AVE values improve after the elimination of the items. However, the variables “Self-Transcendence”, “Self-Enhancement” and “Conservation” presented values lower than the recommended (0.5), which means that they did not explain 50% of the variance of the items associated with them (Hair et al., 2022).

Finally, at an early stage, the R^2 statistical metric showed a value of 22%. However, after eliminating the items, this value fell to 18.8%.

4.1.2. Discriminant Validity

Discriminant Validity is a metric that can be measured through the Fornell & Larcker criterion, Heterotrait-Monotrait Ratio (HTMT) (Hair Jr. et al., 2021) and Cross Loadings (Henseler et al., 2015).

Based on the Fornell & Larcker criterion, Table 3 was developed and it is possible to verify that the square root of the AVE for each of the variables (red values) is higher than the correlation it has with the others (white values). In addition, the values of this correlation are lower than 0.85. Thus, it can be concluded that the variables refer to different aspects, contributing to the presence of the Discriminant Validity metric (Anderson & Gerbing, 1988).

Table 3: Discriminant Validity

	C	CE	EC	EL	OC	PI	SE	ST
C	0.558							
CE	0.080	0.865						
EC	0.128	0.005	0.792					
EL	0.221	0.171	0.186	0.881				
OC	0.082	-0.015	0.299	0.104	0.725			
PI	0.207	0.131	0.328	0.273	0.117	0.807		
SE	0.007	0.131	-0.220	-0.030	-0.019	-0.142	0.664	
ST	0.206	0.005	0.552	0.173	0.351	0.256	-0.226	0.617

The Heterotrait-Monotrait Ratio (HTMT) measure is shown in Table 4. It is important to take into account that “discriminant validity problems are present when HTMT values are high.” (Hair Jr. et al., 2021, p.79), i.e., when HTMT values are higher than 0.90, which means that discriminant validity is not supported (Hair Jr. et al., 2021). Thus, as can be seen in Table 4, all values are lower than 0.90, which means that the Discriminant Validity metric is supported (Hair Jr. et al., 2021).

Table 4: Heterotrait-Monotrait Ratio

	C	CE	EC	EL	OC	PI	SE	ST
C								
CE	0.151							
EC	0.274	0.050						
EL	0.254	0.185	0.210					
OC	0.255	0.071	0.378	0.127				
PI	0.236	0.162	0.398	0.325	0.134			
SE	0.190	0.151	0.245	0.056	0.188	0.125		
ST	0.357	0.061	0.576	0.169	0.486	0.265	0.288	

Finally, regarding Cross Loadings indicator, the Discriminant Validity metric was supported, since the items of a variable show a stronger correlation with that variable compared to other variables (Henseler et al., 2015). The values of these correlations can be seen in Table 10 in Annex 7.

Multicollinearity

Variance Inflation Factor (VIF) is the indicator that allows studying whether or not there are problems of multicollinearity in the regression model; and the higher its value, the more severe the effect of multicollinearity is (Wooldridge, 2013). Moreover, it is important to take into account that some authors consider that there are problems of multicollinearity when the VIF value is greater than 5 (Hair et al., 2010) and others when it is greater than 10 (Wooldridge, 2013). Thus, the value to be considered will be 10, since the information in this subsection was based on the author Wooldridge (2013) and the year of publication is more recent compared to the other book.

The VIF values for each variable in the linear regression model are all less than 10 and therefore less than 5 since the maximum value is 1.600. Thus, it can be concluded that there are no multicollinearity problems, so the regression model was estimated accurately (Wooldridge, 2013).

4.2. Test of Hypotheses

Primarily, it is necessary to select the “Bootstrapping” option, opting for 10 thousand subsamples (Streukens & Leroi-Werelds, 2016), for a two-tailed test, which means that, taking into account the sample size ($N=530$) and the percentile (97.5%), the t -statistic should be greater than 1.96 (or less than -1.96). Consequently, the hypothesis will be considered as statistically significant for the significance level of 0.05 (Wooldridge, 2013). Therefore, Table 5 presents the impact that each independent variable has on the dependent variable and whether the hypotheses developed are statistically significant.

Table 5: Results of the hypotheses test.

	Expected Sign	Path Coefficient (β)	t -value
H1: ST $\rightarrow$ PI	Negative	0.053	1.221
H2: SE $\rightarrow$ PI	Negative	-0.089	1.466
H3: OC $\rightarrow$ PI	Positive	0.001	0.033
H4: C $\rightarrow$ PI	Positive	0.121	2.998**
H5: EC $\rightarrow$ PI	Positive	0.231	4.412***
H6: CE $\rightarrow$ PI	Positive	0.102	2.474**
H7: EL $\rightarrow$ PI	Positive	0.174	3.982***

Legend: significant level, *** p -value < 0.01 ; ** p -value < 0.05 ; * p -value < 0.1

In Table 5, it is possible to verify that the only variable that with a different sign to that expected is “Self-Transcendence”, a conclusion that is contrary to those found in the existing literature. However, this result can be justified by the fact that the concept of this variable is related to the concern to ensure the well-being and interests of society (Manchiraju & Sadachar, 2014), as well as the preservation of nature (Schwartz et al., 2012). Regarding the “Self-Enhancement” variable, this variable is the only one that presents a negative impact on dependent variable.

Considering the values of the t -statistic and the p -value, the first three hypotheses present values of $t < 1.96$ and $p > 0.05$, which means that the null hypotheses is not rejected, therefore H1, H2 and H3 are not supported. Thus, the variables “Self-

Transcendence”, “Self-Enhancement” and “Openness to Change” are not statistically significant for a significance level of 0.05. On the other hand, the remaining hypotheses are statistically significant, since the associated t -value is greater than 1.96, which means that the null hypotheses is rejected, so each of the hypotheses (H4, H5, H6 and H7) is supported. Furthermore, it is important to note that H4 and H6 are significant at a significance level of 0.05 and H5 and H7 at a significance level of 0.01. Additionally, as these last hypotheses (H4, H5, H6 and H7) are statistically significant, it is important to describe the magnitude of the coefficient, in order to understand the (economic) importance and the impact that the variable has in relation to the dependent variable (Wooldridge, 2013). In this way, it is possible to conclude that, regarding the variable “Conservation”, it is estimated that, on average, for each additional monetary unit, consumers' purchase intention for environmentally sustainable fast fashion products will increase by 0.121 or 12.1% ($\beta = 0.121$), assuming that the remaining variables are *ceteris paribus*. Regarding the variable “Environmental Concern”, it is estimated that on average, if there is an increase of one monetary unit in this variable, the dependent variable will increase by 23.1% ($\beta = 0.231$), keeping everything else constant. It should be noted that this value is the highest compared to the other β values. Next, it is estimated that, on average, an additional increase of one monetary unit in the “Celebrity Endorsement” will have an increase of 10.2% ($\beta = 0.102$), in the dependent variable, assuming that the remaining variables remain constant. Finally, it is estimated that on average, if there is an increase of one monetary unit in the “Eco-label” variable, the dependent variable will increase by 17.4% ($\beta = 0.174$), assuming that the remaining variables are *ceteris paribus*. In addition, it is important to note that the variables “Environmental Concern” and “Eco-label” are those that have a greater impact on the dependent variable, a fact that can be explained by the fact that they are directly related to the concern to preserve the environment and ecosystems (Paul et al., 2016) and to raise consumer awareness for more sustainable consumption (Thøgersen, 2021).

Finally, the SPSS statistical software had to be used to analyze whether the linear regression model was statistically significant. The F-test showed that the model was not statistically significant since the t -value (0.210) was less than $t = 1.96$.

4.3. Discussion of the Results

This section was introduced with the aim of analyzing in detail the results obtained through the measures and statistical tests previously applied. In addition, Table 6 was built in order to summarize the information that will be discussed later.

Table 6: Validity of Research Hypotheses

Hypotheses	Validation
H1: The “Self-Transcendence” variable has a negative impact on consumers' purchase intention for environmentally sustainable fast-fashion products.	Not Supported
H2: The “Self-Enhancement” variable has a negative impact on consumers' purchase intention for environmentally sustainable fast-fashion products.	Not Supported
H3: The “Openness to change” variable has a positive impact on consumers' purchase intention for environmentally sustainable fast-fashion products.	Not Supported
H4: The “Conservation” variable has a positive impact on consumers' purchase intention for environmentally sustainable fast-fashion products.	Supported
H5: Environmental concern has a positive impact on consumers' purchase intention for environmentally sustainable fast-fashion products.	Supported
H6: Celebrity endorsement has a positive impact on consumers' purchase intention for environmentally sustainable fast-fashion products.	Supported
H7: The Eco-label has a positive impact on consumers' purchase intention for environmentally sustainable fast-fashion products.	Supported

Regarding the “Self-Transcendence” variable, previous studies state that people who behave on the basis of the values associated with this variable tend to have no intention of purchasing, for example, ethical products from the fashion industry (Manchiraju & Sadachar, 2014). Furthermore, the study developed by Garrison and Sukhdial (2015) determined that this variable has a negative impact on the dependent variable “fashion innovativeness”. However, the FL associated with this variable is positive, a value consistent with the mean (4.58) and mode (5) associated with it. Furthermore, H1 was not supported, nor is it statistically significant, which means that, given the circumstances of the study, it is not possible to state that the variable “Self-

Transcendence” has a negative impact on consumers' purchase intention for environmentally sustainable fast fashion products. This result can be justified by the fact that the concept of this variable is related to the concern to ensure the well-being and interests of society (Manchiraju & Sadachar, 2014), as well as the preservation of nature (Schwartz et al., 2012).

The “Self-Enhancement” variable is related to the need and concern that people have in achieving their goals, so that they are socially recognized and reach a certain status that gives them power over others (Mishra, 2018). In addition, previous studies argue that people with a behavior based on values associated with this variable tend to present behaviors that differ from environmentally friendly practices (Poortinga et al., 2004). Additionally, the study developed by Manchiraju and Sadachar (2014) states that this variable has negative impacts on the variable “ethical fashion consumption intent”. Based on the results of these three studies, H2 was developed stating that the “Self-Enhancement” variable has a negative impact on consumers' purchase intention for environmentally sustainable fast fashion products. Although the FL is negative, a value that goes against the mean (2.91) associated with this variable, it is not possible to state that it has a negative impact on the dependent variable, since H2 was not supported. It is important to mention that this hypothesis was not supported under the circumstances of this study, and could be supported in the presence of other samples. Furthermore, the “Self-Enhancement” variable may have a positive impact on dependent variable, since, through the purchase of these products, people tend to present a more innovative behavior, leading to them being socially recognized, reaching the desired social status (Mishra, 2018).

The hypothesis referring to the variable “Openness to Change” is the last one that was not supported. As mentioned, this variable is related to a person's curiosity, desire and willingness to experience new adventures (Raajpoot & Sharma, 2006), as well as innovative products with new characteristics (Wang et al., 2008). Regarding the existing literature, which was the basis for the development of H3, the authors Manchiraju and Sadachar (2014) concluded that this variable is directly and positively related to the dependent variable “ethical fashion consumption”. In addition, other studies also stated that this variable has a positive impact on the dependent variables “fair trade consumption”, “pro-social environmental behavior” and “fashion innovativeness”

(Doran, 2009; Pinto et al., 2011; Garrison & Sukhdial, 2015). However, after comparing the observed *t*-value with the critical *t*-value, it was found that H3 was not supported. It is also important to mention that, under the circumstances of another research study, this hypothesis could be supported, since the variable “Openness to Change” is related to the willingness and openness that people have to have new experiences (Raajpoot & Sharma, 2006) and consume new products (Wang et al., 2008).

The variable “Conservation” is related to the concern that a person and a society have in preserving their tradition, customs and values, with the aim of ensuring that they are transmitted to future generations (Tisdell, 2010). In addition, this variable is inherent in people who need to feel safe in their daily lives (Ang, 2021), as well as to ensure the well-being of all (Sarfraz et al., 2022). It should be noted that H4 was formulated based on the following studies: Vermeir and Verbeke (2008), and Fritzsche and Oz (2007) who concluded that the variable “Conservation” has a positive impact on the consumption of sustainable and ethical products, as well as on ethical behavior, respectively. It is possible to verify that H4 meets the conclusions present in these studies, since it was supported, which means that the variable “Conservation” has a positive and significant impact on the dependent variable. It should be added that this result is in line with the concern that people have in preserving the well-being of society (Schwartz et al., 2012); a situation that will be possible when companies and societies adopt sustainable behavior, contributing to the readaptation and innovation of the fast fashion sector, making it environmentally sustainable (Tran et al., 2022).

H5 is the one that encompasses the variable “Environmental Concern” and it was based on the studies developed by Farzin et al. (2023) and Augustine et al. (2019) who determined that this variable positively and significantly influences the variable “purchase intention of eco-fashion”, as well as the variable “purchase behavior of sustainable fashion”, respectively. In Table 6 it is possible to verify that H5 is supported and statistically significant at a significance level of 0.01 which is in line with the results obtained in the literature. It is also in line with the results for “Environmental Concern”, since it is related to the concern that an individual has to minimize negative impacts on the environment (Paul et al., 2016) and to guarantee sufficient resources for the survival and continuity of future generations (Cheung et al., 2015).

The “Celebrity Endorsement” variable, as mentioned earlier, refers to the marketing strategy developed by companies, using the image of a celebrity, with the aim of promoting a particular product/service (McCracken, 1989) and achieving a greater number of sales (Koay et al., 2021). As can be seen in Tables 5 and 6, H6 is supported and statistically significant for a significance level of 0.05, which is in line with the results obtained by Zaelani and Chaldun (2021) and by Herjanto et al. (2020), since they concluded that the variable “Celebrity Endorsement” has a positive and significant impact on the variables “consumer purchase intention in eco-friendly fashion products” and “Instagram fashion purchase intention”, respectively.

Regarding H7, as can be seen in Tables 5 and 6, this hypothesis is supported and statistically significant at a significance level of 0.01. Thus, it is possible to state that the “Eco-label” variable has a positive and significant impact on consumers' purchase intention for environmentally sustainable fast fashion products. This result is consistent with that achieved in the research study developed by Feuß et al. (2022), who they determined that this variable had a positive and significant impact on the variable “consumers’ actual purchase behavior in an online fashion store”. In addition, the authors Panopoulos et al. (2022) concluded that the variable “Eco-label” establishes a positive relationship with the green purchase intention of consumers. It should be noted that this result meets the objective of the Eco-label, which is to provide information on the resources incorporated in the final product, so that consumers have a more conscious and thoughtful consumption, opting for products that are more environmentally sustainable (Thøgersen, 2021).

5. Conclusions

This section will present the conclusions collected throughout the research study. It will also discuss the contributions to the enrichment of the literature developed around the fast fashion sector and the concept of environmental sustainability, as well as the implications to management. It should be added that the limitations found throughout the research and the suggestions that may be implemented in future investigations will also be discussed.

5.1. General Considerations

The concept of fast fashion directly drives excessive and unsustainable consumption (Niinimäki et al., 2020), as people tend not to use 30% of their clothes for a year (Buzzo & Abreu, 2019). Although the concept of sustainability is increasingly present in society's daily life, in order to raise awareness to the importance and urgency of preserving the planet and ecosystems (Shrivastava et al., 2021), there is still a long way to go to ensure that the fast fashion sector and the concept of sustainability cooperate productively (Tran et al., 2022).

The purpose of this dissertation was to answer the following question: “What are the factors that influence consumers in their purchase intention for environmentally sustainable fast fashion products?”, by creating an expanded version of the Schwartz Value Theory, using the following variables: “Self-Transcendence”, “Self-Enhancement”, “Openness to Change”, “Conservation” (variables present in Schwartz Value Theory), “Environmental Concern”, “Celebrity Endorsement” and “Eco-label”.

Regarding the methodology used, a quantitative method was applied, because it allowed to study the cause-effect relationships between the independent and dependent variables (Grove et al., 2012). To collect data, an online questionnaire was developed in English and Portuguese, with the aim of reaching a considerable number of people in a shorter period of time (Ball, 2019) and understanding the perspective of people who had already consumed fast fashion products in Portugal.

At a later stage, after collecting the data from the sample and analyzing them, using the SmartPLS statistical software, applying the PLS-SEM technique analysis, and the

SPSS statistical software, it was possible to conclude that the variables, in general, presented acceptable values regarding the reliability and validity measures, contributing to the linear regression model being considered reliable and valid. Concerning multicollinearity, the results allowed to conclude that there were no problems of multicollinearity.

Regarding hypotheses testing, it was possible to conclude that the variables “Self-Transcendence” and “Self-Enhancement” were those which, according to the existing literature, could have a negative impact on the dependent variable. However, it was found that these hypotheses were not supported, nor were they considered statistically significant, so it cannot be said that these variables have a negative impact on the dependent variable. It should be added that the result associated with the “Self-Transcendence” variable was not expected, since the existing literature had concluded the opposite. Furthermore, H3 was not supported either. However, although these three hypotheses were not supported under the circumstances of this study, they could be supported in the presence of another study and another sample. Regarding the other hypotheses, it was verified that they were supported and statistically significant for a significance level of 0.01 (H5 and H7) and 0.05 (H4 and H6). Thus, it was possible to state that the hypotheses previously developed were consistent with the results of the existing literature, meaning that each of the associated variables has a positive impact on dependent variable. In addition, it is important to note that the variable “Environmental Concern” is the one that has the greatest impact on the dependent variable (0.231 or 23.1%), followed by the variable “Eco-label” (17.4%). These results can be justified by the fact that these two are directly related to the concern for the continuity and improvement of life on the planet (Paul et al., 2016), as well as to the increase in environmentally sustainable consumption (Thøgersen, 2021). Furthermore, the F-test showed that the linear regression model was not statistically significant since the t -value (0.210) was less than $t = 1.96$.

Finally, the value of the R^2 statistical measure was analyzed (0.188), which allow to reach the conclusion that this value may be higher in the presence of other or more variables, since consumers' purchase intention for environmentally sustainable fast fashion products may be influenced by other variables, for example, the brand image (Tran et al., 2022).

5.2. Theoretical Implications

In what concerns the concepts of fast fashion and environmental sustainability, much has already been written and researched. However, there are paths that have not yet been properly investigated, such as the one presented in this research study. As mentioned above, a large percentage of the articles were based on the Theory of Planned Behavior. This study contributed to the idea that research studies could be based on other theories, such as the Schwartz Value Theory, using the variable “Purchase Intention”. It should be noted that the literature that used this theory considered only the four dimensions or the 10 motivational values, ignoring the 19 motivational values, presented in the latest version of the Theory (Schwartz et al., 2012). In addition, these articles did not take into account variables external to the theory, which could be relevant for the enrichment of the literature. For this reason, this study contributed to an enrichment of the literature since it is an expanded version of the theory, using the following variables: “Self-Transcendence”, “Self-Enhancement”, “Openness to Change”, “Conservation (variables present in Schwartz Value Theory), “Environmental Concern”, “Celebrity Endorsement” and “Eco-label”.

Regarding the independent variables, it was possible to verify that the variable “Self-Transcendence” was the only one that was not in line with the evidence of the existing literature. Furthermore, it was possible to verify that using an extended version of Schwartz's Values Theory model was the correct decision, since the variables “Environmental Concern”, “Celebrity Endorsement” and “Eco-label” have a positive and significant impact on the dependent variable. In addition, this study helps to understand that the “Environmental Concern” variable has the greatest impact on the dependent variable.

Moreover, the independent variables contributed to a high level of internal consistency reliability of the linear regression model (Hair Jr. et al., 2021). It should be noted that the higher the level of reliability, the greater the precision in decision-making, providing better results and without random errors (Mohajan, 2017). In addition, the linear regression model is valid, which means that the items of a variable show a stronger correlation with that variable compared to other variables (Henseler et al., 2015).

5.3. Managerial Implications

Consumers are the basis of the growth and success of companies, regardless of the sector in which these operate, since without their engagement, companies are unable to generate revenue and cannot understand which way they should go to increase their competitive advantage (Olaniyan, 2022). For this reason, and in this specific case, it is essential to understand the impact that the variables have on consumers' purchase intention for environmentally sustainable fast fashion products, as well as those that are statistically significant. However, companies must be aware that, although the variables “Self-Transcendence”, “Self-Enhancement” and “Openness to Change” are not statistically significant and the hypotheses associated to them have not been supported, it does not mean that these variables do not have to be analyzed, in the presence of different circumstances.

Regarding the other variables, this research study can allow companies to understand that consumers who advocate for preservation of the values and traditions present in their community (Tisdell, 2010), and who have the need to feel safe in their daily lives (Ang, 2021), as well as to ensure the well-being of all (Sarfraz et al., 2022), are willing to consume environmentally sustainable fast fashion products. In this way, it allows companies to focus more on consumers who hold these types of values and who are concerned with changing their behavior and consumption, with the aim of preserving the elements of Nature (Kiros, 2021) and reducing negative impacts on the environment (Chuah et al., 2020), contributing to environmentally sustainable consumption.

Although the variable “Environmental Concern” is the one that has the greatest and most significant impact on the dependent variable, there are people who are in favor of environmentally friendly practices, but when it comes to buying, they don't take sustainability into account (Mandarić et al., 2022). In addition, 24% of the Portuguese still do not care about the environment and climate change (Castro, 2020). For this reason, it is important for companies to develop campaigns that promote environmentally friendly practices, with the aim of making consumers aware of the negative impacts that fast fashion has on the environment. As a result, they could contribute to a decrease in this 24% of Portuguese.

Nowadays, more and more companies are opting for the presence of celebrities in the advertisement of their products and services in order to promote them to consumers (Khan et al., 2016). According to this research study, companies can be reassured that this marketing strategy is feasible, since the variable “Celebrity Endorsement” has a positive impact on dependent variable. Thus, when fast fashion companies are developing a new marketing strategy or a new event to promote a certain product/service, it is crucial that they consider that the association of a celebrity will make consumers more likely to consume environmentally sustainable fast fashion products. The main reason for this is that consumers tend to be more influenced by celebrities than by the characteristics of the product/service (Malik & Qureshi, 2017). In addition, it is essential for companies to invest in a long-term partnership, with the aim of consumers building a relationship of trust and closeness with the celebrity.

Regarding the variable “Eco-label”, the research study allows companies to verify that the presence of Eco-labels on products has a positive impact on consumers' purchase intention for environmentally sustainable fast fashion products. It is therefore crucial that companies invest in the introduction of an Eco-label certified by a third-party (ISO Type I or III), in order to give greater credibility to the brand and the information contained in the Eco-label. Furthermore, through this type of Eco-label, the company is able to convey the message that it is not associated with any greenwashing practices (ISO, 2016), allowing their products to differentiate themselves from others in the same category (Koszewska, 2011). Consequently, fast fashion companies will have a better reputation among consumers and will contribute to a more thoughtful and environmentally conscious consumption (Thøgersen, 2021).

Finally, through the thorough analysis of this research study, fast fashion companies will understand what changes and innovations need to be implemented, as well as their marketing strategies and the attitude they should have towards their consumers. Thus, if following this restructuration strategy, companies will be able to contribute to a more sustainable sector, to the preservation of the environment, ensuring that there are sufficient resources for the survival of future generations (Cheung et al., 2015).

5.4. Limitations and Future Research

All studies aim to answer a particular research question and contribute to the enrichment of the existing literature. However, as research is carried out, it is common for some limitations to emerge, demonstrating that the study that could be improved and that there are other aspects that could be explored in more detail in future research studies. This particular study was no exception.

The first limitation that arose is related to the method for data collection, since there is the possibility that respondents, when answering the questionnaire, did not read carefully the definition of “Fast Fashion”, leading them to answer “No” to the following question: “Have you ever bought fast fashion products in Portugal?”. In addition, there is also the possibility that respondents did not consider filling in the questionnaire as serious matter (Hirsjärvi et al., 2008), biasing the study in question. Thus, there are two possible suggestions to be applied in future studies: the first is related to the possibility of people who have never consumed fast fashion products in Portugal having the opportunity to answer all the questions, in order to subsequently analyze the difference in behavior between those who consume and those who do not consume fast fashion products in Portugal. The second suggestion is related to the adoption of a qualitative methodology, opting for the focus group, since the researcher has the ability to ensure that all respondents understand the true meaning of each concept, which is crucial for the good performance of the research study. Thus, at a later stage, it is possible to compare the results from the two types of data collection (online questionnaire and focus group) and understand if they present a high level of reliability.

Over the years, the world has become increasingly interconnected and “small” with the development of technology, allowing companies to sell their products in the four corners of the world. Thus, it would be interesting if future studies considered the same set of variables and not only restricted to people who have already consumed fast fashion products in Portugal. Thus, it would be possible to investigate whether there are and what are the differences between countries regarding consumers' purchase intention for environmentally sustainable fast fashion products. Consequently, companies would be able to understand the path they should take to stand out internationally.

Bibliography References

- Aaker, D. A. (1996). Building Strong Brands. *International Research Journal Commerce Arts Science*, 5(2).
- Abdulsahib, J. S., Eneizan, B., & Alabboodi, A. S. (2019). Environmental Concern, Health Consciousness and Purchase Intention of Green Products: An Application of Extended Theory of Planned Behavior. *The Journal of Social Sciences Research*, 54, 1203–1215.
<https://doi.org/10.32861/jssr.54.1203.1215>
- Ajzen, I. (2018). Consumer Attitudes and Behavior. In I. Ajzen (Ed.), *Handbook of Consumer Psychology* (pp. 529–552). Routledge.
- Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2015). *Statistics for Business & Economics*. CENGAGE Learning.
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423.
<https://doi.org/10.1037/0033-2909.103.3.411>
- Ang, Y. S. M. (2021). The Influence of Personal Values on Online Purchase Behaviour. *Global Business and Management Research: An International Journal*, 13(4), 276–288.
- Arrigo, E. (2020). Global Sourcing in Fast Fashion Retailers: Sourcing Locations and Sustainability Considerations. *Sustainability*, 12(2), 508.
<https://doi.org/10.3390/su12020508>
- Augustine, A. A., Rindita, A. S., & Muniandy, S. L. (2019). Factors Influencing the Purchase Behaviour of Sustainable Fashion among Millennial Consumers in Kuala Lumpur. *Proceedings of the 2nd International Conference on Big Data Technologies*, 330–334.
<https://doi.org/10.1145/3358528.3358533>
- Baldo, G. L., Cesarei, G., Minestrini, S., & Sordi, L. (2014). The EU Ecolabel scheme and its application to construction and building materials. In F. Pacheco-Torgal, L. F. Cabeza, J. Labrincha, & A. de Magalhães (Eds.), *Eco-efficient Construction and Building Materials* (pp. 98–124). Elsevier.
<https://doi.org/10.1533/9780857097729.1.98>
- Ball, H. L. (2019). Conducting Online Surveys. *Journal of Human Lactation*, 35(3), 413–417.
<https://doi.org/10.1177/0890334419848734>

- Bardi, A., & Schwartz, S. H. (2003). Values and Behavior: Strength and Structure of Relations. *Personality and Social Psychology Bulletin*, 29(10), 1207–1220.
<https://doi.org/10.1177/0146167203254602>
- Beall, A. (2020, July 13). *Why clothes are so hard to recycle*. BBC.
<https://www.bbc.com/future/article/20200710-why-clothes-are-so-hard-to-recycle>, accessed on February 02, 2023.
- Berg, A., Granskog, A., Lee, L., & Magnus, K.-H. (2020). *Fashion on Climate: How the fashion industry can urgently act to reduce its greenhouse gas emissions*. McKinsey & Company.
- Bick, R., Halsey, E., & Ekenga, C. C. (2018). The global environmental injustice of fast fashion. *Environmental Health*, 17(1), 92.
<https://doi.org/10.1186/s12940-018-0433-7>
- Binet, F., Coste-Manière, I., Decombes, C., Grasselli, Y., Ouedermi, D., & Ramchandani, M. (2019). Fast Fashion and Sustainable Consumption. In S. S. Muthu (Ed.), *Fast Fashion, Fashion Brands and Sustainable Consumption* (pp. 19–35). Springer.
https://doi.org/10.1007/978-981-13-1268-7_2
- Birtwistle, G., & Moore, C. M. (2007). Fashion clothing – Where does it all end up? *International Journal of Retail & Distribution Management*, 35(3), 210–216.
<https://doi.org/10.1108/09590550710735068>
- Brandão, A., & Cupertino de Miranda, C. (2022). Does Sustainable Consumption Behaviour Influence Luxury Services Purchase Intention? *Sustainability*, 14(13), 7906.
<https://doi.org/10.3390/su14137906>
- Burns, R. B., & Burns, R. A. (2008). *Business Research Methods and Statistics Using SPSS*. Sage Publications.
- Buzzo, A., & Abreu, M. J. (2019). Fast Fashion, Fashion Brands & Sustainable Consumption. In S. S. Muthu (Ed.), *Fast Fashion, Fashion Brands and Sustainable Consumption* (pp. 1–17). Springer.
https://doi.org/10.1007/978-981-13-1268-7_1
- Byun, S.-E., & Sternquist, B. (2008). The antecedents of in-store hoarding: measurement and application in the fast fashion retail environment. *The International Review of Retail, Distribution and Consumer Research*, 18(2), 133–147.
<https://doi.org/10.1080/09593960701868241>
- Castro, F. (2020, June 5). 76% dos portugueses estão preocupados com o ambiente e alterações climáticas. Sapo. <https://eco.sapo.pt/2020/06/05/76-dos-portugueses->

estao-preocupados-com-o-ambiente-e-alteracoes-climaticas/, accessed on January 03, 2023.

- Cavaca, B. (2022, December 23). “*Nos dias de hoje é impensável uma empresa ser lucrativa de forma fácil e irresponsável*”, diz Maria João Vaz, diretora de sustentabilidade da Mazars. Sapo. <https://executivedigest.sapo.pt/noticias/nos-dias-de-hoje-e-impensavel-uma-empresa-ser-lucrativa-de-forma-facil-e-irresponsavel-diz-maria-joao-vaz-diretora-de-sustentabilidade-da-mazars/>, accessed on January 15, 2023.
- Cernansky, R. (2023, April 17). *Zara teams up with Circ to launch recycled-fibre collection*. Vogue Business. <https://www.voguebusiness.com/sustainability/zara-teams-up-with-circ-to-launch-recycled-fibre-collection>, accessed on May 14, 2023.
- Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2020). Investigating the determinants of behavioral intentions of generation Z for recycled clothing: An evidence from a developing economy. *Young Consumers*, 21(4), 403–417. <https://doi.org/10.1108/YC-03-2020-1110>
- Chen, C.-Y. (2019). *The influence of celebrity endorsement on consumers’ view of fashion products and purchase intention* [Master’s thesis, Ball State University]. Department of Applied Business Studies. <https://cardinalscholar.bsu.edu/items/812d0726-3782-45c4-8bc5-fabb99615a74>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*. <https://doi.org/10.1007/s10490-023-09871-y>
- Cheung, R., Lau, M. M., & Lam, A. Y. C. (2015). Factors affecting consumer attitude towards organic food: An empirical study in Hong Kong. *Journal of Global Scholars of Marketing Science*, 25(3), 216–231. <https://doi.org/10.1080/21639159.2015.1041782>
- Chuah, S. H.-W., El-Manstrly, D., Tseng, M.-L., & Ramayah, T. (2020). Sustaining customer engagement behavior through corporate social responsibility: The roles of environmental concern and green trust. *Journal of Cleaner Production*, 262, 121348. <https://doi.org/10.1016/j.jclepro.2020.121348>
- Cietta, E. (2012). *A revolução do fast-fashion: Estratégias e modelos organizativos para competir nas indústrias híbridas*. (2nd ed.). Estação das Letras e Cores Editora.
- Cleave, P. (2023, January 26). *Advantages Of Questionnaires In Online Research*. Smart Survey. <https://www.smartsurvey.co.uk/blog/advantages-of-questionnaires-in-online-research>, accessed on February 02, 2023.

- Cline, E. L. (2013). *Cline, E. L. (2012). Overdressed: The shockingly high cost of cheap fashion*. Paperback.
- Coltman, T., Devinney, T. M., Midgley, D. F., & Venaik, S. (2008). Formative versus reflective measurement models: Two applications of formative measurement. *Journal of Business Research*, 61(12), 1250–1262.
<https://doi.org/10.1016/j.jbusres.2008.01.013>
- Cooklin, G., Hayes, S. G., McLoughlin, J., & Fairclough, D. (2011). *Cooklin's Garment Technology for Fashion Designers* (2nd ed.). Wiley-Blackwell.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications, Inc.
- Cross, R. (2022, September 23). *Fast Fashion for Men: A Lesser Known Evil*. Impakter. <https://impakter.com/fast-fashion-for-men/>, accessed on October 13, 2022.
- Dai, X., & Fries, A. (2008). Power and Donation: Does Perceived Power Decrease Or Increase Charitable Contribution? *The Association for Consumer Research*, 35, 984–985.
- DATAtab. (2022). *Cronbach's Alpha (Simply explained)* [Video]. Youtube.
<https://www.youtube.com/watch?v=W9uPvAmtTOk>
- de Boer, J. (2003). Sustainability labelling schemes: The logic of their claims and their functions for stakeholders. *Business Strategy and the Environment*, 12(4), 254–264.
<https://doi.org/10.1002/bse.362>
- Deci, E. L., & Ryan, R. M. (1985). *Intrinsic Motivation and Self-Determination in Human Behavior*. Springer US.
<https://doi.org/10.1007/978-1-4899-2271-7>
- Delmas, M. A., & Burbano, V. C. (2011). The Drivers of Greenwashing. *California Management Review*, 54(1), 64–87.
<https://doi.org/10.1525/cmr.2011.54.1.64>
- Dewaele, J.-M. (2018). Online Questionnaires. In A. Phakiti, P. De Costa, L. Plonsky, & S. Starfield (Eds.), *The Palgrave Handbook of Applied Linguistics Research Methodology* (pp. 269–286). Palgrave Macmillan.
- Di Benedetto, C. A. (2017). Corporate social responsibility as an emerging business model in fashion marketing. *Journal of Global Fashion Marketing*, 8(4), 251–265.
<https://doi.org/10.1080/20932685.2017.1329023>
- Díaz, S., Settele, J., Brondízio, E. S., Ngo, H. T., Guèze, M., Agard, J., Arneth, A., Balvanera, P., Brauman, K., Butchart, S. H., Chan, K. M., Garibaldi, L. A., Ichii, K., Liu, J., Mazhenchery Subramanian, S., Midgley, G., Miloslavich, P., Molnár, Z., Obura, D., ... Zayas, C. (2019). *Summary for policymakers of the global assessment report on biodiversity and ecosystem services of the Intergovernmental*

- Science-Policy Platform on Biodiversity and Ecosystem Services* (ISBN No: 978-3-947851-13-3). Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES).
- Doran, C. J. (2009). The role of personal values in fair trade consumption. *Journal of Business Ethics*, 84, 549–563.
- European Environment Agency. (2017). *Perspectives on transitions to sustainability* (Report No 25/2017).
- European Investment Bank. (2021). *The Ocean Plastics Reduction Guide* (ISBN 978-92-861-5029-6).
- European Parliament. (2021, October 21). *União Europeia e Acordo de Paris: rumo à neutralidade carbónica*.
<https://www.europarl.europa.eu/news/pt/headlines/society/20191115STO66603/ue-e-acordo-de-paris-a-caminho-da-neutralidade-carbonica>, accessed on November 14, 2022.
- Farzin, M., Shababi, H., Shirchi Sasi, G., Sadeghi, M., & Makvandi, R. (2023). The determinants of eco-fashion purchase intention and willingness to pay. *Spanish Journal of Marketing - ESIC*.
<https://doi.org/10.1108/SJME-07-2022-0158>
- Feuß, S., Fischer-Kreer, D., Majer, J., Kemper, J., & Brettel, M. (2022). The interplay of eco-labels and price cues: Empirical evidence from a large-scale field experiment in an online fashion store. *Journal of Cleaner Production*, 373, 133707.
<https://doi.org/10.1016/j.jclepro.2022.133707>
- Freise, M., & Seuring, S. (2015). Social and environmental risk management in supply chains: A survey in the clothing industry. *Logistics Research*, 8(1), 2.
<https://doi.org/10.1007/s12159-015-0121-8>
- Fritzsche, D. J., & Oz, E. (2007). Personal values' influence in the ethical dimension of decision making. *Journal of Business Ethics*, 75, 335–343.
- Garrison, J., & Sukhdial, A. (2015). Social Values and Fashion Innovativeness. *CORE*.
- Giménez, A. C., & Tamajón, L. G. (2019). Analysis of the third-order structuring of Shalom Schwartz's theory of basic human values. *Heliyon*, 5(6), e01797.
<https://doi.org/10.1016/j.heliyon.2019.e01797>
- Grazzini, L., Acuti, D., & Aiello, G. (2021). Solving the puzzle of sustainable fashion consumption: The role of consumers' implicit attitudes and perceived warmth. *Journal of Cleaner Production*, 287, 125579.
<https://doi.org/10.1016/j.jclepro.2020.125579>

- Grove, S. K., Burns, N., & Gray, J. (2012). *The Practice of Nursing Research: Appraisal, Synthesis, and Generation of Evidence*. Elsevier.
<https://doi.org/10.7748/ns2013.04.27.31.30.b1488>
- Grunert, S. C., & Juhl, H. J. (1995). Values, environmental attitudes, and buying of organic foods. *Journal of Economic Psychology*, 16(1), 39–62.
[https://doi.org/10.1016/0167-4870\(94\)00034-8](https://doi.org/10.1016/0167-4870(94)00034-8)
- Gulbrandsen, L. H. (2006). Creating markets for eco-labelling: Are consumers insignificant? *International Journal of Consumer Studies*, 30(5), 477–489.
<https://doi.org/10.1111/j.1470-6431.2006.00534.x>
- Gunawan, V. A., & Bernarto, I. (2021). Impact of Corporate Social Responsibility, General Attitude, Trust and Perceived Consumer Effectiveness on Purchase Intention (Case of H&M customers in Jabodetabek). *Indonesian Marketing Journal*, 1(1), 38–50.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2022). *Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Springer International Publishing.
<https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Prentice Hall.
- Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). An Introduction to Structural Equation Modeling. In J. F. Hair Jr., G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, & S. Ray (Eds.), *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R* (pp. 1–29). Springer.
https://doi.org/10.1007/978-3-030-80519-7_1
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion for Assessing Discriminant Validity in Variance-based Structural Equation Modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Herjanto, H., Adiwijaya, M., Wijaya, E., & Samuel, H. (2020). The Effect of Celebrity Endorsement on Instagram Fashion Purchase Intention: The Evidence from Indonesia. *Organizations and Markets in Emerging Economies*, 11(1), 203–221.
<https://doi.org/10.15388/omee.2020.11.31>
- Hirsjärvi, S., Remes, P., & Sajavaara, P. (2008). Tutki ja kirjoita. *Tammi*, 11, 191–232.
- History. (2023, March 27). *Industrial Revolution*. History.
<https://www.history.com/topics/industrial-revolution/industrial-revolution>, accessed on April 1, 2023.
- H&M Foundation. (2022). *H&M Group: Sustainability Disclosure 2022*.

- Hooda, G., & Jaggarwal, S. (2021). Green Marketing in India: Challenges and Opportunities. *UGC Care Group 1 Journal*, 51(2), 398–404.
- Hur, E. (2020). Rebirth fashion: Secondhand clothing consumption values and perceived risks. *Journal of Cleaner Production*, 273, 122951.
<https://doi.org/10.1016/j.jclepro.2020.122951>
- Hüttel, A., Ziesemer, F., Peyer, M., & Balderjahn, I. (2018). To purchase or not? Why consumers make economically (non-) sustainable consumption choices. *Journal of Cleaner Production*, 174, 827–836.
<https://doi.org/10.1016/j.jclepro.2017.11.019>
- ISO. (2016). *Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)*. (ISO 14021:2016).
- ISO. (2018). *Environmental labels and declarations — Type I environmental labelling — Principles and procedures*. (ISO 14024:2018).
- Iwaniec, J. (2019). Questionnaires: Implications for effective implementation. In J. McKinley & H. Rose (Eds.), *The Routledge Handbook of Research Methods in Applied Linguistics* (1st ed., p. 12). Routledge.
- Jain, S. (2019). Factors Affecting Sustainable Luxury Purchase Behavior: A Conceptual Framework. *Journal of International Consumer Marketing*, 31(2), 130–146.
<https://doi.org/10.1080/08961530.2018.1498758>
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour: A conceptual framework and empirical investigation of Indian consumers. *Journal of Retailing and Consumer Services*, 41, 60–69.
<https://doi.org/10.1016/j.jretconser.2017.11.008>
- Joy, A., Sherry, J. F., Venkatesh, A., Wang, J., & Chan, R. (2012). Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands. *Fashion Theory*, 16(3), 273–295.
<https://doi.org/10.2752/175174112X13340749707123>
- Kai, C., & Haokai, L. (2016). Factors Affecting Consumers' Green Commuting. *Eurasia Journal of Mathematics, Science and Technology Education*, 12(3), 527–538.
<https://doi.org/10.12973/iser.2016.2001a>
- Kamakura, W. A., & Novak, T. P. (1992). Value-System Segmentation: Exploring the Meaning of LOV. *Journal of Consumer Research*, 19(1), 119.
<https://doi.org/10.1086/209291>
- Karasiewicz, G., & Kowalczyk, M. (2014). Effect of Celebrity Endorsement in Advertising Activities by Product Type. *International Journal of Management and Economics*, 44(1), 74–91.
<https://doi.org/10.1515/ijme-2015-0010>

- Khan, N. H., Nafees, M., ur Rahman, A., & Saeed, T. (2021). Ecodesigning for ecological sustainability. In T. Aftab & K. R. Hakeem (Eds.), *Frontiers in Plant-Soil Interaction* (pp. 589–616). Elsevier.
<https://doi.org/10.1016/B978-0-323-90943-3.00019-5>
- Khan, S., Shahzad, S., Habib, N., & Qadir, G. (2016). Drivers of Celebrity Endorsement and Its Effect on Consumer's Buying Behavior: A Case Study of FMCGs in Peshawar. *Journal of Business and Tourism*, 2(1), 87–96.
- Kim, Y., & Choi, S. M. (2005). Antecedents of Green Purchase Behavior: an Examination of Collectivism, Environmental Concern, and Pce. In G. Menon & A. R. Rao (Eds.), *Advances in Consumer Research* (Vol. 32, pp. 592–599). Association for Consumer Research.
- Kirchherr, J., Yang, N.-H. N., Schulze-Spüntrup, F., Heerink, M. J., & Hartley, K. (2023). Conceptualizing the Circular Economy (Revisited): An Analysis of 221 Definitions. *Resources, Conservation and Recycling*, 194, 107001.
<https://doi.org/10.1016/j.resconrec.2023.107001>
- Kiros, S. (2021). *Environmental Sustainability and Climate Change Resilience. A Self-Teaching Book for PhD Students*. GRIN Verlag.
- Koay, K. Y., Teoh, C. W., & Soh, P. C.-H. (2021). Instagram influencer marketing: Perceived social media marketing activities and online impulse buying. *First Monday*, 1–18.
<https://doi.org/10.5210/fm.v26i9.11598>
- Kornherr, N., Kerl, S., Königshofer, M., & Schröder, C. (2012). *Ethical Fashion Guide. Wear Fair*.
- Koszevska, M. (2011). Social and Eco-labelling of Textile and Clothing Goods as Means of Communication and Product Differentiation. *FIBRES & TEXTILES in Eastern Europe*, 19(4), 20–26.
- Kumar, N., Garg, P., & Singh, S. (2022). Pro-environmental purchase intention towards eco-friendly apparel: Augmenting the theory of planned behavior with perceived consumer effectiveness and environmental concern. *Journal of Global Fashion Marketing*, 13(2), 134–150.
<https://doi.org/10.1080/20932685.2021.2016062>
- Ladhari, R., & Tchetgna, N. M. (2015). The Influence of Personal Values on Fair Trade Consumption. *Journal of Cleaner Production*, 87, 469–477.
<https://doi.org/10.1016/j.jclepro.2014.10.068>
- Lee, J. A., Sneddon, J. N., Daly, T. M., Schwartz, S. H., Soutar, G. N., & Louviere, J. J. (2019). Testing and Extending Schwartz Refined Value Theory Using a Best–Worst Scaling Approach. *Assessment*, 26(2), 166–180.
<https://doi.org/10.1177/1073191116683799>

- Lindsey, R., & Dahlman, L. (2023, January 18). *Climate Change: Global Temperature*. Climate.Gov. <https://www.climate.gov/news-features/understanding-climate/climate-change-global-temperature>, accessed on February 13, 2023.
- Liu, M. (2022). Determining the Role of Influencers' Marketing Initiatives on Fast Fashion Industry Sustainability: The Mediating Role of Purchase Intention. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.940649>
- Maiti, R. (2023, May 21). *Fast Fashion and Its Environmental Impact*. Earth.Org.
- Malhado, Alexandre. R. (2023, May 10). *Portugueses são os que mais sentem perda no poder de compra*. Sábado. <https://www.sabado.pt/dinheiro/detalhe/portugueses-sao-os-que-mais-sentem-perda-no-poder-de-compra>, accessed on May 20, 2023.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th ed.). Pearson Prentice Hall.
- Malik, H. M., & Qureshi, M. M. (2017). The Impaact of Celebrity Endorsement on Consumer Buying Behavior. *Advances in Social Sciences Research Journal*, 4(3). <https://doi.org/10.14738/assrj.43.2605>
- Manchiraju, S., & Sadachar, A. (2014). Personal values and ethical fashion consumption. *Journal of Fashion Marketing and Management*, 18(3), 1–34.
- Mandarić, D., Hunjet, A., & Vuković, D. (2022). The Impact of Fashion Brand Sustainability on Consumer Purchasing Decisions. *Journal of Risk and Financial Management*, 15(4), 176. <https://doi.org/10.3390/jrfm15040176>
- Marques, A. D., Marques, A., & Ferreira, F. (2020). Homo Sustentabilis: Circular economy and new business models in fashion industry. *SN Applied Sciences*, 2(2), 306. <https://doi.org/10.1007/s42452-020-2094-8>
- McCracken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310. <https://doi.org/10.1086/209217>
- Mcleod, S. (2023, July 12). *Maslow's Hierarchy Of Needs*. Simply Psychology. <https://www.simplypsychology.org/maslow.html>, accessed on July 20, 2023
- Michalak, J., & Michałowski, B. (2022). Understanding Sustainability of Construction Products: Answers from Investors, Contractors, and Sellers of Building Materials. *Sustainability*, 14(5), 3042. <https://doi.org/10.3390/su14053042>
- Miranda, T. (2023, January 16). *Número de estrangeiros em Portugal aumentou em 2022 pelo sétimo ano consecutivo: são agora mais de 750 mil*. Expresso. <https://expresso.pt/sociedade/migracoes/2023-01-16-Numero-de-estrangeiros-em->

Portugal-aumentou-em-2022-pelo-setimo-ano-consecutivo-sao-agora-mais-de-750-mil-29980b26, accessed on February 17, 2023.

- Mishra, S. (2018). Understanding consumer behaviour towards toxic chemical-free cosmetics using Schwartz values - a study from India. *International Journal of Indian Culture and Business Management*, 17(2), 185.
<https://doi.org/10.1504/IJICBM.2018.10015352>
- Mohajan, H. K. (2017). Two Criteria for Good Measurements in Research: Validity and Reliability. *Annals of Spiru Haret University*, 17(3), 58–82.
- Morales-Martinez, G., Latreille, P., & Denny, P. (2020). Nationality and Gender Biases in Multicultural Online Learning Environments: The Effects of Anonymity. *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, 1–14.
<https://doi.org/10.1145/3313831.3376283>
- Nadlifatin, R., Lin, S.-C., Rachmaniati, Y., Persada, S., & Razif, M. (2016). A Pro-Environmental Reasoned Action Model for Measuring Citizens' Intentions regarding Ecolabel Product Usage. *Sustainability*, 8(11), 1165.
<https://doi.org/10.3390/su8111165>
- Napier, E., & Sanguinetti, F. (2020). Fashion Merchandisers' Slash and Burn Dilemma: A Consequence of Over Production and Excessive Waste? . *Rutgers Business Review*, 3(2), 159–174.
- National Academy of Sciences. (2020). *Climate Change: Evidence and Causes: Update 2020*. The National Academies Press.
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T., & Gwilt, A. (2020). The environmental price of fast fashion. *Nature Reviews Earth & Environment*, 1(4), 189–200.
<https://doi.org/10.1038/s43017-020-0039-9>
- Olaniyan, A. (2022, October 10). *The Importance of Customers to Businesses Today* . LinkedIn. <https://www.linkedin.com/pulse/importance-customers-businesses-today-oyindamola-olaniyan/>, accessed on November 23, 2022.
- Olšanová, K., Cook, G., & Zlatić, M. (2018). Influence of luxury companies' corporate social responsibility activities on consumer purchase intention: Development of a theoretical framework. *Central European Business Review*, 7(3), 1–25.
- Ong, D. L. T., & Lee, W. S. (2018). A study of purchase intention of international fast-fashion brands of Malaysian Gen Y consumers. *Academy for Global Business Advancement (AGBA)*.
- Ong, M. H. A., & Puteh, F. (2017). Quantitative Data Analysis: Choosing Between SPSS, PLS and AMOS in Social Science Research. *International Interdisciplinary Journal of Scientific Research*, 3(1), 14–25.

- Osborne, M. (2022, May 9). *At Least 85 Percent of U.S. Plastic Waste Went to Landfills in 2021*. <https://www.smithsonianmag.com/smart-news/the-us-recycled-just-5-percent-of-its-plastic-in-2021-180980052/>, accessed on November 28, 2022.
- Pallant, J. (2020). *SPSS Survival Manual* (7th ed.). Routledge.
<https://doi.org/10.4324/9781003117452>
- Palumbo, M. (2018). The Impact of a Celebrity Endorsement Upon Consumer Choice of Fast-fashion Brands in the UK. In N. O. Madichie (Ed.), *Working Paper Series* (Vol. 3, pp. 7–23). Bloomsbury Institute Working Paper Series.
- Panopoulos, A., Poulis, A., Theodoridis, P., & Kalampakas, A. (2022). Influencing Green Purchase Intention through Eco Labels and User-Generated Content. *Sustainability*, 15(1), 764.
<https://doi.org/10.3390/su15010764>
- Papadopoulou, M., Papasolomou, I., & Thrassou, A. (2022). Exploring the level of sustainability awareness among consumers within the fast-fashion clothing industry: A dual business and consumer perspective. *Competitiveness Review: An International Business Journal*, 32(3), 350–375.
<https://doi.org/10.1108/CR-04-2021-0061>
- Patino, C. M., & Ferreira, J. C. (2018). Internal and external validity: Can you apply research study results to your patients? *Jornal Brasileiro de Pneumologia*, 44(3), 183–183.
<https://doi.org/10.1590/s1806-37562018000000164>
- Paton, E. (2018). Unsold Clothes Piling Up For a Struggling H&M. *New York Times*, 3.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134.
<https://doi.org/10.1016/j.jretconser.2015.11.006>
- Pinto, D. C., Nique, W. M., Añaña, E. da S., & Herter, M. M. (2011). Green consumer values: How do personal values influence environmentally responsible water consumption? *International Journal of Consumer Studies*, 35(2), 122–131.
<https://doi.org/10.1111/j.1470-6431.2010.00962.x>
- Poortinga, W., Steg, L., & Vlek, C. (2004). Values, Environmental Concern, and Environmental Behavior: A Study into Household Energy Use. *Environment and Behavior*, 36(1), 70–93.
<https://doi.org/10.1177/0013916503251466>
- Primc, K., Ogorevc, M., Slabe-Erker, R., Bartolj, T., & Murovec, N. (2021). How does Schwartz’s theory of human values affect the proenvironmental behavior model? *Baltic Journal of Management*, 16(2), 276–297.
<https://doi.org/10.1108/BJM-08-2020-0276>

- Raajpoot, N. A., & Sharma, A. (2006). Perceptions of incompatibility in customer-to-customer interactions: Examining individual level differences. *Journal of Services Marketing*, 20(5), 324–332.
<https://doi.org/10.1108/08876040610679936>
- Rathore, M. S., Maheshwari, K., & Jain, S. (2019). Fast Moving H&M: An Analysis of Supply Chain Management. *School of Business Studies and Social Sciences, Christ University*, 5(4).
- Rausch, T. M., & Kopplin, C. S. (2021). Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. *Journal of Cleaner Production*, 278, 123882.
<https://doi.org/10.1016/j.jclepro.2020.123882>
- Rex, E., & Baumann, H. (2007). Beyond ecolabels: What green marketing can learn from conventional marketing. *Journal of Cleaner Production*, 15(6), 567–576.
<https://doi.org/10.1016/j.jclepro.2006.05.013>
- Rizkalla, N., Lestari, E. D., Arinto, B., Purnamaningsih, P., & Sulistyarini, N. (2022). Uncovering the determinants of environmentally-friendly apparel purchase intention in Indonesia: Incorporating environmental concern and knowledge into the theory of planned behavior. *Economics, Management and Sustainability*, 7(1), 43–58.
<https://doi.org/10.14254/jems.2022.7-1.4>
- Ryan, M. J., & Worthington, A. K. (2021). Theory of Planned Behavior. In A. K. Worthington (Ed.), *Persuasion Theory in Action: An Open Educational Resource*. University of Alaska Anchorage.
- Šajn, N. (2019). *Environmental impact of the textile and clothing industry: What consumers need to know*. European Parliamentary Research Service.
- SANVT Journal. (2022, May 9). *The meaning & history of fast fashion*. SANVT Journal. <https://sanvt.com/blogs/journal/fast-fashion-explained-meaning-and-history>, accessed on October 20, 2022.
- Sarfraz, A., Khurshid, A., & Ahmad, W. (2022). The impact of basic values on consumer purchase intention of takaful with moderating role of similarity of competitors. *Journal of Islamic Accounting and Business Research*, 13(6), 865–880.
<https://doi.org/10.1108/JIABR-02-2021-0050>
- Saunders, M., Lewis, P., & Thornhill, A. (2007). *Research Methods for Business Students* (4th ed.). Financial Times Prentice Hall.
- Sayre, S. (2001). *Qualitative Methods for Marketplace Research*. SAGE Publications, Inc.

- Schwartz, S. H. (1992). Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries. In M. P. Zanna (Ed.), *Advances in Experimental Social Psychology* (Vol. 25, pp. 1–65). Academic Press.
[https://doi.org/10.1016/S0065-2601\(08\)60281-6](https://doi.org/10.1016/S0065-2601(08)60281-6)
- Schwartz, S. H. (1994). Are There Universal Aspects in the Structure and Contents of Human Values? *Journal of Social Issues*, 50(4), 19–45.
<https://doi.org/10.1111/j.1540-4560.1994.tb01196.x>
- Schwartz, S. H. (2012). An Overview of the Schwartz Theory of Basic Values. *Online Readings in Psychology and Culture*, 2(1).
<https://doi.org/10.9707/2307-0919.1116>
- Schwartz, S. H. (2014). Basic Human Values: An Overview. *Research Gate*, 1–19.
- Schwartz, S. H. (2022, May 10). *Understanding values: Schwartz theory of basic values*. Integration and Implementation Insights.
<https://i2insights.org/2022/05/10/schwartz-theory-of-basic-values/>, accessed on November 28, 2022.
- Schwartz, S. H., & Bilsky, W. (1987). Toward a universal psychological structure of human values. *Journal of Personality and Social Psychology*, 53(3), 550–562.
<https://doi.org/10.1037/0022-3514.53.3.550>
- Schwartz, S. H., Cieciuch, J., Vecchione, M., Davidov, E., Fischer, R., Beierlein, C., Ramos, A., Verkasalo, M., Lönnqvist, J.-E., Demirutku, K., Dirilen-Gumus, O., & Konty, M. (2012). Refining the theory of basic individual values. *Journal of Personality and Social Psychology*, 103(4), 663–688.
<https://doi.org/10.1037/a0029393>
- Shaw, D., Grehan, E., Shiu, E., Hassan, L., & Thomson, J. (2005). An exploration of values in ethical consumer decision making. *Journal of Consumer Behaviour*, 4(3), 185–200.
<https://doi.org/10.1002/cb.3>
- Sheeran, P. (2005). Intention-Behavior Relations: A Conceptual and Empirical Review. In W. Stroebe & M. Hewstone (Eds.), *European Review of Social Psychology* (Vol. 12, pp. 1–36). John Wiley & Sons, Ltd.
<https://doi.org/10.1002/0470013478.ch1>
- Shrivastava, A., Jain, G., Kamble, S. S., & Belhadi, A. (2021). Sustainability through online renting clothing: Circular fashion fueled by instagram micro-celebrities. *Journal of Cleaner Production*, 278, 123772.
<https://doi.org/10.1016/j.jclepro.2020.123772>
- Silva, A. S., & Fernandes, J. P. M. (2020). *Acordo de Paris 2015-2020*. Agência Portuguesa do Ambiente.

- Silva, M. E., & Campos, P. (2019). *Tema 2: Amostragem e Recolha de Informação; Bases de Dados* [PowerPoint]. Moodle. <https://moodle2223.up.pt/my/>
- Singh, A. (2022, July 14). *The terrible reality of celebrities working with fast fashion brands*. Life Style Asia. <https://www.lifestyleasia.com/ind/style/fashion/the-terrible-reality-of-celebrities-working-with-fast-fashion-brands/>, accessed on July 28, 2023.
- Smith, P. (2023, May 3). *Forecast of the fast fashion apparel market size worldwide from 2022 to 2027*. Statista. <https://www.statista.com/statistics/1008241/fast-fashion-market-value-forecast-worldwide/>, accessed on May 05, 2023.
- Sønderskov, K. M., & Daugbjerg, C. (2011). The state and consumer confidence in eco-labeling: Organic labeling in Denmark, Sweden, The United Kingdom and The United States. *Agriculture and Human Values*, 28(4), 507–517. <https://doi.org/10.1007/s10460-010-9295-5>
- Spry, A., Pappu, R., & Bettina Cornwell, T. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45(6), 882–909. <https://doi.org/10.1108/03090561111119958>
- Štefko, R., & Steffek, V. (2018). Key Issues in Slow Fashion: Current Challenges and Future Perspectives. *Sustainability*, 10(7), 2270. <https://doi.org/10.3390/su10072270>
- Streukens, S., & Leroi-Werelds, S. (2016). Bootstrapping and PLS-SEM: A step-by-step guide to get more out of your bootstrap results. *European Management Journal*, 34(6), 618–632. <https://doi.org/10.1016/j.emj.2016.06.003>
- Su, J., Watchravesringkan, K. (Tu), Zhou, J., & Gil, M. (2019). Sustainable clothing: Perspectives from US and Chinese young Millennials. *International Journal of Retail & Distribution Management*, 47(11), 1141–1162. <https://doi.org/10.1108/IJRDM-09-2017-0184>
- Suttie, E., Hill, C., Sandin, G., Kutnar, A., Ganne-Chédeville, C., Lowres, F., & Dias, A. C. (2017). Environmental assessment of bio-based building materials. In D. Jones & C. Brischke (Eds.), *Performance of Bio-based Building Materials* (pp. 547–591). Elsevier. <https://doi.org/10.1016/B978-0-08-100982-6.00009-4>
- Taouab, O., & Issor, Z. (2019). Firm Performance: Definition and Measurement Models. *European Scientific Journal*, 15(1). <https://doi.org/10.19044/esj.2019.v15n1p93>
- Taufique, K. M. R., Polonsky, M. J., Vocino, A., & Siwar, C. (2019). Measuring consumer understanding and perception of eco-labelling: Item selection and scale validation. *International Journal of Consumer Studies*, 43(3), 298–314. <https://doi.org/10.1111/ijcs.12510>

- Taufique, K., Siwar, C., Talib, B., Sarah, F., & Chamhuri, N. (2014). Synthesis of Constructs for Modeling Consumers' Understanding and Perception of Eco-Labels. *Sustainability*, 6(4), 2176–2200.
<https://doi.org/10.3390/su6042176>
- Tavakol, M., & Dennick, R. (2011). Making Sense of Cronbach's Alpha. *International Journal of Medical Education*, 2, 53–55.
<https://doi.org/10.5116/ijme.4dfb.8dfd>
- The Business Research Company. (2023). *Fast Fashion, Global Market Opportunities & Strategies*.
- Thøgersen, J. (2021). Consumer behavior and climate change: Consumers need considerable assistance. *Current Opinion in Behavioral Sciences*, 42, 9–14.
<https://doi.org/10.1016/j.cobeha.2021.02.008>
- Thøgersen, J., & Ölander, F. (2002). Human values and the emergence of a sustainable consumption pattern: A panel study. *Journal of Economic Psychology*, 23(5), 605–630.
[https://doi.org/10.1016/S0167-4870\(02\)00120-4](https://doi.org/10.1016/S0167-4870(02)00120-4)
- Ting, T. Z.-T., & Stagner, J. A. (2023). Fast fashion - wearing out the planet. *International Journal of Environmental Studies*, 80(4), 856–866.
<https://doi.org/10.1080/00207233.2021.1987048>
- Tisdell, C. A. (2010). Conservation Value. *Economics Ecology and Environment Working Papers*. 165. School of Economics, University of Queensland.
- Tran, K., Nguyen, T., Tran, Y., Nguyen, A., Luu, K., & Nguyen, Y. (2022). Eco-friendly fashion among generation Z: Mixed-methods study on price value image, customer fulfillment, and pro-environmental behavior. *PLOS ONE*, 17(8), 1–22.
<https://doi.org/10.1371/journal.pone.0272789>
- United Nations. (1987). *Report of the World Commission on Environment and Development: Our Common Future*.
- United Nations. (2018). *The 2030 Agenda and the Sustainable Development Goals: An opportunity for Latin America and the Caribbean*. ISBN: 978-92-1-058644-3.
- United Nations. (2022). *Sustainable Development Goals Report 2022*. ISBN: 978-92-1-101448-8.
- Vermeir, I., & Verbeke, W. (2008). Sustainable food consumption among young adults in Belgium: Theory of planned behaviour and the role of confidence and values. *Ecological Economics*, 64(3), 542–553.
<https://doi.org/10.1016/j.ecolecon.2007.03.007>
- Vinzi, V. E., Chin, W. W., Henseler, J., & Wang, H. (2010). *Handbook of Partial Least Squares: Concepts, Methods and Applications*. Springer Berlin Heidelberg.
<https://doi.org/10.1007/978-3-540-32827-8>

- Wagh, S. (2023, April 18). *Primary & Secondary Data Definitions*. Benedictine University. <https://researchguides.ben.edu/c.php?g=282050&p=4036581>, accessed on October 30, 2022.
- Wang, G., Dou, W., & Zhou, N. (2008). Consumption attitudes and adoption of new consumer products: A contingency approach. *European Journal of Marketing*, 42(1/2), 238–254.
<https://doi.org/10.1108/03090560810840998>
- Wei, P.-S., & Lu, H.-P. (2013). An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. *Computers in Human Behavior*, 29(1), 193–201.
<https://doi.org/10.1016/j.chb.2012.08.005>
- Weiskopf, S. R., Rubenstein, M. A., Crozier, L. G., Gaichas, S., Griffis, R., Halofsky, J. E., Hyde, K. J. W., Morelli, T. L., Morissette, J. T., Muñoz, R. C., Pershing, A. J., Peterson, D. L., Poudel, R., Staudinger, M. D., Sutton-Grier, A. E., Thompson, L., Vose, J., Weltzin, J. F., & Whyte, K. P. (2020). Climate change effects on biodiversity, ecosystems, ecosystem services, and natural resource management in the United States. *Science of the Total Environment*, 733, 137782.
<https://doi.org/10.1016/j.scitotenv.2020.137782>
- Wightman-Stone, D. (2023, July 12). *Zara owner Inditex sets plans towards a more sustainable model*. Fashion United. <https://fashionunited.uk/news/business/zara-owner-inditex-sets-plans-towards-a-more-sustainable-model/2023071270504>, accessed on July 20, 2023.
- Williams, R. M. Jr. (1968). The concept of values. In D. S. Sills (Ed.), *International Encyclopedia of the Social Sciences* (pp. 283–287). Macmillan Free Press.
- Witt, M. A., & Redding, G. (2013). Asian business systems: institutional comparison, clusters and implications for varieties of capitalism and business systems theory. *Socio-Economic Review*, 11(2), 265–300.
<https://doi.org/10.1093/ser/mwt002>
- Wooldridge, J. M. (2013). *Introductory Econometrics: A Modern Approach* (5th ed.). South-Western, Cengage Learning.
- World Health Organization. (2021, October 30). *Climate change and health*. <https://www.who.int/news-room/fact-sheets/detail/climate-change-and-health>, accessed on October 30, 2022.
- Wu, S., & Devendorf, L. (2020). Unfabricate: Designing Smart Textiles for Disassembly. *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, 1–14.
<https://doi.org/10.1145/3313831.3376227>

- Yue, H., Li, C., Liu, M., Jin, R., & Bao, H. (2022). Validity test of the theory of planned behavior in college students' withdrawal from smartphone dependence. *Current Psychology*, 41(8), 5524–5531.
<https://doi.org/10.1007/s12144-020-01068-6>
- Zaelani, M. R., & Chaldun, E. R. (2021). Instagram Ads and Celebrity Endorsement Analysis on Purchase Intention of Eco-Friendly Fashion. *Journal of Management and Energy Business*, 1(1), 101–116.
- Zhang, L., Fan, Y., Zhang, W., & Zhang, S. (2019). Extending the Theory of Planned Behavior to Explain the Effects of Cognitive Factors across Different Kinds of Green Products. *Sustainability*, 11(15), 4222.
<https://doi.org/10.3390/su11154222>

Annex

Annex 1 – Questionnaire in English

Title: Consumers' purchase intention for environmentally sustainable fast fashion products.

Section 1: Introduction

This survey is developed to answer the following research question: “What are the factors that influence consumers in their intention to purchase environmentally sustainable fast fashion products?” and is only directed at people who have already bought fast fashion products in Portugal.

The dissertation is being developed, by the student Inês Morais, in the context of the Master's in Management at the School of Economics and Management of University of Porto, supervised by Professor Sandrina Francisca Teixeira and by Professor José Cardoso Moreira.

In their answers, respondents should reflect their opinions as objectively as possible, in order to allow this study to result in a more complete understanding of the portuguese reality, with regard to the research question presented above.

The questionnaire response takes no more than 10 minutes and can be done in stages, allowing respondents to interrupt the process and resume it later. The data collected will be treated under the strictest confidentiality and anonymity, exclusively for the purposes of this study.

Any questions or additional clarifications can be requested through the following e-mail address: inesespregueira@gmail.com

Thank you for your availability and collaboration,

Inês Morais

Consent:

- I have read and understood the above information and agree to participate voluntarily in this study.

Section 2: Fast Fashion

Fast fashion is the response of clothing companies to constantly changing fashion trends, such as Zara and H&M. In addition, the industry is characterized by low production costs and consequently low selling prices.

Question 1: Have you ever bought fast fashion products in Portugal?

- Yes
- No

Question 2: How often do you buy fast fashion products?

- Once a week
- Once a month
- Every 3 months
- Every 6 months
- Never

Section 3: Personal Values

Values are abstract elements and indispensable in the life of every citizen, considered to guide and motivate human behavior and decision making in a given situation.

Considering the following statements regarding personal values, please indicate your degree of agreement with each statement, using the following scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree).

- Self-Transcendence – Universalism

STU1 - I think it is important to ensure that every person in the world has the same opportunities in life.

STU2 - Protecting society's weak and vulnerable members is important to me.

STU3 - I want justice to be present in the daily lives of all the people of the world.

STU4 - I strongly believe that I should care for nature.

STU5 - Protecting the natural environment from destruction or pollution is important to me.

STU6 - It is important to me to work against threats to the world of nature.

STU7 - Even when I disagree with people, it is important to me to listen and understand them.

STU8 - I work to promote harmony and peace among diverse groups.

STU9 - It is important to me to listen to people who are different from me.

- Self-Transcendence – Benevolence

STB1 - It is important to me to be loyal to those who are close to me.

STB2 - I go out of my way to be a dependable and trustworthy friend.

STB3 - I want those I spend time with to be able to rely on me completely.

STB4 - It's very important to me to help the people dear to me.

STB5 – It's very important to me to help the people dear to me.

STB6 - Caring for the well-being of people I am close to is important to me.

STB7 - I always try to be responsive to the needs of my family and friends.

- Self-Enhancement - Power

SEP1 - I am the person who likes to impose things for others to do.

SEP2 - I am the kind of person who likes other people to obey me.

SEP3 - One of my objectives is to achieve a high status and power.

SEP4 - It is important to me to be the most influential person in any group.

SEP5 - I think that one of the most important things is to be wealthy.

SEP6 - I like to feel the power that money can bring me.

- Self-Enhancement – Achievement

SEA1 - I think it is important to be very successful.

SEA2 - I feel special when people admire my achievements.

SEA3 - I think it is crucial to be ambitious.

- Openness To Change – Self-Direction

OCSD1 - I think it is important to be creative in life.

OCSD2 - It is important to me to form my own opinions and have original ideas.

OCSD3 - Learning things for myself and improving my abilities is important to me.

OCSD4 - It is important to me to make my own decisions about my life.

OCSD5 - Doing everything independently is important to me.

OCSD6 - Freedom to choose what I do, and what I want is important to me.

- Openness To Change – Stimulation

OCS1 - I am always looking for different kinds of things to do.

OCS2 - Excitement in life is important to me.

OCS3 - For my perspective, it is important to have all sorts of new experiences.

- Conservation – Tradition

CT1 - Following my family's customs or the customs of a religion is important to me.

CT2 - The values and beliefs inherent in my culture are the basis of my behaviors.

CT3 - I strongly value the traditional practices of my culture.

- Conservation – Conformity

CC1 - I believe I should always do what people in authority say.

CC2 - It is important to me to follow rules even when no one is watching.

CC3 - Obeying all the laws is important to me.

CC4 - It is important to me to avoid upsetting other people.

CC5 - I always try not to disturb the people around me.

CC6 - It is important to me to be tactful and avoid irritating people.

- Conservation - Security

CS1 - I avoid anything that might endanger my safety.

CS2 - The safety of my country is very important to me, and it has the capacity to protect itself against all threats.

CS3 - One of the primary needs I have is my security.

CS4 - It is important to me to live in secure surroundings.

CS5 - I want the state to be strong so it can defend its citizens.

CS6 - Having order and stability in society is important to me.

Section 4: Environmental Concern

Environmental concern consists of the set of behaviors and decision-making underpinned by the degree of concern an individual exhibits about the adversities and degradation of the environment.

Considering the following statements regarding environmental concern, please indicate your degree of agreement with each statement, using the following scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree).

EC1 - Humans must live in harmony with nature.

EC2 - I am extremely worried about the state of the world's environment and what it will mean for my future.

EC3 - Mankind is severely abusing the environment.

EC4 - The balance of nature is very delicate and easily upset.

EC5 - When humans interfere with nature, it often produces disastrous consequences.

Section 5: Celebrity Endorsement/Role

Celebrity Endorsement is considered an indispensable strategy and a means of disclosure employed by marketing departments, benefiting from the presence of celebrities in advertising a particular product or service.

Considering the following statements regarding celebrity endorsement, please indicate your degree of agreement with each statement using the following scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree).

CE1 - I usually don't pay attention to celebrity endorsements to assess fashion products' desirability.

CE2 - My perception of the desirability of a fashion product is influenced by a celebrity endorsing the product.

CE3 - I usually don't pay attention to celebrity endorsements.

CE4 - Even though a fashion product is from a brand I am not familiar with, I will develop an interest in the product if it is endorsed by a celebrity.

CE5 - Even though a fashion product is from a brand I am very familiar with, I will develop more interest in the product if it is endorsed by a celebrity.

CE6 - My sense of a fashion product's desirability is based on my actual usage rather than celebrity endorsement.

Section 6: Eco-label

An integrative element of various products, such as those in the fashion industry, the eco-label, certified by external entities, allows consumers to be informed about the resources used and the environmental particularities present in them.

Considering the following statements regarding eco-label, please indicate your degree of agreement with each statement, using the following scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree).

The following images refer to two eco-labels present in the fashion industry.



EU Ecolabel is the label created and developed by the European Union in 1992 to identify products that have environmentally sustainable characteristics, with the aim of achieving zero pollution by 2050.



The Global Organic Textile Standard (GOTS) is a label present on textile industry products that incorporate resources and that undergo environmentally sustainable production processes.

EL1 - Products endorsed by eco-labels are credible.

EL2 - Products endorsed by eco-labels comply with quality environmental standards.

EL3 - Eco-labels are a reliable source of information about the environmental quality and performance of a product.

EL4 - Most of what eco-labels say about products is true.

EL5 - Eco-labels inform consumers about the environmental safety of a product.

EL6 - I search for any logo or label on the product endorsing environmental concern when buying any product.

Section 7: Purchase Intention

Considering the following statements regarding purchase intention, please indicate your degree of agreement with each statement, using the following scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree).

PI1 - I intend to purchase environmentally sustainable fast-fashion products frequently.

PI2 - I will make every effort to purchase environmentally sustainable fast-fashion products.

PI3 - I intend to purchase environmentally sustainable fast-fashion products even if they are more expensive than the “traditional” products.

Section 8: Demographic Data

Question 3: Gender

- Male
- Female
- Other
- I prefer not to say

Question 4: Age

- Under 18
- 18 - 25
- 26 – 35
- 36 – 45

- 46 – 55
- 56 – 65
- Over 65

Question 5: Nationality

- Portuguese
- Other: _____

Question 6: Which of the following options is the closest to your household monthly net income? (Euro)

- < 1068
- 1068 - 1612
- 1613 – 2285
- 2286 – 2957
- 2958 – 3765
- 3766 – 5518
- > 5518

Question 7: What is the highest academic degree you have completed?

- Primary School
- High School
- Bachelor's degree
- Master's degree
- PhD

Annex 2 – Mean, Mode and Standard Deviation of each item.

Table 7: Mean, Mode and Standard Deviation of each item

Item	Mean	Mode	Standard Deviation
STU1	4.44	5	0.76
STU2	4.49	5	0.65
STU3	4.72	5	0.49
STU4	4.60	5	0.59
STU5	4.58	5	0.58
STU6	4.41	5	0.69
STU7	4.41	5	0.63
STU8	4.11	4	0.78
STU9	4.42	5	0.65
STB1	4.76	5	0.51
STB2	4.79	5	0.46
STB3	4.77	5	0.50
STB4	4.78	5	0.45
STB5	4.77	5	0.46
STB6	4.63	5	0.56
SEP1	2.35	2	0.95
SEP2	2.48	3	1.03
SEP3	2.70	2	1.19
SEP4	2.05	2	0.99
SEP5	2.27	2	1.09
SEP6	2.50	1	1.19
SEA1	3.75	4	0.95
SEA2	4.08	4	0.78
SEA3	3.98	4	0.83
OCSD1	4.35	4	0.61
OCSD2	4.45	5	0.64
OCSD3	4.52	5	0.57
OCSD4	4.59	5	0.56
OCSD5	4.03	4	0.83
OCSD6	4.59	5	0.57
OCS1	3.74	4	0.91
OCS2	4.39	5	0.65
OCS3	4.08	4	0.81
CT1	2.88	3	1.15
CT2	3.08	4	1.06
CT3	2.98	3	1.05
CC1	2.65	2	0.97
CC2	3.62	4	0.87
CC3	3.68	4	0.87
CC4	4.18	4	0.74
CC5	4.17	4	0.75

CC6	4.15	4	0.75
CS1	3.67	4	0.98
CS2	3.59	4	0.94
CS3	4.14	4	0.73
CS4	4.46	5	0.60
CS5	4.48	5	0.61
CS6	4.49	5	0.58
EC1	4.52	5	0.61
EC2	4.25	4	0.77
EC3	4.49	5	0.70
EC4	4.36	5	0.72
EC5	4.24	5	0.83
CE1	3.57	4	1.14
CE2	2.36	2	1.14
CE3	3.56	4	1.20
CE4	2.28	1	1.13
CE5	2.46	2	1.17
CE6	4.12	5	1.04
EL1	3.54	4	0.81
EL2	3.55	3	0.76
EL3	3.50	4	0.79
EL4	3.47	3	0.78
EL5	3.60	4	0.73
EL6	2.94	3	1.04
PI1	3.22	4	0.99
PI2	3.50	4	0.90
PI3	3.19	3	1.01

Annex 3 – Factor Loading, Path Coefficient and R²

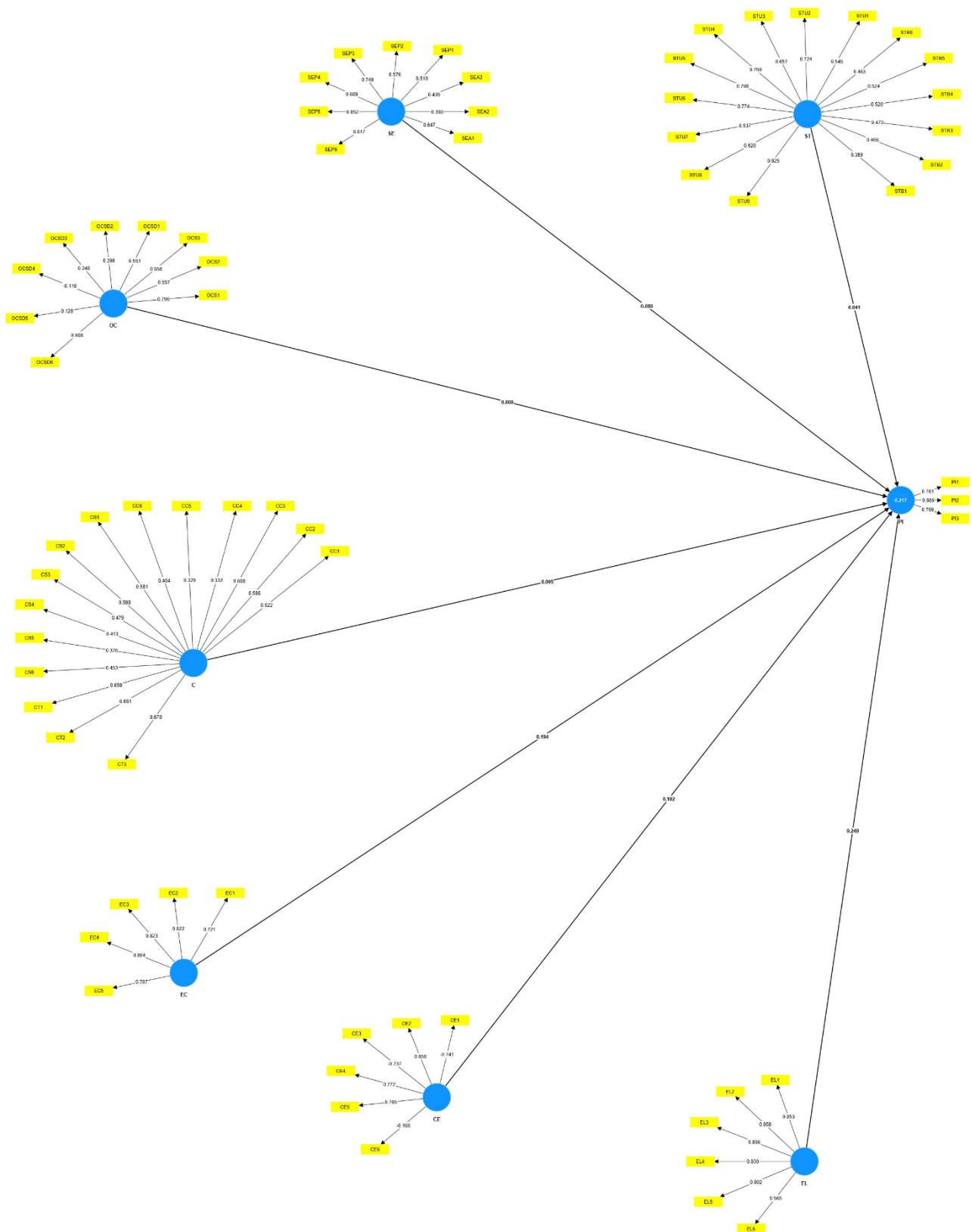


Figure 4: Factor Loading, Path Coefficient and R²

Annex 4 - Cronbach's alpha, Composite Reliability and AVE

Table 8: Reliability and Convergent Validity

Variable	Item	FL	α	CR	AVE
ST			0.892	0.892	0.365
	STU1: I think it is important to ensure that every person in the world has the same opportunities in life.	0.545			
	STU2: Protecting society's weak and vulnerable members is important to me.	0.724			
	STU3: I want justice to be present in the daily lives of all the people of the world.	0.651			
	STU4: I strongly believe that I should care for nature.	0.759			
	STU5: Protecting the natural environment from destruction or pollution is important to me.	0.798			
	STU6: It is important to me to work against threats to the world of nature.	0.774			
	STU7: Even when I disagree with people, it is important to me to listen and understand them.	0.537			
	STU8: I work to promote harmony and peace among diverse groups.	0.620			
	STU9: It is important to me to listen to people who are different from me.	0.625			
	STB1: It is important to me to be loyal to those who are close to me.	0.389			
	STB2: I go out of my way to be a dependable and trustworthy friend.	0.466			
	STB3: I want those I spend time with to be able to rely on me completely.	0.472			
	STB4: It's very important to me to help the people dear to me.	0.520			
	STB5: Caring for the well-being of people I am close to is important to me.	0.524			
	STB6: I always try to be responsive to the needs of my family and friends.	0.463			
SE			0.843	0.855	0.409

	SEP1: I am the person who likes to impose things for others to do.	0.510			
	SEP2: I am the kind of person who likes other people to obey me.	0.576			
	SEP3: One of my objectives is to achieve a high status and power.	0.749			
	SEP4: It is important to me to be the most influential person in any group.	0.609			
	SEP5: I think that one of the most important things is to be wealthy.	0.852			
	SEP6: I like to feel the power that money can bring me.	0.817			
	SEA1: I think it is important to be very successful.	0.647			
	SEA2: I feel special when people admire my achievements.	0.393			
	SEA3: I think it is crucial to be ambitious.	0.439			
OC			0.819	0.596	0.215
	OCSD1: I think it is important to be creative in life.	0.551			
	OCSD2: It is important to me to form my own opinions and have original ideas.	0.398			
	OCSD3: Learning things for myself and improving my abilities is important to me.	0.248			
	OCSD4: It is important to me to make my own decisions about my life.	-0.118			
	OCSD5: Doing everything independently is important to me.	0.126			
	OCSD6: Freedom to choose what I do, and what I want is important to me.	0.008			
	OCS1: I am always looking for different kinds of things to do.	0.799			
	OCS2: Excitement in life is important to me.	0.557			
	OCS3: For my perspective, it is important to have all sorts of new experiences.	0.658			
C			0.838	0.844	0.275
	CT1: Following my family's customs or the customs of a religion is important to me.	0.659			
	CT2: The values and beliefs inherent in my culture are the basis of my behaviors.	0.661			
	CT3: I strongly value the traditional practices of my culture.	0.670			

	CC1: I believe I should always do what people in authority say.	0.522			
	CC2: It is important to me to follow rules even when no one is watching.	0.588			
	CC3: Obeying all the laws is important to me.	0.608			
	CC4: It is important to me to avoid upsetting other people.	0.332			
	CC5: I always try not to disturb the people around me.	0.329			
	CC6: It is important to me to be tactful and avoid irritating people.	0.404			
	CS1: I avoid anything that might endanger my safety.	0.581			
	CS2: The safety of my country is very important to me, and it has the capacity to protect itself against all threats.	0.588			
	CS3: One of the primaries needs I have is my security.	0.479			
	CS4: It is important to me to live in secure surroundings.	0.413			
	CS5: I want the state to be strong so it can defend its citizens.	0.376			
	CS6: Having order and stability in society is important to me.	0.453			
EC			0.852	0.894	0.628
	EC1: Humans must live in harmony with nature.	0.721			
	EC2: I am extremely worried about the state of the world's environment and what it will mean for my future.	0.822			
	EC3: Mankind is severely abusing the environment.	0.823			
	EC4: The balance of nature is very delicate and easily upset.	0.804			
	EC5: When humans interfere with nature, it often produces disastrous consequences.	0.787			
CE			0.033	0.160	0.506
	CE1: I usually don't pay attention to celebrity endorsements to assess fashion products' desirability.	-0.741			
	CE2: My perception of the desirability of a fashion product is influenced by a celebrity endorsing the product.	0.858			
	CE3: I usually don't pay attention to celebrity endorsements.	-0.737			

	CE4: Even though a fashion product is from a brand I am not familiar with, I will develop an interest in the product if it is endorsed by a celebrity.	0.772			
	CE5: Even though a fashion product is from a brand I am very familiar with, I will develop more interest in the product if it is endorsed by a celebrity.	0.765			
	CE6: My sense of a fashion product's desirability is based on my actual usage rather than celebrity endorsement	-0.165			
EL			0.888	0.914	0.645
	EL1: Products endorsed by eco-labels are credible.	0.853			
	EL2: Products endorsed by eco-labels comply with quality environmental standards.	0.858			
	EL3: Eco-labels are a reliable source of information about the environmental quality and performance of a product.	0.866			
	EL4: Most of what eco-labels say about products is true.	0.830			
	EL5: Eco-labels inform consumers about the environmental safety of a product.	0.802			
	EL6: I search for any logo or label on the product endorsing environmental concern when buying any product.	0.565			
PI			0.731	0.848	0.652
	PI1: I intend to purchase environmentally sustainable fast-fashion products frequently.	0.761			
	PI2: I will make every effort to purchase environmentally sustainable fast-fashion products.	0.886			
	PI3: I intend to purchase environmentally sustainable fast-fashion products even if they are more expensive than the "traditional" products.	0.769			

Annex 5 - Cronbach's alpha, Composite Reliability and AVE if each of the items were eliminated, individually

Table 9: Reliability and Convergent Validity if each of the items were eliminated, individually

Variable	Item	FL	α	CR	AVE
ST			0.889	0.888	0.372
	STU1: I think it is important to ensure that every person in the world has the same opportunities in life.	0.545			
ST			0.883	0.890	0.375
	STB2: I go out of my way to be a dependable and trustworthy friend.	0.466			
ST			0.884	0.887	0.370
	STB3: I want those I spend time with to be able to rely on me completely.	0.472			
ST			0.881	0.886	0.368
	STB4: It's very important to me to help the people dear to me.	0.520			
ST			0.881	0.885	0.368
	STB5: Caring for the well-being of people I am close to is important to me.	0.524			
ST			0.885	0.886	0.370
	STB6: I always try to be responsive to the needs of my family and friends.	0.463			
ST			0.889	0.888	0.372
	STU1: I think it is important to ensure that every person in the world has the same opportunities in life.	0.545			

ST			0.883	0.882	0.360
	STU3: I want justice to be present in the daily lives of all the people of the world.	0.651			
ST			0.889	0.888	0.371
	STU7: Even when I disagree with people, it is important to me to listen and understand them.	0.537			
ST			0.889	0.888	0.372
	STU8: I work to promote harmony and peace among diverse groups.	0.620			
ST			0.886	0.885	0.366
	STU9: It is important to me to listen to people who are different from me.	0.623			
SE			0.827	0.848	0.425
	SEP1: I am the person who likes to impose things for others to do.	0.510			
SE			0.821	0.843	0.417
	SEP2: I am the kind of person who likes other people to obey me.	0.576			
SE			0.822	0.840	0.413
	SEP4: It is important to me to be the most influential person in any group.	0.609			
SE			0.827	0.838	0.412
	SEA1: I think it is important to be very successful.	0.647			
SE			0.838	0.854	0.436
	SEA3: I think it is crucial to be ambitious.	0.439			

OC			0.799	0.410	0.189
	OCSD1: I think it is important to be creative in life.	0.551			
OC			0.802	0.492	0.195
	OCS2: Excitement in life is important to me.	0.557			
OC			0.815	0.455	0.182
	OCS3: For my perspective, it is important to have all sorts of new experiences.	0.658			
C			0.833	0.841	0.280
	CT1: Following my family's customs or the customs of a religion is important to me.	0.659			
C			0.831	0.835	0.273
	CT2: The values and beliefs inherent in my culture are the basis of my behaviors.	0.661			
C			0.832	0.838	0.276
	CT3: I strongly value the traditional practices of my culture.	0.670			
C			0.834	0.838	0.281
	CC1: I believe I should always do what people in authority say.	0.522			
C			0.827	0.831	0.274
	CC2: It is important to me to follow rules even when no one is watching.	0.588			
C			0.824	0.828	0.278
	CC3: Obeying all the laws is important to me.	0.608			

C			0.827	0.837	0.281
	CC6: It is important to me to be tactful and avoid irritating people.	0.404			
C			0.828	0.832	0.274
	CS1: I avoid anything that might endanger my safety.	0.581			
C			0.830	0.834	0.276
	CS2: The safety of my country is very important to me, and it has the capacity to protect itself against all threats.	0.588			
C			0.824	0.834	0.276
	CS3: One of the primaries needs I have is my security.	0.479			
C			0.824	0.838	0.281
	CS4: It is important to me to live in secure surroundings.	0.413			
C			0.823	0.833	0.276
	CS6: Having order and stability in society is important to me.	0.453			
EL			0.928	0.946	0.777
	EL6: I search for any logo or label on the product endorsing environmental concern when buying any product.	0.565			

Annex 6 - Factor Loading, Path Coefficient and R^2 after eliminating the item.

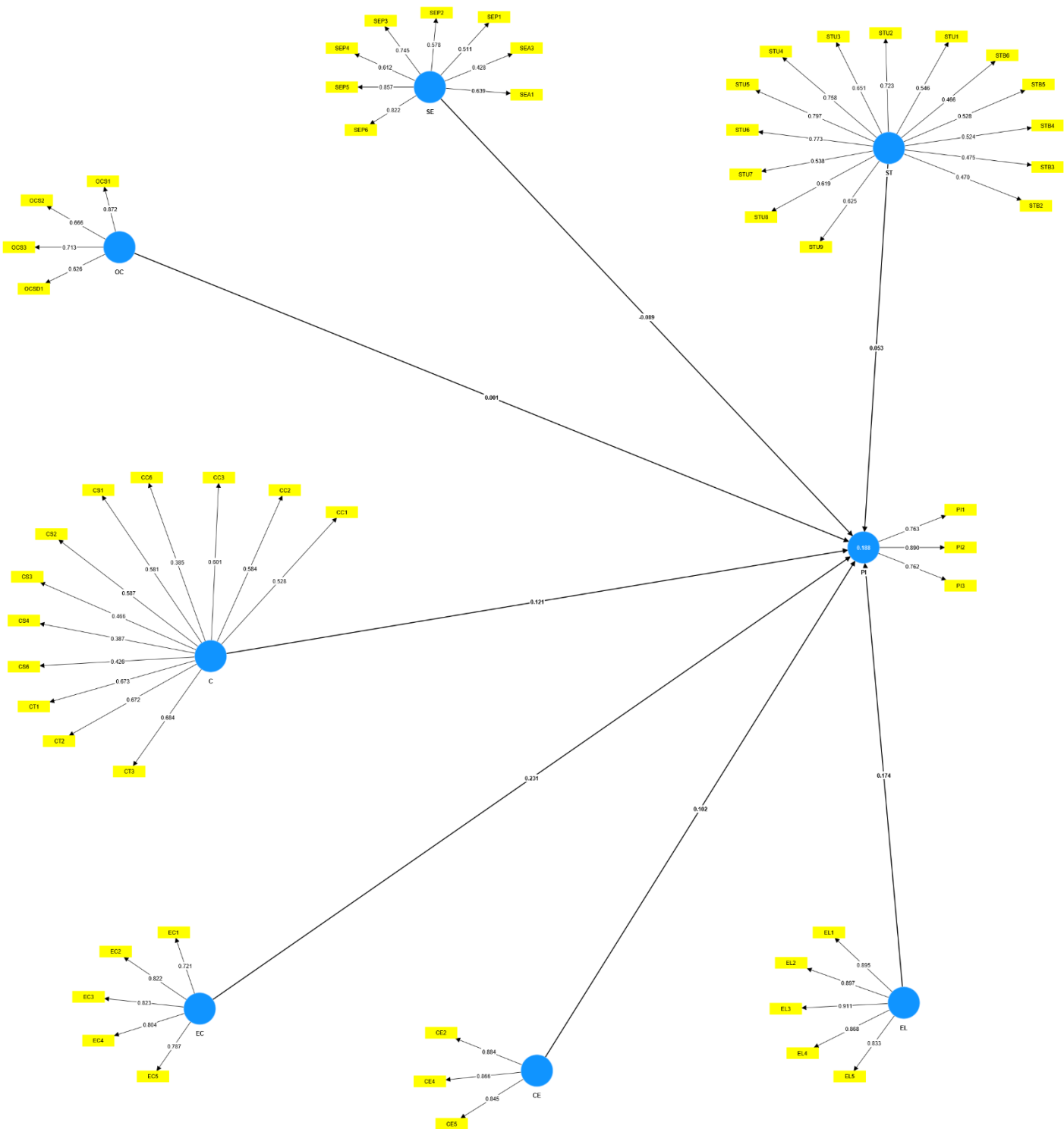


Figure 5: Factor Loading, Path Coefficient and R^2 after eliminating the items

Annex 7 – Cross Loadings

Table 10: Cross Loadings

	C	CE	EC	EL	OC	PI	SE	ST
CC1	0.528	0.112	-0.014	0.173	-0.021	0.103	0.172	-0.019
CC2	0.584	-0.097	0.037	0.106	-0.031	0.124	-0.051	0.136
CC3	0.601	-0.038	0.174	0.186	0.016	0.142	-0.019	0.176
CC6	0.385	-0.004	0.227	0.084	0.170	0.042	-0.046	0.260
CE2	0.056	0.884	0.025	0.179	-0.010	0.139	0.124	0.006
CE4	0.065	0.866	0.018	0.142	0.004	0.105	0.114	0.021
CE5	0.096	0.845	-0.045	0.107	-0.041	0.085	0.096	-0.018
CS1	0.581	0.025	0.173	0.146	0.029	0.142	-0.011	0.125
CS2	0.587	0.076	0.163	0.223	0.188	0.138	0.030	0.215
CS3	0.466	-0.008	0.098	0.151	0.209	0.036	0.098	0.217
CS4	0.387	-0.022	0.203	0.097	0.211	0.019	0.000	0.302
CS6	0.426	0.064	0.262	0.072	0.160	0.059	0.002	0.356
CT1	0.673	0.093	-0.051	0.050	0.007	0.153	-0.028	0.025
CT2	0.672	0.104	-0.016	0.091	-0.007	0.117	0.010	0.039
CT3	0.684	0.141	-0.041	0.117	0.032	0.139	-0.032	0.047
EC1	0.123	-0.010	0.721	0.169	0.257	0.204	-0.204	0.546
EC2	0.117	-0.034	0.822	0.145	0.259	0.328	-0.187	0.493
EC3	0.058	0.018	0.823	0.118	0.197	0.220	-0.177	0.461
EC4	0.101	0.001	0.804	0.154	0.221	0.249	-0.190	0.376
EC5	0.102	0.054	0.787	0.154	0.245	0.266	-0.121	0.329
EL1	0.209	0.158	0.188	0.895	0.117	0.272	-0.047	0.185
EL2	0.210	0.152	0.149	0.897	0.067	0.241	-0.034	0.136
EL3	0.207	0.167	0.187	0.911	0.110	0.254	-0.044	0.185
EL4	0.170	0.148	0.114	0.868	0.063	0.232	0.008	0.123
EL5	0.172	0.123	0.181	0.833	0.097	0.192	-0.009	0.123
OCS1	0.100	-0.045	0.241	0.081	0.872	0.125	-0.037	0.247
OCS2	0.063	-0.007	0.187	0.073	0.666	0.029	-0.034	0.297

OCS3	0.024	0.071	0.211	0.098	0.713	0.068	0.059	0.205
OCSD1	0.031	-0.035	0.230	0.057	0.626	0.068	-0.039	0.347
PI1	0.206	0.151	0.169	0.217	0.083	0.763	-0.104	0.161
PI2	0.181	0.111	0.333	0.258	0.104	0.890	-0.127	0.268
PI3	0.114	0.057	0.277	0.179	0.095	0.762	-0.113	0.177
SEA1	0.107	0.074	-0.078	-0.002	0.139	-0.076	0.639	-0.030
SEA3	0.098	0.043	-0.058	-0.009	0.235	-0.012	0.428	0.050
SEP1	0.053	0.105	-0.158	-0.057	-0.009	-0.017	0.511	-0.215
SEP2	0.050	0.078	-0.111	-0.004	0.035	-0.016	0.578	-0.183
SEP3	-0.003	0.087	-0.122	-0.078	0.094	-0.087	0.745	-0.150
SEP4	0.123	0.111	-0.201	-0.001	0.053	-0.017	0.612	-0.184
SEP5	-0.033	0.105	-0.216	-0.032	-0.114	-0.152	0.857	-0.266
SEP6	-0.038	0.120	-0.204	0.009	-0.099	-0.131	0.822	-0.168
STB2	0.078	-0.032	0.190	0.050	0.173	0.005	-0.109	0.470
STB3	0.049	0.024	0.226	0.065	0.206	0.070	-0.101	0.475
STB4	0.111	-0.035	0.241	0.077	0.219	0.049	-0.116	0.524
STB5	0.106	0.008	0.257	0.063	0.262	0.058	-0.090	0.528
STB6	0.175	0.046	0.189	0.077	0.269	0.105	-0.069	0.466
STU1	0.048	-0.031	0.266	0.131	0.185	0.128	-0.163	0.546
STU2	0.079	0.002	0.377	0.102	0.163	0.183	-0.257	0.723
STU3	0.109	-0.050	0.281	0.072	0.223	0.115	-0.130	0.651
STU4	0.113	0.113	0.509	0.110	0.243	0.164	-0.162	0.758
STU5	0.128	-0.039	0.513	0.142	0.242	0.251	-0.172	0.797
STU6	0.142	0.027	0.530	0.135	0.254	0.256	-0.155	0.773
STU7	0.229	-0.011	0.229	0.111	0.236	0.107	-0.095	0.538
STU8	0.233	0.078	0.264	0.161	0.252	0.202	-0.117	0.619
STU9	0.176	-0.018	0.306	0.093	0.250	0.124	-0.154	0.625

Legend: Red values are the correlation between the items which are associated with a variable and that variable. White values are the correlation between the items which are associated with a variable and other variable.