

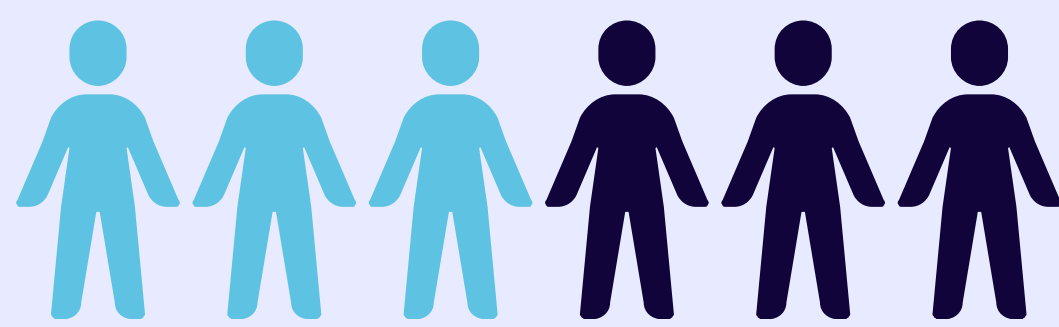
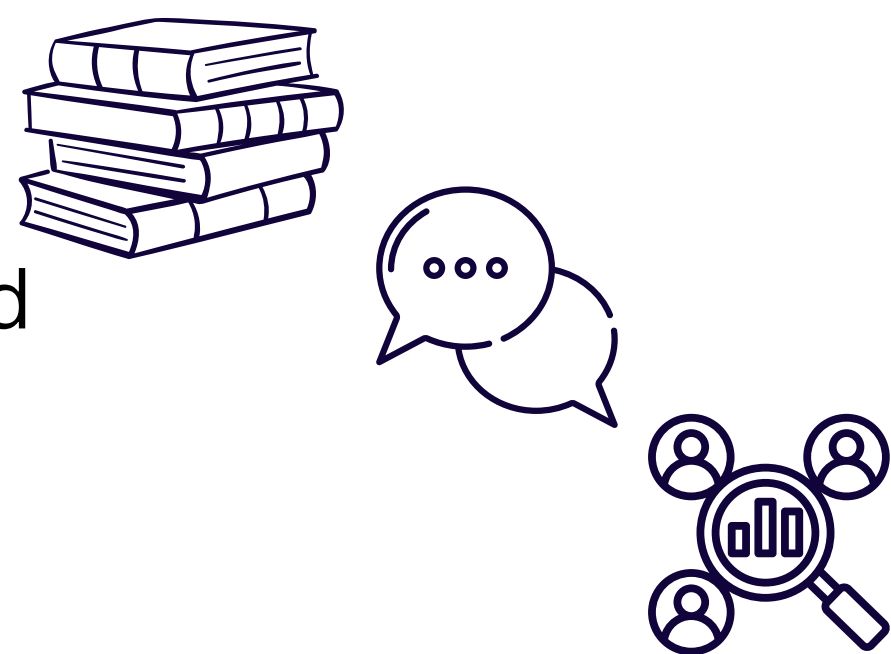
INTRODUCTION

Gen Z are known as an eco-conscious generation, yet are fast-fashion purchasers. The following research aims to understand why sustainable fashion choices remain a niche choice, as well as the factors that influence Gen Z's purchasing decisions.

METHODOLOGY

For an in-depth investigation the following research techniques were used:

- Literature review
- Six informal, semi-structured individual interviews
- Thematic analysis of qualitative results



AIM

- To understand fashion choices and brands Gen Z use
- To understand what influences where Gen Z are purchasing their clothes from
- To understand Gen Z's knowledge on how their fashion choices affect climate change

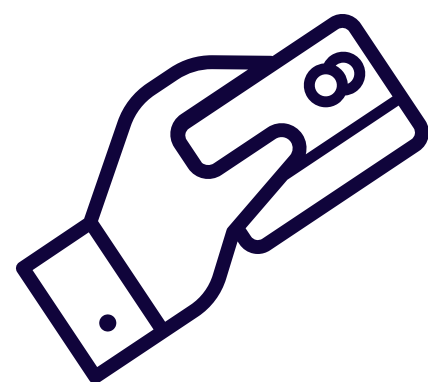
Table 1. Literature review findings on factors influencing Gen Z purchasing behaviour



KEY THEMES IDENTIFIED AND THEIR FINDINGS

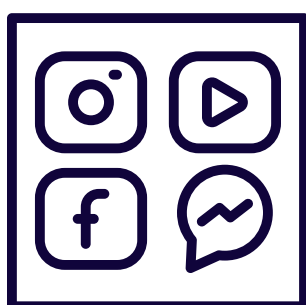
Brand preferences and motivations:

- Favour luxury brands, especially brands that align with their own values
- Quality and exclusivity are highly valued
- Eco-consciousness and brand values are emerging trends



Factors influencing purchasing behaviour:

- Being able to rationalise their purchases
- Fantastic customer service
- Sustainability was a consideration
- Social media used a discovery tool with peer-recommendations being prioritised over influencer-endorsed products



Second-hand and resale clothing consumption:

- Mixed usage
- Concerns over authenticity
- Enjoy the accessibility and sustainability



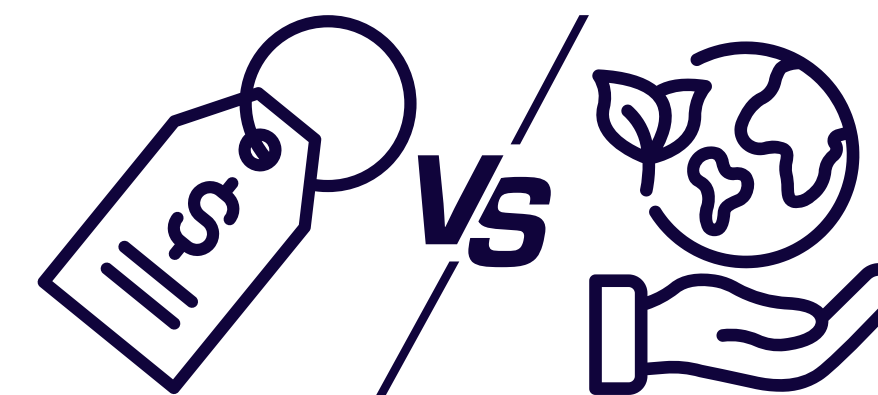
Impact of COVID-19 on purchasing behaviour:

- Changed consumer usage of channels
- Increased usage of online due to convince



Environmental awareness and sustainable fashion:

- Varied understanding of environmental impacts
- Findings coincide with "sustainability paradox" where price is prioritised over sustainability



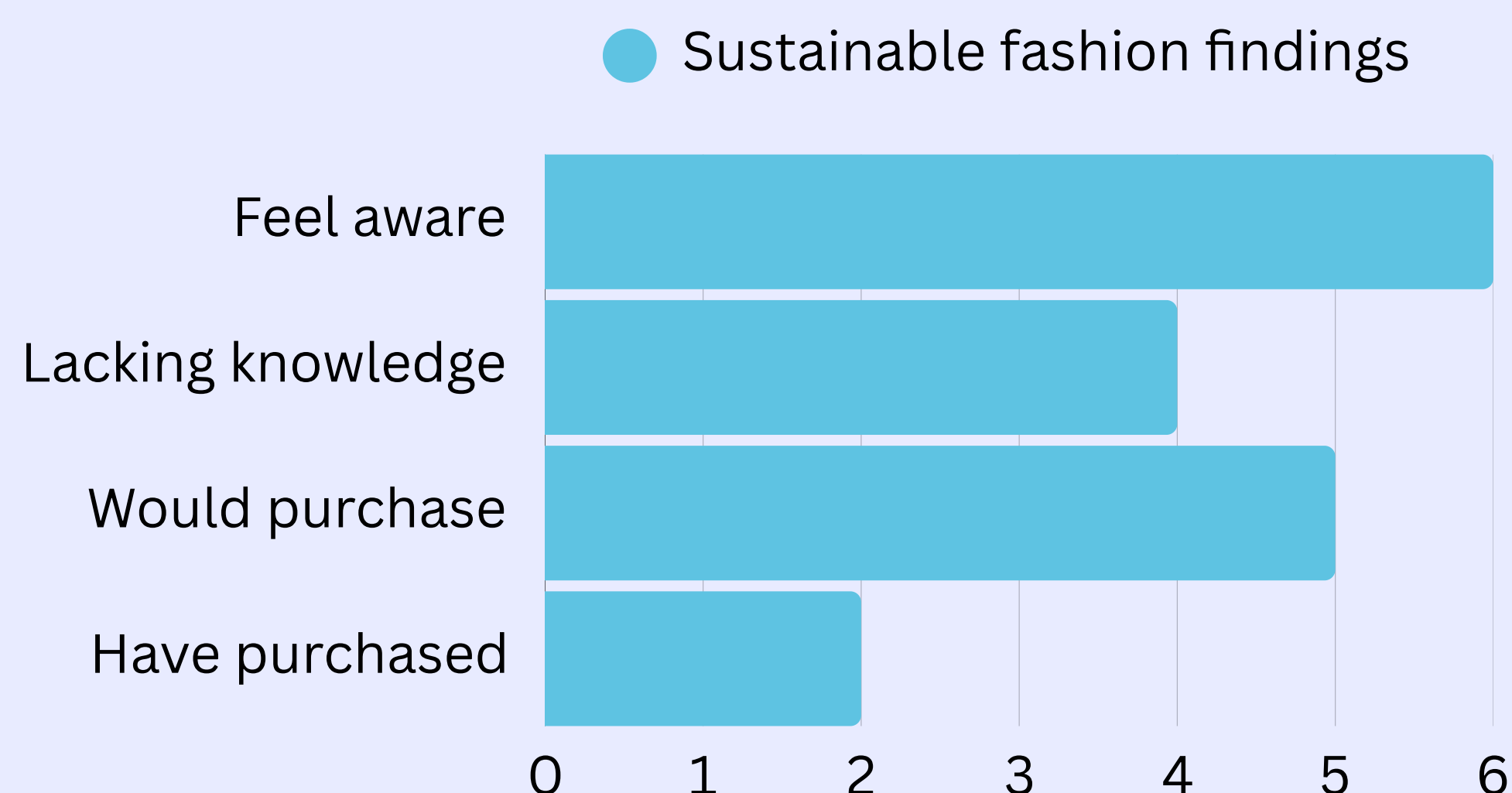
CONCLUSION

The study showed Gen Z behaviours are formed by a blend of personal values, affordability and eco-consciousness. SDG goals 12 (responsible consumption and production) and 13 (climate change) lacked progress, but not awareness due to the "sustainability paradox" and authenticity scepticism.

RECOMMENDATIONS

SDG goals 12 and 13 need a more collective effort from consumers, policymakers and brands to ensure success by implementing initiatives and incentivising sustainable products.

Figure 2: Sustainable fashion findings



REFERENCES

Scan the QR code for the full research and references

