Dissertação no âmbito do Marketing orientada pelo Professor Doutor Arnaldo Fernandes Matos Coelho e apresentada à Faculdade de Economia da Universidade de Coimbra.

Explorando a Eco-Moda e o Consumo Ético da Moda: Comparando Consumidores do Brasil, Portugal e China

Orientador: Prof. Doutor Arnaldo Coelho

Coorientador: Prof. Doutor Cristela Bairrada

SHIQING SONG

Coimbra, 2020

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Dedication

I DEDICATE THIS WORK TO MY PARENTS
FOR THEIR ENDLESS LOVE, SUPPORT AND ENCOURAGEMENT.

Acknowledgments

Firstly, I would like to appreciate my advisors, Professor Arnaldo Coelho, who not only gave me the opportunity to enter the door of the marketing field but also provided professional knowledge, patient guidance, and warmly encourage. I would like also to thank Professor Cristela Bairrada, for her kind help and essential reference material shared. I will always remember them, without their support and company, I couldn't complete this challenge.

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And then, I would like to thank everyone which inspired me to insist on completing my investigation. Especially those who helped me fill out the questionnaire. Thanks for their feedback and enthusiastic participation, which made me more determined and motivated. Meanwhile, I would like to thank everyone who works in the fashion sector of sustainability, all of you let me know that I am not fighting alone.

Next, I would like to thank all my friends and classmates, although we are scattered in different corners of the earth, Portugal, Brazil, China, etc., but they still accompany me across the distance, sharing happiness, helping me through all my difficulties, and accompany me to become a better me.

Finally, I would like to sincerely grateful to my parents, they are the emotional support to keep me going on. Thanks for their endless love and support, for accompanying me in pursuing my dreams and making me come to the happiest person in the world.

Abstract：

Purpose: The main purpose of this study is to investigate the influence of different ideologies on sustainable fashion consumption, as well as the relationship between other variables. The survey especially faces Chinese, Portuguese, and Brazilian customers.

Design/methodology: Firstly, the authors selected eight variables based on previous research literature to examine the impact of different variables. Then conducted a survey of 944 respondents through a questionnaire survey and establish relevant study models. Finally, using IBM SPSS and AMOS statistical software collection and analysis of the data.

RESULTS: The results indicate that factors that have a significant impact on ethical consumption and attitude towards eco-fashion include ecological consciousness, fashion consciousness, value consciousness, life satisfaction, and shopping frequency. Meanwhile, understanding ethical consumption will not affect consumers paying more.

Practical significance: To understand the factors that influence sustainable fashion purchase trends, help brand managers establish the most suitable marketing strategies for consumers, reposition the brand to attract more consumers, and promote the diversified development of sustainable fashion consumption.

Creativity/Value: Explore solutions that meet the long-term development of the sustainable fashion industry, and establish an orderly balance among industrial development, environmental and social impacts.

Keywords:

Ethical Consumption，Eco-Fashion，Consciousness，Willing to pay premium

Acronyms

ECC	Ecological consciousness
FC	Fashion consciousness
VC	Value consciousness
EC	Ethical consumption
ATE	Attitude towards eco-fashion
LS	Life satisfaction
SF	Shopping frequency
PE	Willing to pay premium

List of tables

List of Figure

Table of Contents

1. Introduction

1.1 Work context

Over time, the fashion industry is successful, the sales have been continued to grow up (Lampert, 2019). Since 2011, the global apparel industry has grown rapidly at a rate of 4.78% per year. It is expected that the global market size will reach $1.65 trillion in 2020 (Rathinamoorthy, 2019) and accounts for 2% of world GDP (Lampert, 2019). As the fashion cycle accelerates, the fashion industry uses more and more production technologies to meet consumer demand and increase profit margins, to creating a huge fashion empire. But even if this success is not without its drawbacks, while giving people a visual feast, the fashion industry has had a huge negative impact on society and the environment (Mcneill & Moore, 2015). The fashion industry is one of the most polluting industries in the world. The cultivation of natural fabric cotton not only uses a lot of water resources but also pollutes the soil due to the use of chemical fertilizers and pesticides. The increase in demand for synthetic fibers has also forced manufacturers to use a lot of non-renewable resources in the garment production process, and the emissions of chemical substances have continued to increase. At the same time, many social scandals have also highlighted moral issues in the garment production process. Excessive working hours, harsh working environment, low wages, and abuse of child labor, such as sweatshops, which have endless levels of problems and a strong social impact. These have not only polluted the ecosystem but also caused many social problems (Lampert, 2019).

However, in recent years, the Open Working Group on Sustainable Development of the United Nations General Assembly has been advancing (Evans & Peirson-Smith, 2018). Many NGO-initiated changes have also begun to change the industry. Manufacturers' awareness is gradually increasing, and some stakeholders are taking action to address environmental and social issues (Lampert, 2019). At the same time, the efforts made by the Luxury brand of the fashion industry, like Chanel, LV, Gucci, and the fast-fashion brands，like ZARA, H&M, ASOS, which were also developing their recycling programs and introduced environmental protection series more

frequently in their product lines to promote ethical fashion consumption, some scholars have also conducted some academic research on such as eco-conscious apparel consumption, disposal of fashion clothing, attitudes towards buying fashion counterfeit goods, and ethical issues and consumer fashion purchase behavior (Echeverría, 2014). At the same time, more and more consumers are beginning to express their interest (Lampert, 2019).

1.2 Objectives and relevance of the work

However, the existing research shows that although the growing consciousness of environmentalism and ethical issues (which also includes ethical fashion consumption), we recognize that the field of eco-fashion can seem complicated that these interests hardly ever translate into action (Echeverría, 2014). In terms of buying clothing, most consumers are more interested in their personal fashion needs more than others (Joergens, 2006). Normally the consumers are only willing to pay more if they think the price displayed on the clothing reflects the benefits associated with the clothing (O'Cass & Choy 2008). At the same time, if consumers feel that they have paid too much, ecological issues are a secondary consideration compared to product prices and aesthetics (Yan et al., 2012; Fottrell, 2013). This means that consumers may have obvious attitudes and behavior differences in the decision-making process (Carrigan & Attalla, 2001; Carrington et al., 2010; Markkula & Moisander 2012). There was large-scale research conducted in the UK, 30% of consumers claimed that they take care of ethical problems, but only 3% of them would like to purchase ethical products. This seemingly obvious contradiction is called the " ethical purchasing gap " (Cowe & Williams, 2000; Nicholls & Lee, 2006). Meanwhile, there are other studies that have also shown that consumers are willing to pay a premium for the product if they provide consumers with ethical information related to the products (such as fair trade or recycled materials) (Carter, 2009). When consumers understand their power and study the goods, they will choose the products more carefully. These conscious consumers hope to help produce global impact through their personal behavior, to generate value through buying behavior (Scarlett, 2020). But there are only a few studies have attempted to

understand the purchasing gap (Gupta & Ogden, 2009；Bray et al., 2011). At the same time, a better understanding of whether consumers with ethical consumption concepts will produce purchase behavior is also a question worthy to explore (Henninger et al., 2017). These ethical purchase behaviors are really important for marketers (Gupta & Ogden, 2009).

The current study has selected several variables based on the previous references of sustainable fashion. Meanwhile, this investigation is based on cross-sectional data collected, through a structured questionnaire and will be launched in China, Portugal, and Brazil and the data will be analyzed using IBM - SPSS and AMOS.

Furthermore, this study has several potential real-world implications. Given the increasing trend in ethical consumption, a better understanding of different ideologies will help eco-fashion to target the right consumers, and to deliver effective advertising and marketing campaigns. Also, it will be of importance to non-profit/non-government organizations, in addition to commercial organizations, in developing effective "cause" marketing strategies, through helping underscore appropriate.

1.3 Work structure

The purpose of this study is mainly to investigate the influence of different ideologies on ethical consumption, as well as the relationship between ethical consumption and ecological fashion attitudes, life satisfaction, shopping frequency, willingness to pay and other variables.
This study is divided into six chapters.

The first chapter expounds on the theme of the study, introduces the background and purpose of the study.

The second chapter is the literature review, summarizing the theoretical background related to the study, producing the variables and definitions, and providing theoretical support. At the same

time, the research theories put forward by other scholars are combined with the hypotheses to construct the hypothesis of this study.

The third chapter is a conceptual diagram of the model in this study, which visualizes the relationship between the variables and the assumptions.

The fourth chapter will introduce the study methods used by the author in this study, including the design of the questionnaire, the selection range of each variable, the structure and implementation of the research, and sample data.

The fifth chapter will explain the confirmed study results, analyze the data by using statistical software, accept or reject the validity of the hypothesis, analyze and discuss it.

The sixth Chapter is the conclusion of this study, expounds on the value of this study in academic study and practical application, and gives appropriate suggestions based on the current situation and future development direction of the field.

2 Literature Review

The following content will be divided into nine parts, firstly introduce the concept of the sustainable fashion development, then introduce the literature of eight variables：（1）Ethical consumption（2）Attitude towards eco-fashion（3）Ecological consciousness（4）Fashion consciousness（5）Value consciousness（6）Life satisfaction （7）Shopping frequency （8）Willing to pay premium

2. 1 Sustainable fashion development and related concepts

2.1.1 Sustainable development, consumption and marketing concepts

The term sustainability was first used in the forestry sector in 1713, later attracted the attention of economists, and was announced as a policy concept in the Brundtland Report in 1987. Sustainability is defined as "satisfying current needs without compromising the ability of future generations to meet their own needs". It is a process or state that can be maintained for a long time by balancing the three-inseparable economic, ecological, and social dimensions of partial composition (WCED, 1987). Therefore, sustainable development is a general term that encompasses multiple aspects, and therefore derived a series of terms in different fields such as "green advertising", "ecological marketing", and "environmental marketing" (Mostafa, 2007). In terms of society, sustainable consumption has become increasingly important to consumers due to environmental issues and other factors in recent years (Phau et al. 2015). Some researchers have proposed that attention should be paid to the relationship between fair trade, environmental benefits and sustainability, and proposed to establish a fair-trade organization to encourage producers to reduce environmental pollution and improve the sustainability of the production environment (Ozcaglar-Toulouse et al. 2006).

2.1.2 Sustainable development of the fashion industry

In recent years, the concept of sustainability has been vigorously promoted in the textile industry and the fashion consumer market and has been studied from different perspectives.

One of the concepts of sustainable fashion is "Ethical Fashion", which is related to the rights of people and animals. It is mainly applicable to the working conditions of workers, reasonable wages and treatment, and no child labor is involved. At the same time, it also aims at the care and respect for animals during the production process and strives to reduce the use of fur and change materials (Kyle, 2019).

Another concept of sustainable fashion is "Eco-fashion", which is usually related to environmental impact. Choose organic, recycled, or reused fibers and materials to limit harmful chemicals/dyes, reduce energy/water use and waste, and choose low-impact options as a whole when possible (Kyle, 2019). Take the various "organic fibers" used in the manufacture of fashion products as an example, there are animal fiber and herbal fiber, such as wool, bamboo, etc. Spinning with the least harmful materials and chemicals is used to minimize the harmful impact on environment（Maloney et al. 2014).

2.2 Ethical Consumption

Ethical consumption refers to consumers buying goods that conform to their moral conscience, which is part of a broader consumption picture, refers to the establishment of a connection between the product, the origin of the product, and the production environment (Isabelle & Marylyn, 2005). It requires the customers to consider how the lifestyle affects other people, the communities, and the environment. When ethical consumers buy goods, they realize that they are not only buying the products but also with the responsible (Toni & Ciara, 2015). Take the fashion industry as an

example. When you buy a piece of clothing, the label does not indicate that the clothing was produced in a sweatshop in Bangladesh, nor does it indicate that their trade is unfair, but it does not change the fact that these products are unethical (Toni & Ciara, 2015). At the same time, although fashion consumers have a positive attitude towards environmental protection, they are not very likely to purchase eco-fashion (Joergens, 2006; Niinimäki, 2010; Ochoa, 2011). Because there is a behavioral gap between consumers' attitudes between eco-fashion and ethical consumption (Niinimäki, 2010). Recent studies have shown that fashion consumers' decision-making for sustainable fashion products is very complex. Therefore, many studies are devoted to investigating the attitudes and motivations of eco-conscious fashion consumers towards ethical consumption. The motivation for buying eco-fashion is mainly related to the attributes of retail stores and products, which helps them express fashion trends (Birtwistle & Moore, 2007; Beard, 2008; Niinimäki, 2010; Ochoa, 2011).

2.3 Attitude Towards Eco-fashion

Eco-fashion is defined as the type of clothing that is designed and manufactured to maximize benefits to people and society while minimizing adverse environmental (Joergens, 2006; Claudio, 2007; Ochoa, 2011). It is a new trend in the current fashion industry. These products not only satisfy the responsibility of fashion companies to society, but also satisfy consumers' increasing demand for sustainability (Hawken, 1993). Generally, the more consumers understand the ecological and ethical aspects of products, the more likely they are to buy these products (Dickson, 2001). Consumer behavior will be affected by psychological and social factors (Signe & Clifford, 2005). Public information and product knowledge will not only affect consumers' purchasing power on eco-fashion products, but also affect their decision-making. When consumers buy eco-fashion products, ecological consciousness plays an important role, and value consciousness will also affect people's beliefs, which in turn leads to consumers' environmental behaviors (Stern, 2000；Reser & Bentrupperbaumer, 2005). At the same time, early communicators such as fashion media, fashion shows and celebrities who had a greater

influence on young fashion followers will also make them willing to pay more for the purchase of clothing each month, increasing the frequency of purchases (Birtwistle & Moore, 2006). In addition, earners with higher education and high consumption are also more willing to buy eco-fashion products (Kahle, 1996; Boks & Stevels, 2003).

2.4 Ecological consciousness

Ecological consciousness is a kind of recognition that respects the importance of animals and plants in the natural world. It reflects the harmony that should exist between human and nature (Alwitt & Berger 1993). And people's consideration of environmental, natural and social issues. Generally speaking, ecological consciousness is understood as the psychological reflection of various relationships between humans and nature. They express the axiological position of human behavior and the subject of consciousness relative to the natural world. It is a kind of cognition, regulation, emotion, morality and other complex psychological education (Panov, 2013). Ecological consciousness can not only be regarded as a psychological or spiritual phenomenon, but different from other social phenomena, ecological consciousness is a dynamic and even evolutionary phenomenon. At the same time, environmental behaviors are a series of specific behaviors directly or indirectly related to people's impact on the natural environment, the use of natural resources, or indirectly. A person's ecological behavior depends on the characteristics of his ecological consciousness and basic time skills in the field of natural management. The formation of ecological consciousness and behavior can occur in different levels of social systems through politics, economy, education, etc., and is an important area of school education (Miroshkin et al., 2019) . Ecologically conscious people usually have a strong sense of environmental concern (Alsmadi, 2012), highly respect creatures in nature, and are more willing to purchase services and goods that have a positive impact on the environment (Chang, 2012). Many authors believe that if people cannot change their attitudes towards the natural world around them, they cannot prevent and overcome ecological crises (Maslach &

Schaufeli ,1993；Deriabo & Yasvin, 1996, Panov,1998；Skrebets, 1998；Deryabo, 1999；Medvedev & Aldasheva, 2001；Oliver, 2002；Gifford, 2002；Dlimbetova et al., 2018).

Thus, it is hypothesized:

H1A There's a positive relationship between Ecological consciousness and Ethical consumption

H1B There's a positive relationship between Ecological consciousness and Attitude towards eco-fashion

2.5 Fashion Consciousness

Fashion consciousness refers to the level of involvement of a person with the charms or the apparel (Babin & James, 2010) , relates to the extent to which a person's pleasure in fashion clothing and in one's presence is involved in different types of style (Nam et al., 2007). As a product that is visible and important in self-image shaping, clothing is the key to influence people's first impression of others (Johnson et al., 2002), It can be used as a communicator to transmit information between the wearer and the viewer (Holman, 1980). Generally, people with high fashion awareness are more prestigious than those who lack fashion awareness, so they will provide more references for ordinary people (Wan et al. 2001; Ismail, 2017). In recent years, the fashion industry with the continuous development of consumers, consumers' consciousness of fashion is gradually increasing (D'aveni, 2010). Fashion consciousness has been regarded as an important factor in a person's life that affects purchase and consumption behavior (Han et al. 2009). At the same time, previous studies have shown that consumers who are highly fashion-conscious have the characteristics of "focusing on health", "focusing on brand" and "focusing on value" (Wan et al. 2001;Ismail, 2017), and there is ample evidence that fashion consciousness has an important causal relationship to customer behavior in retail services (Muhammad et al. 2019).

Thus, it is hypothesized:

H2A There's a positive relationship between Fashion consciousness and Ethical consumption

H2B There's a positive relationship between Fashion consciousness and Attitude towards eco-fashion

2.6 Value Consciousness

Value consciousness is defined as a concern for paying low prices, subject to some quality constraint (Ailawadi et al., 2001). It is described as the customer's accurate assessment of the product, depending on the attitude toward the goods provided and the goods received (Zeithaml et al., 2001). Besides them, the three important factors of value consciousness namely are quality, convenience and cos (Vogel et al., 2008). With the study of human values, people have a higher understanding of customer behavior, which shows that attitudes related to the impact of consumption on the environment are generated by a set of common values owned by each person or customer (Kahle & Xie, 2008). On the one hand, it expounds the sense of value from the perspective of consumption; on the other hand, it explains the consciousness of the buyer's role in environmental issues, which affects the protection of the environment, natural and monetary resources (Haws et al., 2014), thereby promoting consumers to adapt to the environment problem (Longo et al., 2017). In this regard, (Jabbour, 2014) pointed out that due to a large amount of data and the price consciousness of the environment, people will pay more attention to the atmosphere. According to them, value is a prerequisite for buying attitudes and intentions, except that they are one of all the most determinants of ethical attitudes and behaviors. At the same time, in the fashion industry, due to factors such as increased labor costs and improved quality of raw materials, the prices of sustainable products are often more expensive than traditional products (Brécard et al., 2009). Some researchers believe that the high prices of products and the corresponding economic considerations of consumers are often the main obstacles to the purchase of sustainable clothing (Goworek et al., 2012; Jågel et al, 2012; Eifler, 2014). Meanwhile, some researchers believe that premium is not the main obstacle to sustainable purchasing behavior (Ha-Brookshire & Norum, 2011; Nielsen, 2014; Chekima et al., 2016).

Therefore, in ethical products, it is valuable not only to examine the interaction between attitudes and behaviors, but also to examine their relationship with values (Kathleen et al., 2018).

Thus, it is hypothesized:

H3A There's a positive relationship between Value consciousness and Ethical consumption

H3B There's a positive relationship between Value consciousness and Attitude towards eco-fashion

2.7 Life Satisfaction

Life Satisfaction is enduring satisfaction with one's life-as-a-whole and also commonly referred to as 'happiness'. Is the overall appreciation of one's life-as-a-whole' (Veenhoven 1984, 2000). It can be sensory, like a glass of good wine, or mental, such as the reading of this study and knowing about the sustainable world. Although some consensus has been reached the "life satisfaction", but individuals may assign different weights. Therefore, it is necessary to evaluate the individual's overall judgment of his life (William & Diener, 1985). In this study, we mainly focus on sustainable fashion consumers. Previous research has shown that environmentally friendly behavior may be related to subjective well-being (Jacob et al., 2009). At the same time, the higher the individual's subjective well-being, the higher their ecological responsibility (Brown & Kasser 2005). The relationship between pro-social consumption behaviors and life satisfaction found that consumption of others contributes to the improvement of life satisfaction (Dunn et al., 2008).

Thus, it is hypothesized:

H4A There's a positive relationship between Ethical consumption and Life satisfaction

H5A There's a positive relationship between Attitude towards eco-fashion and Life satisfaction

2.8 Shopping frequency

Shopping frequency refers to the number of times a consumer or user purchases a certain type of goods in a certain period of time (Alex, 2020). Generally speaking, there is a regular pattern for consumers to make purchases within a certain time limit. Shopping frequency is an indicator to measure purchase behavior, and it generally depends on the frequency of use. It is an important basis for companies to select target markets, determine business methods, and formulate marketing strategies. Generally affected by a variety of factors. In the past, many studies have shown that the environment, media, and public voices all contribute to the purchase behavior of sustainable fashion products consumers (Kim et al., 1999). At the same time, specific, reliable, and environmentally friendly information can help consumers make purchase decisions (Pieters, 1991; Kearney & De Young, 1995; Signe & Clifford, 2005). At the same time, there are some studies have found that there is a close relationship between people's attitudes towards eco-fashion clothing and purchasing behavior (Maloney & Lee, 2014). Consumers who wear recycled clothes are more unique among the public, and this attitude makes them more interested in buying such clothes (Reiley & DeLong, 2011). A positive attitude can ensure the successful purchase of eco-fashion products (Moon et al., 2015; Wager et al., 2018).

Thus, it is hypothesized:

H4B There's a positive relationship between Ethical consumption and Shopping frequency

H5B There's a positive relationship between Attitude towards eco-fashion and Shopping frequency

2.9 Willing to pay premium

Consumer's willingness to pay a premium for an emblem may be interpreted as patron's popularity of paying more money for an emblem over its utilitarian fee (Netemeyer et al., 2004).

Such assessment in truth is mainly based on largely on customers' evaluation of worth toward the emblem whether the extra cash that purchaser is willing to pay is for the symbolic advantages of expressive cost over the emblem's functional blessings or utilitarian value (Netemeyer et al., 2004). It is this perceived value that affects consumers' willingness to pay premiums (Wu a & Hsing, 2006). At the same time, knowledge about eco-fashion helps individuals take responsibility and contribute to society (Paulins & Hillery, 2009). When a person considers the public consequences of personal consumption and public consumption, they will receive social attention and try to use personal purchasing power to create social changes (Kozar & Hiller, 2013). Therefore, in order to buy something more conducive to products that improve lives (Brooker, 1976). Consumers' understanding of products and their relative moral impact is also the main factor that promotes ethical consumption (Shim, 1995). The more consumers understand the ethical aspects of products, the more they tend to buy ecological products and change their attitudes and behaviors based on their green beliefs (Cho et al., 2013), and are more willing to pay higher prices for high-quality products than ordinary consumers (Sharma & Bansal 2013). At the same time, some research results show that the most important factor influencing eco-fashion purchase intention is a positive attitude (Marzie & Siti, 2019), followed by perceived behavior control, and then subjective norms of constructive intention (Paul & Modi, 2016).

Thus, it is hypothesized:

H4C There's a positive relationship between Ethical consumption and Willing to pay premium

H5C There's a positive relationship between Attitude towards eco-fashion and Willing to pay premium

H6 There's a positive relationship between Attitude towards eco-fashion and Ethical consumption

3 **Conceptual Model and Hypotheses**

In order to construct a conceptual model, the main study questions must first be identified. After reading a large number of relevant studies, the author found that exploring sustainable fashion consumption is a very meaningful topic. Not only can we understand the brand and consumers' understanding in the field of sustainable fashion development, measures, and judgments on future trends, it can also help managers better understand consumer choices. Therefore, the main problem of this study is determined: the influence of different ideologies on ethical fashion consumption and eco-fashion attitudes, and then the following 8 variables have been determined through strict screening as the main study variables to support this study goal.

3.1 Conceptual Model
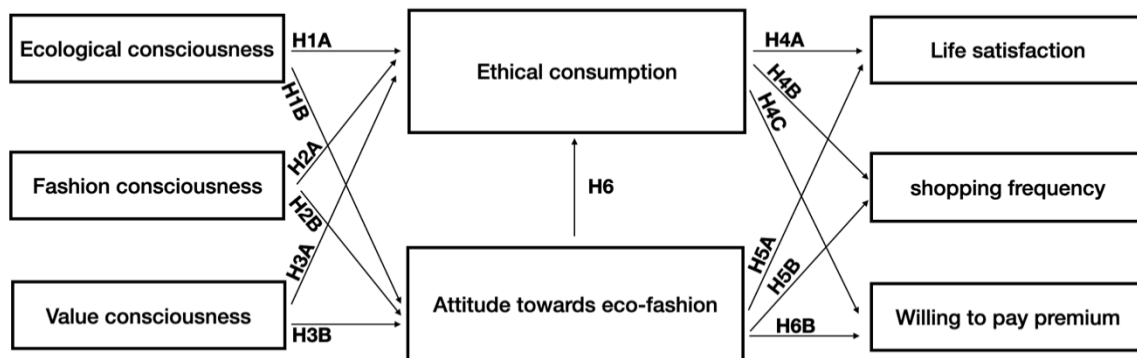
Figure 1 Conceptual Model

3.2 Hypotheses

Table 1 shows the summary of the hypotheses:

Hypotheses
H1A There's a positive relationship between Ecological consciousness and Ethical consumption
H2A There's a positive relationship between Fashion consciousness and Ethical consumption
H3A There's a positive relationship between Value consciousness and Ethical consumption
H1B There's a positive relationship between Ecological consciousness and Attitude towards eco-fashion
H2B There's a positive relationship between Fashion consciousness and Attitude towards eco-fashion
H3B There's a positive relationship between Value consciousness and Attitude towards eco-fashion
H4A There's a positive relationship between Ethical consumption and Life satisfaction
H5A There's a positive relationship between Attitude towards eco-fashion and Life satisfaction
H4B There's a positive relationship between Ethical consumption and Shopping frequency
H5B There's a positive relationship between Attitude towards eco-fashion and Shopping frequency
H4C There's a positive relationship between Ethical consumption and Willing to pay premium
H5C There's a positive relationship between Attitude towards eco-fashion and Willing to pay premium
H6 There's a positive relationship between Attitude towards eco-fashion and Ethical consumption

Table 1 Summary of Hypotheses

4 **Methodology**

This chapter will focus on the methods and auxiliary tools used to achieve the study goals.

First, we will introduce the investigation methods of this study and the selection of the target population and samples. Then, the specific methods of collecting data and the precautions in the process of collecting data will be explained. Next, explain the process of pre-testing and error checking. Finally, explain in detail the variable scale used in this study. This study uses structured questionnaires to collect key data. The main sources of secondary data are articles, journals, books, and website resources, and all data has been checked.

This study mainly uses descriptive methods and uses quantitative methods to analyze and verify the relationship between variables. Quantify the impact of different ideologies on ethical fashion consumers and explore their logical relationship with eco-fashion consumption attitudes and subsequent purchase behaviors.

4.1 Population and Sample Selection

This study focuses on consumers interested in sustainable fashion, mainly Portugal, Brazil and China. However, due to resource constraints, it is impossible to collect and analyze the data results of consumer groups in each whole country. Therefore, this study will use non-probability sampling methods.

4.2 Data Collection Method

The data collection for this study was conducted from February to March 2020. Taking into account that the interviewees are from different countries, in order to express more clearly, the questionnaire is divided into three versions, namely Chinese, English, and Portuguese. At the same time, because the survey is specific to the nationality of the respondents, the questionnaires

are distributed in two ways: electronic questionnaires or paper questionnaires. The paper questionnaire is mainly aimed at Portuguese people and is distributed at various faculties of the University of Coimbra. The electronic questionnaire is mainly for Chinese and Brazilians. The English and Portuguese questionnaires were created through Google Forms, and the Chinese questionnaires were created through the WenJuanXing platform. The electronic questionnaire is sent to classmates and friends through the author's Facebook homepage, Facebook group, WhatsApp, WeChat and other social software, and these respondents are invited to send it to more colleagues, classmates and family members. In the end, 958 questionnaires were obtained, but because 13 respondents of the questionnaires were under 18 years old and 1 questionnaire had too many missed answers, 14 invalid questionnaires were removed, so 944 valid questionnaires were finally obtained.

4.3 Research Instrument Design

The questionnaire used in this study aims to collect and quantify the variable data needed to validate the model. The questionnaire is mainly divided into two modules. The first module is divided into 8 parts according to different variables and ask multiple questions for different variables. Namely ecological consciousness, fashion consciousness, value consciousness, ethical consumption, attitude towards eco-fashion, life satisfaction, shopping frequency, and willingness to pay premium. All questions are based on existing literature, using a 7-point Likert scale to measure respondents' responses, ranging from 1=strongly disagree to 7=strongly agree. The second module collected basic information about the interviewee, including gender, age, nationality, monthly income, highest education, marital status, occupation, and work status. These questions are all closed questions, with multiple choice questions as the main ones, providing the interviewees with multiple choices, which not only facilitates subsequent data analysis using statistical software tools, but also facilitates subsequent study analysis.

4.4 Pre-Testing

Before determining the final questionnaire, the author invited 50 respondents from all ages and different backgrounds to fill out the questionnaire and asked them to make amendments to the questionnaire. During the survey process, the statement of the problem was slightly adjusted and revised based on the respondents' feedback evaluation. Pre-testing was completed in February 2020. The final result shows that the content contained in the questionnaire has no major errors in translation and language statements, and the language in the questionnaire is clear, easy to understand, and free of ambiguity.

4.5. Variable Operationalization

In order to transform the theoretical concepts of variables into indicators that can be used for observation and testing, the author determined the scale of each variable based on current literature research and adjusted it appropriately according to the research background of sustainable fashion consumption. The following table lists the scale and sources of the variables used in the final questionnaire.

Ecological consciousness

Construct	Factor	Item	Source
Ecological consciousness	ECC1	When I have a choice between two equals products, I always purchase the one less harmful to other people and the environment.	Peloza et al. (2013)
	ECC2	I tend to buy products that can be recycled.	
	ECC3	I tend to buy products that not harm the environment.	
	ECC4	I make every effort to buy products made from recycled materials.	

Table 2 Metrics of Ecological consciousness

Fashion consciousness

Construct	Factor	Item	Source
Fashion consciousness	FC1	I read the fashion news regularly and try to keep my wardrobe up to date with fashion trends.	Ou Sha et al. (2007)
	FC2	I keep up to date on all the fashion changes, and I always attempt to dress according to those changes.	
	FC3	I check to see what is currently fashionable only when I need to buy some new clothes.	
	FC4	I pay attention to fashion trends.	
	FC5	I am interested in fashion trends.	

Table 3 Metrics of Fashion consciousness

Value consciousness

Construct	Factor	Item	Source
Value consciousness	VC1	I am very concerned about low prices, but I am equally concerned about product quality.	P Sharma (2011)
	VC2	When shopping, I compare the prices of different brands to be sure I get the best value for the money.	
	VC3	When purchasing a product, I always try to maximize the quality I get for the money I spend.	
	VC4	When I buy products, I like to be Sure that I am getting my money's worth.	

Table 4 Metrics of Value consciousness

Ethical consumption

Construct	Factor	Item	Source
Ethical Consumption	EC1	If the consume less, the world will be a better place.	Bradburn （1969）
	EC2	We should be more interested in saving the earth than growing the economy.	
	EC3	It would benefit future generation of people today would quit consuming so much.	

Table 5 Metrics of Ethical consumption

Attitude towards eco-fashion

Construct	Factor	Item	Source
Attitude towards Eco-fashion	ATE1	I am a positive attitude towards eco-fashion.	Ajzen and Fishbein (1980)
	ATE2	I would like to treat eco-fashion as one of my purchase choices	
	ATE3	It gives me a positive feeling to buy eco-fashion.	

Table 6 Metrics of Attitudes Eco-fashion

Life satisfaction

Construct	Factor	Item	Source
	LS1	In most ways my life is close to my ideal.	
	LS2	The conditions of my life are excellent.	
Life	LS3	I am satisfied with my life.	Suzanne et al.
Satisfaction	LS4	So far, I have gotten the important things I want in life.	(2008)
	LS5	If I could live my life over, I would change almost nothing.	

Table 7 Metrics of Life satisfaction

Shopping Frequency

Construct	Factor	Item	Source
	SF1	More than once a week	
	SF2	Once a week	
Shopping	SF3	Once a month	Chain Store Executive (1993)
Frequency	SF4	Once every three months	
	SF5	Once every six months	
	SF6	Once a year	

Table 8 Metrics of shopping frequency

Willing to pay premium

Construct	Factor	Item	Source
	PE1	I am willing to pay a premium for eco-fashion.	
Willing to	PE2	I should rather spend my money on eco-fashion clothes more than non eco-fashion clothes.	Shen et al.
Pay premium			
	PE3	I prefer to purchase eco-fashion clothing even if it is somewhat more expensive.	(2012)

Table 9 Metrics of Willing to pay premium

4.6. Sample Characterization

After data collection is completed, the data is introduced into the statistical software IBM SPSS to form a database for statistical analysis, and abbreviations are used to represent variables in the database. Finally, sample analysis was carried out. The sample characteristics are gender, age, nationality, monthly income, marital status, occupation, and work status.

The information is as follows:

4.6.1 Gender of Respondents

Since we know demographic information is counted by the frequency distribution method, which allows researchers to clearly and intuitively understand different distributions and proportions, so we used this method to analyze our data. Among the 944 respondents, more than half (69.4%) were women and the remaining 29.9% were men. This survey results show that women participate more in the survey than men. Table 10 and Figure 2 show the gender percentage of respondents in the sample population.
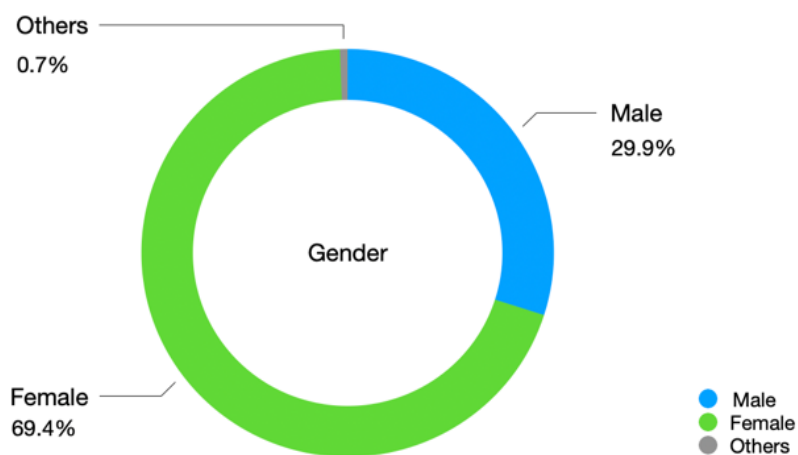
Figure 2 Gender of Respondents

Gender	Frequency	Percent
Male	282	29.9
Female	655	69.4
Others	7	0.7
Total	944	100

Table 10 Gender of Respondents

4.6.2 Age of Respondents

Among the 944 respondents, more than half of respondents (57.2%) were young people aged 18 to 25, and the respondents aged 26 to 30 accounted for 14.6% of the sample, 10.5% were between 31 to 40 years old, 41 to 50 years old respondents were less than one-tenth (8.5%) of the sample population, and 51 to 60-year-old respondents were about 6.9%, 60 years old or older respondents accounted for 2.3% of the total sample size. It is worth emphasizing that the age distribution of respondents is included in all age levels. The percentage of respondents aged 18 to 25 is the largest. Tables 11 and figure 3 show the distribution of respondents' ages.
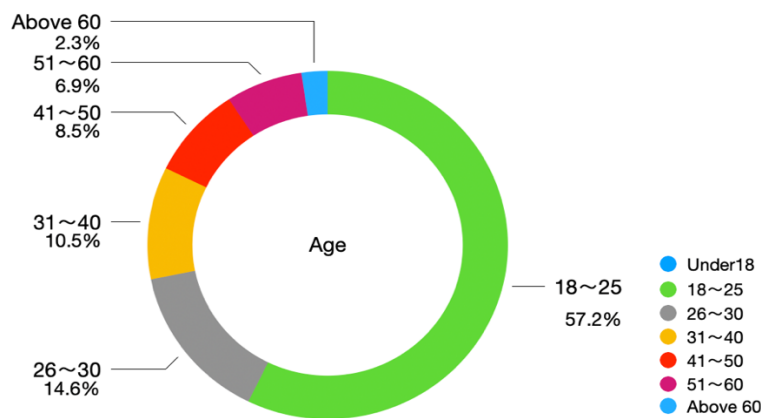
Figure 3 Age of Respondents

Age	Frequency	Percent
18 ~ 25	540	57.2
26 ~ 30	138	14.6
31 ~ 40	99	10.5
41 ~ 50	80	8.5
51 ~ 60	65	6.9
Above 60	22	2.3
Total	944	100

Table 11 Age of Respondents

4.6.3 Nationality of Respondents

Among the 944 respondents, the nationality of the interviewee is mainly divided into three parts. There were 35.6% were Chinese, 36.7% were Portuguese, 21.9% of Brazilian, and 5.8% other nationalities. It is worth emphasizing that It covers a wide range and meets the needs of different countries for comparison. Table 12 and Figure 4 show the nationality distribution of respondents.
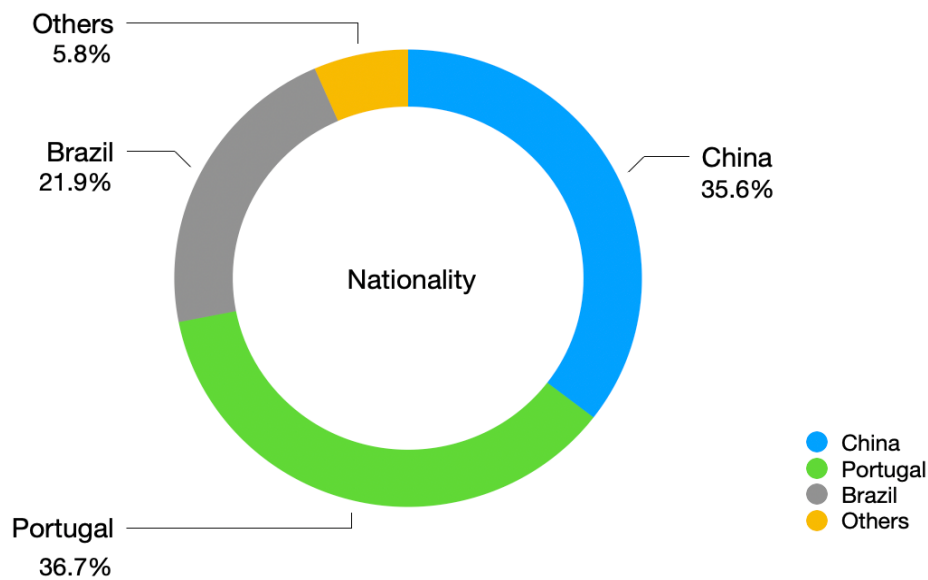
Figure 4 Nationality of Respondents

Nationality	Frequency	Percent
China	336	35.6
Portugal	346	36.7
Brazil	207	21.9
Others	55	5.8
Total	944	100

Table 12 Nationality of Respondents

4.6.4 Monthly Income of Respondents

Among the 944 respondents, the respondents with a monthly income below €500 (49.6%) accounted for the largest proportion, and the respondents with monthly income between €500 and €999 accounted for 22.7%, and the respondents between €1000 and €1999 accounted for 13.6%, respondents with monthly income between €2000 and €2999 were 5.4%, and those with monthly incomes above €3000 were 5.2%. Table13 and Figure 5 show the monthly income distribution of respondents.
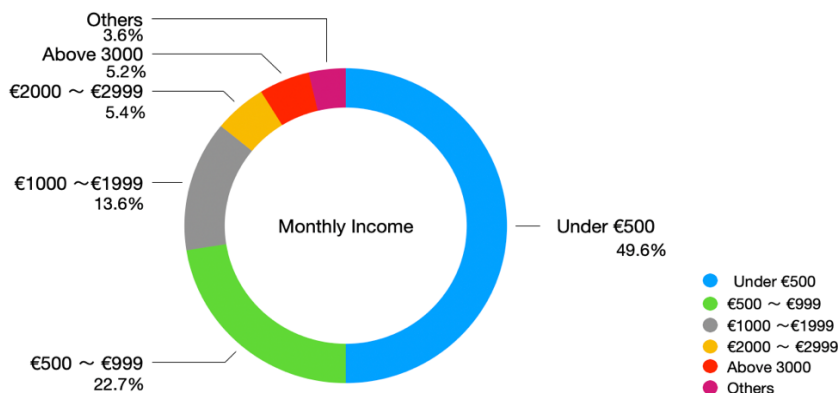
Figure 5 Monthly Income of Respondents

Monthly income	Frequency	Percent
Under €500	468	49.6
€500 ~ €999	214	22.7
€1000 ~ €1999	128	13.6
€2000 ~ €2999	51	5.4
Above 3000	49	5.2
Others	34	3.6
Total	944	100

Table 13 Monthly Income of Respondents

4.6.5 Education Level of Respondent of Respondents

Nearly half of the 944 respondents (47.2%) had a bachelor's degree, 27.6% of those with a high school education or below, 15.7% of those with a master's degree, and 3.0% of those with a Ph.D. degree. Table 14 and Figure 6 show the percentage of respondents whose education levels are the total number of samples.
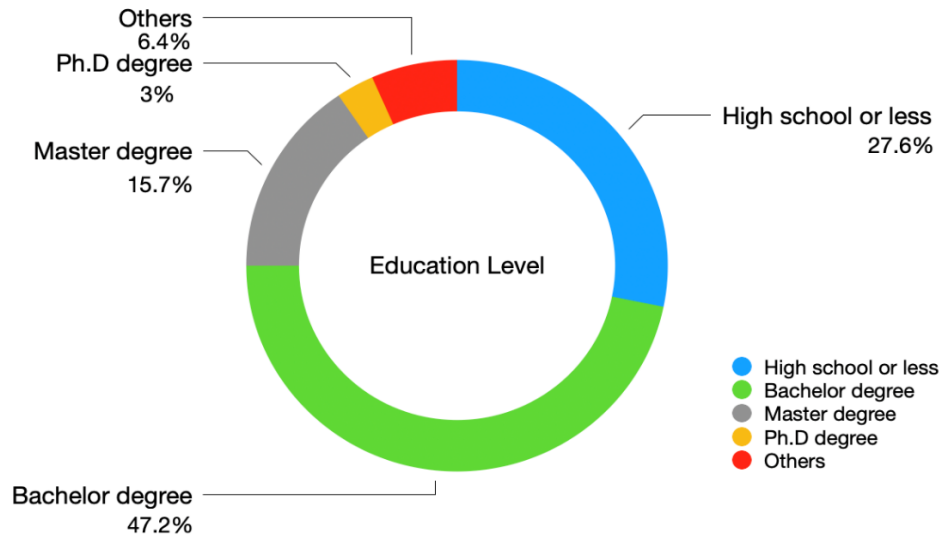
Figure 6 Education level of Respondents

Education level	Frequency	Percent
High school or less	261	27.6
Bachelor's degree	446	47.2
Master's degree	148	15.7
Ph.D. degree	28	3.0
Others	61	6.4
Total	944	100

Table 14 Education level of Respondents

4.6.6 Marital status of respondents

Among the 944 respondents, 72.7% were single, 21.7% were married,3.2% were divorced and 0.4 were widowed. Table 15 and Figure 7 show the marital status percentage of respondents in the sample population.
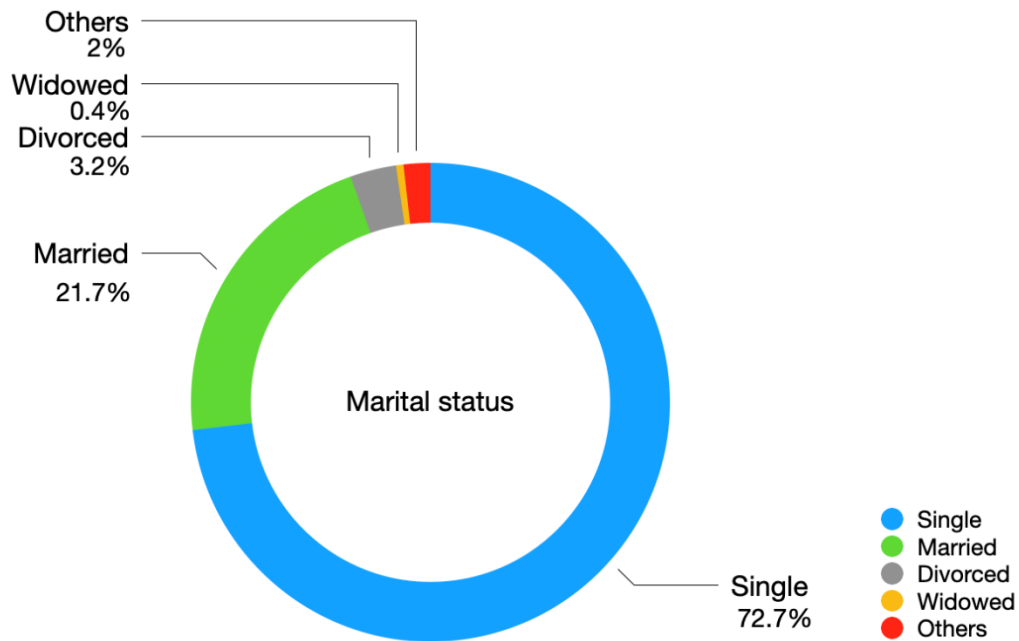
Figure 7 Marital status of Respondents

Marital status	Frequency	Percent
Single	686	72.7
Married	205	21.7
Divorced	30	3.2
Widowed	4	0.4
Others	19	2
Total	944	100

Table 15 Marital status of Respondents

4.6.7 Occupation of respondents

Among the 944 respondents, the respondents have a wide range of occupations, mainly distributed in business-related, 10.7%, arts and entertainment,10.1%, and literary and legal,12.5%. Table 16 and Figure 8 show the occupation distribution of respondents.
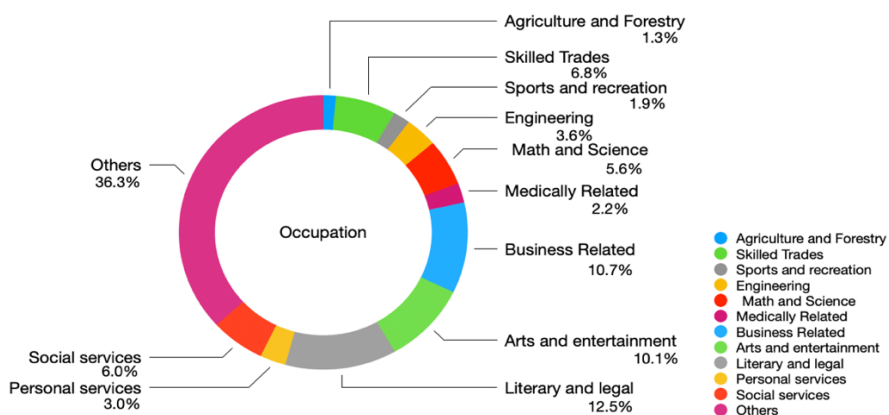
Figure 8 Occupation of Respondents

Occupation	Frequency	Percent
Agriculture and Forestry	12	1.3
Skilled Trades	64	6.8
Sports and recreation	18	1.9
Engineering	34	3.6
Math and Science	53	5.6
Medically Related	21	2.2
Business Related	101	10.7
Arts and entertainment	95	10.1
Literary and legal	118	12.5
Personal services	28	3.0
Social services	57	6.0
Others	343	36.3
Total	944	100

Table 16 Occupation of Respondents

4.6.8 Working status of respondents

Among the 944 respondents, nearly half of respondents (47.5%) were students, 7.7% were unemployed, 27.9% were employed, and 11.1% were working on their own. Table 17 and Figure 9 show the working status distribution of respondents.
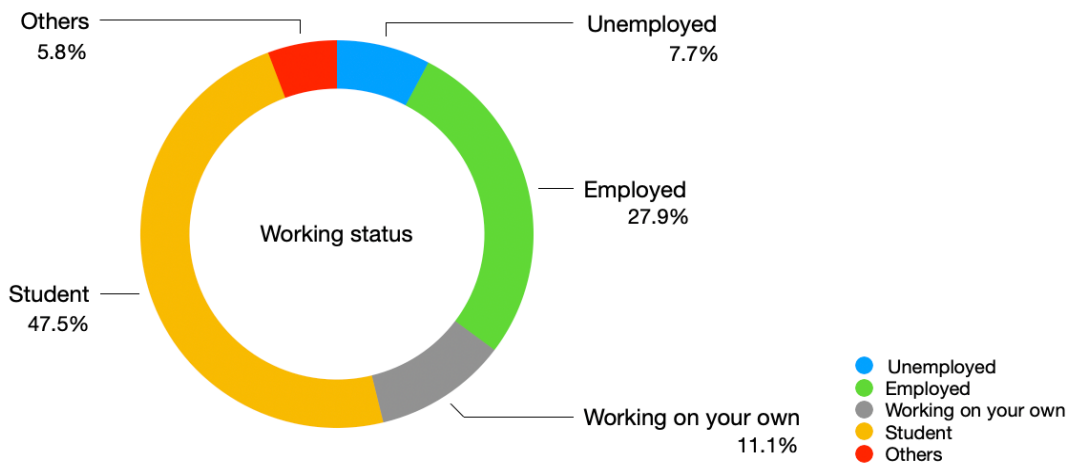
Figure 9 Working status of Respondents

Working status	Frequency	Percent
Unemployed	73	7.7
Employed	263	27.9
Working on your own	105	11.1
Student	448	47.5
Others	55	5.8
Total	944	100

Table 17 Working Status of Respondents

4.6.9 The following table is a description of the population data by nationality.

	Portugal	Brazil	China	Others
Country of origin	36.65%	21.92%	35.59%	5.6%
Gender				
Male	31.2%	36.2%	24.1%	33.3%
Female	67.9%	62.8%	75.6%	64.8%
Others	0.9%	1.0%	0.3%	1.9%
Age				
18-25	81.8%	32.4%	45.5%	66.7%
26-30	7.2%	17.4%	21.1%	11.1%
31-40	4.3%	17.9%	13.4%	3.7%
41-50	4.0%	8.7%	12.5%	11.1%
51-60	1.7%	15.9%	6.5%	7.4%
Above 60	0.9%	7.7%	0.9%	-
Monthly income				
Under €500	68.8%	28%	42%	55.6%
€500~€999	12.4%	26.6%	32.1%	14.8%
€1000~€1999	6.9%	19.3%	17%	13%
€2000~€2999	1.4%	13%	5.4%	1.9%
Above €3000	1.7%	12.6%	3.6%	9.3%
Others	8.7%	0.5%	-	5.6%
Education level				
High school or less	44.5%	14.5%	17.9%	29.6%
Bachelor's degree	43.9%	41.1%	55.4%	42.6%
Master's degree	8.1%	26.1%	15.5%	25.9%
Ph.D. Degree	2.0%	9.2%	0.6%	-
Others	1.5%	9.2%	10.7%	1.9%
Marital status				
Single	93.4%	58%	59.2%	79.6%
Married	3.8%	30.9%	35.1%	18.5%
Divorced	1.7%	9.2%	1.2%	1.9%
Widowed	0.6%	1.0%	-	-
Others	0.6%	1.0%	4.5%	-
Working Status				
Unemployed	7.8%	7.2%	6.8%	14.8%
Employed	14.7%	40.1%	36.6%	11.1%
Working on your own	3.2%	19.3%	14.3%	11.1%
Student	72.5%	28%	31.5%	59.3%
Others	1.8%	5.3%	10.7%	3.7%

Table 18 – Total Sample description

4.7 Statistical Analysis

In order to evaluate the correlation between variables in the model, the author conducted data analysis in the following three steps.

Conduct reliability testing.

Conduct factor analysis.

Structural equation modeling (SEM).

4.7.1 Reliability analysis

Reliability analysis is an effective analysis method to measure whether the comprehensive evaluation system has a certain degree of stability and reliability. This study uses Cronbach's Alpha to analyze the reliability of the questionnaire in order to provide more reliable and standard survey results.

The level of reliability is determined according to the following table (Source: George & Mallery, 2003).

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table - 19 Standard of Cronbach's Alpha Value

From the exploratory factor analysis conducted, the reliability of the data was verified based on Cronbach's Alpha. the result shows that except for the variable Fashion Consciousness greater than 0.9, all other variables are greater than 0.8. Indicating that the survey is highly reliable enough for factor analysis. Table 20 shows the data for the relevant tests.

Reliability Statistics			
Scale	Coronbach's Alpha	N of Iterms	Internal Consistency
Ecological Consciousness	0.858	4	Good
Fashion Counsiousness	0.928	5	Excellent
Value Consciousness	0.889	4	Good
Ethical Consumption	0.843	3	Good
Attitude towards eco-fashion	0.880	3	Good
Life satisfaction	0.865	5	Good
Willing to pay premium	0.878	3	Good

Table 20 - Summary of the Reliability Statistics

4.7.2 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Normally, there are two most commonly used evaluation methods: Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity.

The Kaiser-Meyer-Olkin Measure is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors. The test measures sampling adequacy for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance among variables that might be a common variance. High values (close to

1.0) generally indicate that factor analysis may be useful with your data. If the value is less than 0.50, the results of the factor analysis probably won't be very useful.

Bartlett's test of sphericity tests the hypothesis that your correlation matrix is an identity matrix, which would indicate that variables are unrelated and therefore unsuitable for structure detection. Small values (less than 0.05) of the significance level indicate that factor analysis may be useful with data.

Table 21 Explains the KMO worthy evaluation criteria (Pestana & Gageiro, 2003).

KMO	Degree of Common Variance
1 - 0.9	Excellent
0.9 - 0.8	Good
0.8 - 0.7	Average
0.7 -0.6	Reasonable
0.6 -0.5	Poor
< 0.5	Unacceptable

Table 21 - Standard of KMO

In this study, all values of Kaiser-Meyer-Olkin (KMO) were above 0.6. The KMO values of Ecological Consciousness, Fashion Consciousness, Value Consciousness, and Life satisfaction are greater than 0.8, and Internal Consistency is good. Attitude towards eco-fashion, Willing to pay a premium, the KMO value is greater than 0.7. Internal Consistency is Average. Only the KMO value of Ethical Consumption is above 0.6, and Internal Consistency is Reasonable. At the same time, all variables for the Bartlett test are equal to 0.00, indicating that they are at an optimal level. This result means that the analysis can be further continued.

Table 22 shows the data for the relevant tests.

Kaiser-Meyer-Olkin (KMO) and Bartlett's Test					
Scale	Dimension	Bartlett's Test	% of Variance	KMO	Internal Consistency
Ecological Consciousness	1	0.000	70.354	0.807	Good
Fashion Counsiousness	1	0.000	77.943	0.843	Good
Value Consciousness	1	0.000	75.368	0.825	Good
Ethical Consumption	1	0.000	76.361	0.669	Reasonable
Attitude towards eco-fashion	1	0.000	80.641	0.722	Average
Life satisfaction	1	0.000	65.965	0.856	Good
Willing to pay premium	1	0.000	80.466	0.725	Average

Table 22 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

4.7.3 Confirmatory factor analysis

4.7.3.1 Exploratory Factor Analysis, EFA

Exploratory factor analysis is a statistical technique that It used to identify the structure of the relationship between the variable and the respondent. Therefore, we tested the following results using all variables.
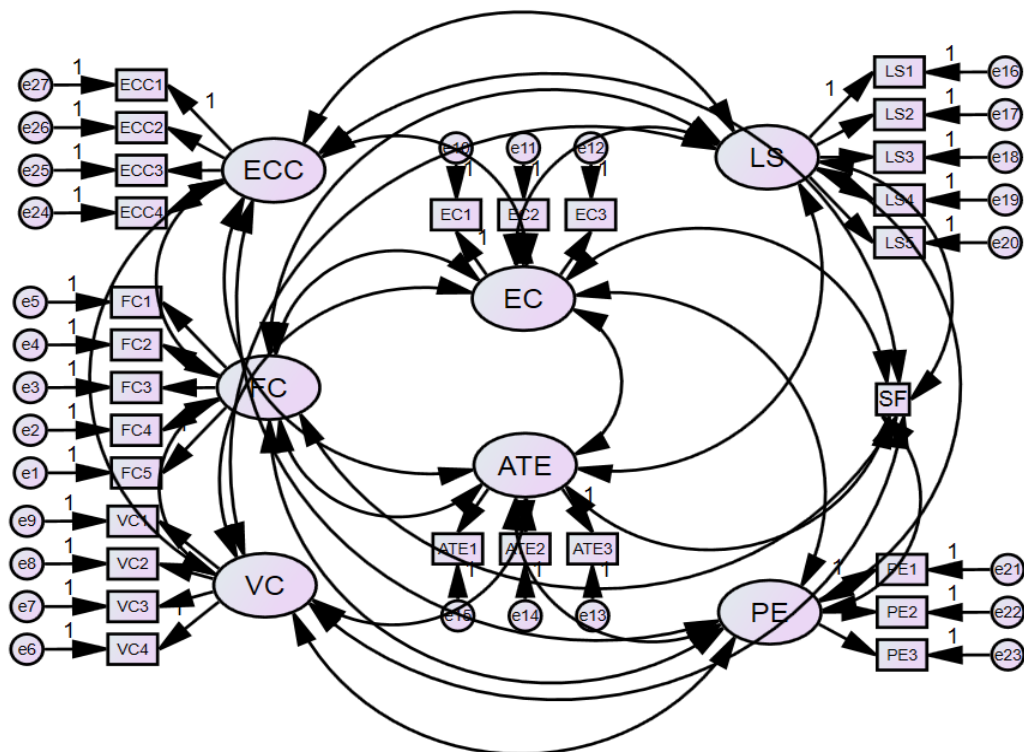
Figure 10 - Initial Measurement Model

Index	Model Measure
χ^2	1260.436
gl	323
IFI	0.943
TLI	0.934
CFI	0.943
RMSEA	0.055
χ^2 /gl	3.902

Table 23-Exploratory Model Index

In the model quality assessment, the measures most used to assess the quality of the model's fit are: Comparative Fit Index (CFI); Tucker-Lewis Fit Index (TLI); Incremental Fit Index (IFI), Chi-Square χ2 and Root Mean Square Error of Approximation (RMSEA). The following table presents the statistics and quality indexes of adjustment of the model, with their respective reference values.

Types of	Stastistical measures	Interpretation	Source reference
χ2/gl	>5	Bad fit	
	[2;5]	Fit	
	[1;2]	Good fit	
	<1	Very good fit	
CFI	<0,8	Bad fit	Marôco (2014)
TLI	[0,8;0,90]	Poor adjustment	
IFI	[0,9;0,95]	Good fit	
	≥0,95	Very good fit	
RMSEQ	>0.10	Unacceptable adjustment	
	[0,05-0,10]	Good fit	
	≤0.05	Very good fit	

Table 24 - Statistics and Reference Values

In this study, IFI, TLI, and CFI are all above 0.9, which is Good fit. RMSEA is between 0.05-0.10, which is Good fit. χ2/gl is between 2-5, Fit. Table 23 shows the data for the relevant tests.

4.7.3.2 Confirmatory Factor Analysis, CFA

Confirmatory factor analysis (CFA) is used to test how well the measured variables represent the number of constructs. CFA is similar to techniques with EFA, but in EFA, data is simply explored and provides information about the numbers of factors required to represent the data.

Confirmatory factor analysis requires the following indicators:

1. Standardized regression weight (SRW). Standard factor loading, $\lambda \geq 0.5$.

2. Squared multiple correlations, R^2.

3. Measurement error, $\theta = 1 - R^2$.

4. AVE: average variance extracted; this value should be ≥ 0.5. Is a measure of the amount of variance that is captured by a construct in relation to the amount of variance due to measurement error. In this study, all the data meet this criterion.

5. CR: Composite reliability is based on the factor loadings in confirmatory factor analysis (CFA), which is a measure of internal consistency in scale items, much like Cronbach's alpha (Netemeyer, 2003). It can be thought of as being equal to the total amount of true score variance relative to the total scale score variance (Brunner & Süß, 2005). in order to properly construct a good indicator of reliability, the value should be ≥ 0.7 in this study.

In this study, all of standard regression weight (SRW) values are above 0.5. The data are presented below table:

Item	SRW	C.R.	Item	SRW	C.R.
Ecological Consciousness			EC2	0.641	21.359
ECC1	0.730	-	EC3	0.938	29.015
ECC2	0.834	23.931	Attitude towards eco-fashion		
ECC3	0.814	23.435	ATE1	0.754	27.965
ECC4	0.737	21.333	ATE2	0.888	35.897
Fashion Consciousness			ATE3	0.891	-
FC1	0.832	35.735	Life Satisfaction		

FC2	0.859	38.221	LS1	0.763	-
FC3	0.726	27.849	LS2	0.734	22.613
FC4	0.922	44.982	LS3	0.883	27.193
FC5	0.903	-	LS4	0.770	23.812
Value Consciousness			LS5	0.634	19.229
VC1	0.713	24.979	Willing to pay premium		
VC2	0.817	30.621	PE1	0.860	-
VC3	0.876	33.825	PE2	0.797	28.834
VC4	0.868	-	PE3	0.875	32.570
Ethical consumption					
EC1	0.845	-			

Table 25 - Individual-Item Reliability

Variable	ECC	FC	VC	EC	ATE	LS	PE
AVE	0.609	0.725	0.674	0.668	0.717	0.579	0.713
CR	**0.861**	**0.929**	**0.892**	**0.855**	**0.883**	**0.872**	**0.882**

Table 26- Composite Reliability and Average Variance Extracted

Discriminant Validity: Refers to considered subcategories or subtypes of construct validity. The value of the square correlation of the latent variables between variables must be smaller than the value of the average variance extracted. In the following table, the bold letters represent the square root of AVE, the facts proved the model has good validity.

Variable	ECC	VC	FC	ATE	EC	PE	LS
ECC	**0.780**						
VC	0.298	**0.820**					
FC	0.139	-0.019	**0.851**				
ATE	0.591	0.281	0.159	**0.846**			
EC	0.179	0.185	-0.115	0.382	**0.817**		
PE	0.430	0.201	0.122	0.725	0.244	**0.844**	
LS	0.102	0.058	0.012	0.181	0.150	0.128	**0.760**

Table 27 - Discriminant Validity (Fornell-Larcker Criterion, 1981)

4.7.4 Structural Equation Modeling (SEM)

After the tests, we use the statistical program SPSS AMOS to analyze structural equations. Structural equation modeling (SEM) is a method of multivariate statistical analysis used to analyze structural relationships. This approach is used to analyze the structural relationship between observable variables and latent constructs by integrating factor analysis and multiple regression analysis. The advantages include the ability to handle multiple sets of dependent variables at the same time, account for measurement error when estimating effects, test the fit of the model to the data and specify statistical models that more closely align with theory.

5. Analysis of Results

The relationship and hypothesis of variables and the study of the sample's key information are introduced in this section.

5.1 Descriptive Analysis of Variables

A descriptive analysis is an important first step for conducting statistical analyses. it helps to identify their behavior in relation to the sample, as well as the mean value of the responses and their standard deviations. Enables you to identify associations among variables, thus making you ready to conduct further statistical analyses.

Variable	N	Minimum（1=Strongly disagree）	Maximum (7=strongly agree)	Mean	Std. Deviation
Ecological Consciousness	944	1	7	4.94	1.282
Fashion Consciousness	944	1	7	3.56	1.614
Value Consciousness	944	2	7	5.99	0.931
Ethical Consumption	944	1	7	5.40	1.426
Attitude towards eco-fashion	944	1	7	5.15	1.327
Life satisfaction	944	1	7	4.72	1.216
Willing to pay premium	944	1	7	4.38	1.382

Table 28 - Descriptive Analysis of Variables

	Portugal				Brazil				China				Others			
Variable	Min	Max	Mean	S.D	Min	Max	Mean	S.D	Min	Max	Mean	S.D	Min	Max	Mean	S.D
Ecological Consciousness	1	7	4.76	1.307	1	7	4.74	1.415	2	7	5.27	1.055	1	7	4.87	1.506
Fashion Consciousness	1	7	3.2	1.693	1	7	3.02	1.561	1	7	4.4	1.198	1	6	2.79	1.389
Value Consciousness	2	7	6.05	0.964	3	7	6.16	0.062	3	7	5.84	0.889	3	7	5.84	0.983
Ethical consumption	1	7	5.92	1.053	1	7	5.70	1.422	1	7	4.58	1.425	3	7	5.94	1..280
Attitude towards eco-fashion	1	7	5.11	1.358	1	7	5.26	1.489	1	7	5.13	1.105	1	7	5.06	1.713
Life satisfaction	1	7	4.86	1.219	1	7	4.93	1.346	1	7	4.37	1.039	3	7	5.12	1.247
Willing to pay premium	1	7	4.26	1.434	1	7	4.14	1.588	1	7	4.61	1.069	1	7	4.59	1.683

Table 29 - Different Country Descriptive Analysis of Variables

5.2 Results of Adjustment of The Structural Model

After engaging the quality of the measurement model, we need to evaluate the plausibility of the structural model. Based on the previously proposed assumptions that we constructed a structural model. The results obtained from the approximate structural model are shown in the following table. The values are: $\chi2 = 1441.138$; gl = 335 IFI = 0.933; TLI = 0.924; CFI = 0,933; RMSEA = 0,059 and $\chi2/gl = 4.302$. The results show the structural model has sufficient adjustment indicators.

Index	Model measure
χ^2	1441.138
gl	335
IFI	0.933
TLI	0.924
CFI	0.933
RMSEA	0.059
χ^2 /gl	4.302

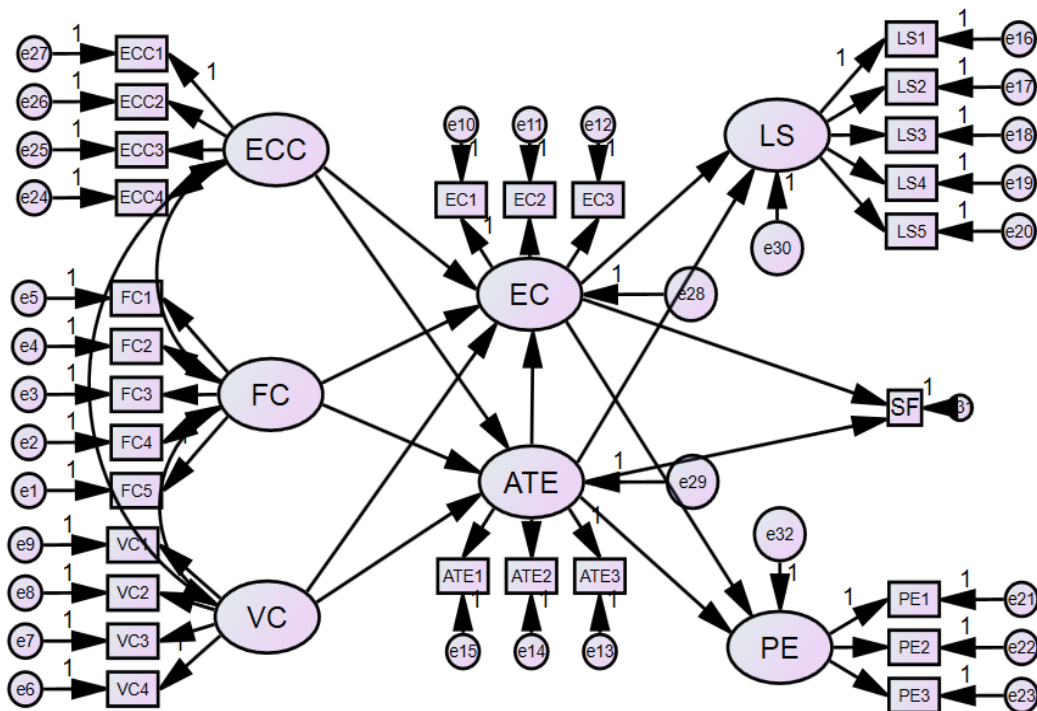Table 30 - Structural Model Adjustment Indexes

Figure 11 - Structural Model

5.3 Hypothesis Testing

The following details have Introduced the results of the testing of the hypotheses. Use SRW and P values to stand by hypothesis to be tested to confirm its statistical significance.

	Variable	Total			Portugal			Brazil			China			Others		
		Estimate	P	S/nsup	Estimate	P	S/nsup	Estimate	P	S/nsup	Estimate	P	S/nsup	Estimate	P	S/nsup
H1A	ECC→EC	-0.077	0.089	S	0.117	0.141	NS	−0.169	0.057	S	0.279	0.003	S	0.420	0.004	S
H2A	FC→EC	-0.172	***	VS	−0.040	0.480	NS	0.075	0.264	NS	0.016	0.807	NS	−0.235	0.021	S
H3A	VC→EC	0.084	0.019	S	0.046	0.454	NS	−0.017	0.815	NS	−0.015	0.826	NS	−0.066	0.504	NS
H1B	ECC→ATE	0.534	***	VS	0.559	***	VS	0.525	***	VS	0.573	***	VS	0.681	***	VS
H2B	FC→ATE	0.086	0.004	S	0.115	0.020	S	0.068	0.288	NS	0.301	***	VS	−0.015	0.895	NS
H3B	VC→ ATE	0.121	***	VS	0.101	0.059	S	0.091	0.202	NS	0.035	0.533	NS	0.050	0.661	NS
H4A	EC→LS	0.095	0.015	S	−0.002	0.973	NS	−0.102	0.223	NS	0.021	0.754	NS	0.151	0.456	NS
H5A	ATE→LS	0.145	***	VS	0.143	0.037	S	0.146	0.088	S	0.208	0.002	S	0.349	0.086	S
H4C	EC→PE	-0.039	0.204	NS	−0.007	0.909	NS	0.057	0.380	NS	0.150	0.002	S	0.224	0.121	NS
H5C	ATE→PE	0.740	***	VS	0.685	***	VS	0.651	***	VS	0.782	***	VS	0.629	***	VS
H6	ATE→EC	0.431	***	VS	0.362	***	VS	0.529	***	VS	0.166	0.068	S	0.433	0.002	S
Note: (***) = p <0.001, Very support ; NS: Not support = p> 0.1; S = support<0.1.																

Table 31 - Hypothesis Test Results

5.3.1 Results Discussion

Then, we could view the results regarding the hypothesis test, considering the SRW (Standardized Regression Weights) and p indexes to confirm whether the hypotheses are statistically significant or not for the usual levels of significance.

When analyzing the total sample, all hypotheses could be confirmed, except for H4C (SRW = - 0.039 and p = 0.204), rejecting the relationship between Ethical consumption and Willing to pay a premium. At the same time, in all confirmed hypothesis, the following hypotheses were revealed statistically significant impacts. Meanwhile, because of P <0.001, there are six hypotheses that are very supportive. There is the hypothesis H2A between Fashion

consciousness and Ethical consumption was confirmed（SWR = -0.172, P = ***）；The hypothesis H1B between Ecological consciousness and Attitude towards eco-fashion was confirmed（SWR = 0.534, P = ***）；The hypothesis between H3B Value consciousness and Attitude towards eco-fashion was confirmed（SWR = 0.121, P = ***）；The hypothesis H5A between Value consciousness and Attitude towards eco-fashion was confirmed （SWR = 0.145, P = ***）；The hypothesis H5C between Attitude towards eco-fashion and Willing to pay premium was confirmed （SWR = 0.740, P =***）；And the hypothesis H6 between Attitude towards eco-fashion and Ethical consumption was confirmed （SWR = 0.431, P = ***）. Besides that, the statistical support was found for the hypothesis H1A between Ecological consciousness and Ethical consumption was confirmed (SWR = -0.077, P = 0.089)；The hypothesis H3A between Value consciousness and Ethical consumption was confirmed（SWR = 0.084, P = 0.019）；The hypothesis H2B between Fashion consciousness and Attitude towards eco-fashion was confirmed（SWR = 0.086, P = 0.004）and the hypothesis H4A between Ethical consumption and Life satisfaction was confirmed（SWR = 0.095, P = 0.015）.

In the second stage of analysis, groups were defined according to the countries participating in the sample: Portugal，Brazil, and China. Except that the hypotheses H1B, H5A, H5C and H6 are all well confirmed, the results of other hypotheses have different degrees of difference. The specific discussion and analysis are as follows:

H1A There's a positive relationship between Ecological consciousness and Ethical consumption.

According to table 31, Total：SWR = -0.077, P=0.089 < 0.1, Support. （Portugal：SWR = 0.117 , P = 0.141 > 0.1，Not support；Brazil：SWR = -0.169 , P = 0.057 ＜ 0.1, Support；China：SWR = 0.279 , P = 0.003 ＜ 0.1，Support）.

Although most results indicate that there is a positive relationship between hypothetical H1A ecological consciousness and ethical consumption. The ecological consciousness people have a

positive attitude towards sustainable fashion products, but fashion consumers are still very complicated when making decisions about sustainable fashion products. In this result, the Portuguese have doubts about the relationship between ecological consciousness and ethical consumption. People with ecological consciousness may not necessarily engage in ethical consumption. Because there is a behavioral gap between consumers' attitudes between eco-fashion and ethical consumption (Niinimäki, 2010).

H2A There's a positive relationship between Fashion consciousness and Ethical consumption

According to table 31, Total：SWR = -0.172 , np , ***，Very support,（Portugal：SWR = -0.040, P = 0.480 > 0.1, Not support；Brazil： SWR = 0.075, P = 0.264 > 0.1，Not support；China：SWR = 0.016 , P = 0.807 > 0.1, Not support）

The hypothesis H2A proves that there is a positive correlation between fashion consciousness and ethical consumption, the opposite result appears in the comparison of different countries. The author believes that although fashion consciousness is an important factor affecting consumer purchases, not all fashion-conscious consumers will consider the level of ethical consumption in the consumption process.

H3A There's a positive relationship between Value consciousness and Ethical consumption

According to table 31, Total： SWR = 0.084 , np , 0.019，support.（Portugal：SWR = 0.046, P = 0.454 > 0.1, Not support；Brazil：SWR = - 0.017, P = 0.815 > 0.1，Not support； China：SWR = -0.015, P = 0.826 > 0.1, Not support）

The same results as the previous hypothesis. The hypothesis H3A proves that there is a positive relationship between value consciousness and ethical consumption, but the results of different countries in the group discussion show that it does not support it. Although some studies have shown that value consciousness builds consumer awareness of the role of environmental issues,

prompting people to pay more attention to environmental and ethical consumption issues, there is still room for improvement.

H1B There's a positive relationship between Ecological consciousness and Attitude towards eco-fashion

According to table 31, Total：SWR =0.534 , P = ***,Very support （Portugal ：SWR = 0.559 , P = ***，Very support；Brazil：SWR = 0.525, P = ***，Very support；China：SWR =0.573, P = *** ,Very support）

This study shows that the hypothesis H1B has a very positive relationship between ecological consciousness and attitudes towards eco-fashion. When consumers buy ecological products, ecological consciousness plays an important role. The more consumers understand the ecological ethics of products, the more likely they are to buy such products (Reser & Bentrupperbaumer, 2005; Stern, 2000).

H2B There's a positive relationship between Fashion consciousness and Attitude towards eco-fashion

According to table 31, Total：SWR = 0.086 , P = 0.004 ＜0.1，Support （Portugal：SWR = 0.115, P = 0.020 ＜0.1，Support；Brazil：SWR = 0.068, P = 0.288＞0.1，Not support；China：SWR = 0.301, P = ***，Very support ）

The study results show that there is a positive relationship between hypothesis H2B fashion consciousness and attitudes towards eco-fashion. Once again, consumers with higher fashion consciousness have more attitudes towards eco-fashion.

H3B There's a positive relationship between Value consciousness and Attitude towards eco-fashion

According to table 31, Total：SWR =0.121 , P = ***，Very support （Portugal：WR = 0.101 , P = 0.059 ＜ 0.1，Support；Brazil：SWR = 0.091, P = 0.202 > 0.1，Not support；China：SWR = 0.035, P = 0.533 > 0.1，Not support）

The study results show that there is a positive relationship between hypothesis H3B value consciousness and attitudes towards eco-fashion. Value consciousness promotes consumers to adapt to environmental issues (Longo et al., 2017), but consumers in Brazil and China have opposing opinions.

H4A There's a positive relationship between Ethical consumption and Life satisfaction

According to table 31, Total：SWR = 0.095, P = 0.015 < 0.1, Support（Portugal：SWR = -0.002, P = 0.973 > 0.1, Not support；Brazil：SWR = -0.102, P = 0.223 > 0.1 Not support；China：SWR =0.021, P = 0.754 > 0.1, Not support ）

The study results show that there is a positive correlation between hypothesis H4A ethical consumption and life satisfaction. The higher the individual's happiness, the higher his ecological responsibility (Brown & Kasser 2005). The author believes that although they are not supported in different country groups, ethical consumption can indeed give consumers spiritual pleasure and improve life satisfaction.

H5A There's a positive relationship between Attitude towards eco-fashion and Life satisfaction

According to table 31, Total： SWR = 0.145, P = ***, Very support （Portugal：SWR = 0.143, P = 0.037 < 0.1, Support；Brazil： SWR = 0.146, P = 0.088 < 0.1, support；China：SWR = 0.208 , P = 0.002 < 0.1,support ）

The study results show that there is a positive relationship between hypothesis H5A attitude towards eco-fashion and life satisfaction. Once again, environmentally friendly behaviors and attitudes are related to subjective well-being.

H4C There's a positive relationship between Ethical consumption and Willing to pay premium

According to table 31, Total：SWR = -0.039, P = 0.204, Not support（Portugal：SWR = -0.007, P = 0.909 > 0.1, not support；Brazil：SWR = 0.057, P = 0.380 > 0.1, not support；China：SWR =0.150, P = 0.002 < 0.1,support）

The study results show that there is no positive correlation between hypothesis H4C ethical consumption and willingness to pay premiums and overturn the original hypothesis. Although more consumers understand the moral aspects of products, the more they tend to buy ecological products. However, fashion consumers do not want the eco-fashion products they buy to cause any personal sacrifices. When the price of the product is high and the frequency of purchase by consumers is not high, the risk of evaluation errors will be felt. And in this case, they are more willing to buy clothing with higher perceived quality. (Parasuraman et al., 1985; Dodds et al., 1991; Crane & Clarke, 1994). At the same time, we found that only the survey results of consumers from China showed a willingness to pay more for ethical consumption.

H5C There's a positive relationship between Attitude towards eco-fashion and Willing to pay premium

According to table 31, Total：SWR = 0.740, P = ***,Very support（Portugal：SWR =0.685 , P = ***，Very support；Brazil：SWR =0.651 , P = ***，Very support；China：SWR = 0.782, P = ***，Very support）

The results of the study indicate that there is a positive between the hypothesis H5C attitude towards eco-fashion and willingness to pay a premium. When consumers consider the public consequences of personal consumption and public consumption, they will receive social attention and try to use personal purchasing power to create social changes, so as to purchase products that are more conducive to improving their lives through thinking (Brooker, 1976; Kozar & Hiller-Connel, 2013).

H6 There's a positive relationship between Attitude towards eco-fashion and Ethical consumption

According to table 31, Total：SWR = 0.431， P = ***， Very support （Portugal：SWR = 0.362, P = ***， Very support；Brazil：SWR = 0.529， P = ***， Very support；China：SWR = 0.166, P = 0.068 ＜0.1， Support ）

The results of the study show that there is a positive between the hypothesis H6 attitudes towards eco-fashion and ethical consumption. When consumers buy eco-fashion products, their attitude towards eco-fashion plays an important role.

In addition, because H4B and H5B did not use the Likert scale, we conducted a descriptive analysis through some questions in the questionnaire.

H4B There's a positive relationship between Ethical consumption and Shopping frequency

H5B There's a positive relationship between Attitude towards eco-fashion and Shopping frequency

First of all, regarding shopping frequency, the author according to the references asked participants to express the shopping frequency in a ratio of 1-6. (1= More than once a week; 2= Once a week; 3= Once a month; 4= Once every three months; 5= Once every six months; 6= Once a year（William, 1999）, and then analyzed the results of the questionnaire about shopping frequency. Table 32 and 33 show the shopping frequency of respondents.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Shopping frequency	944	1	6	3.73	1.138

Table 32 - Descriptive Analysis of Variables Shopping frequency

	Portugal				Brazil				China			
Variable	Min	Max	Mean	S.D	Min	Max	Mean	S.D	Min	Max	Mean	S.D
SF	1	6	3.66	1.218	1	6	4.10	1.066	1	6	3.58	1.073

Table 33 - Different Country Descriptive Analysis of Variables Shopping frequency

Therefore, we concluded that the shopping frequency of the respondents normally between every month or every three months.

Next, the author analyzed two other related questions. In the past three years, how much did you spend in the last 3 years in eco-fashion（PS）？ And how much extra fee are you willing to pay for eco-fashion（FS）？Table 34 shows the cost of respondents.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
PS	944	1	7	2.95	1.652
FS	944	1	7	3.08	1.346

Table 34 - Descriptive Analysis of cost

The results show that most respondents answered that they spent €50-99 on fashion and environmental protection in the past three years and are willing to pay 10%-20% of additional costs for environmentally friendly products.

And finally speculate, there's a positive relationship between ethical consumption and shopping frequency. There's a positive relationship between attitude towards eco-fashion and shopping frequency.

5.3.2 Comparison – ANOVA TEST

In addition, the author also did an ANOVA test. The result shows the significance of all the variables is 0.000, indicating that there are significant differences between the three countries. Table 35 show the ANOVA TEST.

Variable		Sum of Squares	df	Mean Squares	F	Sig.
ECC	Between groups	55.659	3	18.553	11.666	0.000
	Within Groups	1494.986	940	1.590	-	-
	Total	1550.645	943	-	-	-
FC	Between groups	380.206	3	126.735	57.369	0.000
	Within Groups	2076.585	940	1.109	-	-
	Total	2456.790	943	-	-	-
VC	Between groups	15.599	3	5.200	6.099	0.000
	Within Groups	801.442	940	0.853	-	-
	Total	817.041	943	-	-	-
EC	Between groups	351.789	3	117.263	70.353	0.000
	Within Groups	1566.773	940	1.667	-	-
	Total	1918.562	943	-	-	-
ATE	Between groups	3.576	3	1.192	0.676	0.000
	Within Groups	1658.001	940	1.764	-	-
	Total					
LS	Between groups	64.323	3	21.441	15.153	0.000
	Within Groups	1330.085	940	1.415	-	-
	Total	1394.408	943	-	-	-
SF	Between groups	37.000	3	12.333	9.781	0.000
	Within Groups	1185.262	940	1.261	-	-
	Total	1222.262	943	-	-	-
PE	Between groups	36.814	3	12.271	6.540	0.000
	Within Groups	1330.085	940	1.415	-	-
	Total	1394.408	943			

Table 35 ANOVA – Test

6. Final Considerations

In this chapter, we will summarize the theoretical and practical contributions we wanted to study, the limitations of the article, and future directions.

6.1 Theoretical and Practical Contributions

This study is not only expanding the empirical data on sustainable fashion consumption in the marketing field, especially the comparison between different countries. but also given the increasing trend in ethical consumption, a better understanding of different ideologies will help eco-fashion to target the right consumers, and to deliver effective advertising and marketing campaigns. Moreover, it will be of importance to non-profit/non-government organizations, in addition to commercial organizations, in developing effective "cause" marketing strategies, through helping underscore appropriate. It also helps explore solutions that meet the long-term development of the sustainable fashion industry, and establish an orderly balance among industrial development, environmental and social impacts.

6.2 Limitation

This study provides some consumers' views and valuable information on sustainable fashion consumption, but at the same time, there are some limitations.

First of all, although the age range of the sample in this study ranges from 18 to 60 years old, it is mainly between 18-25 years old. Most of these young people have not yet worked. Before they have financial freedom, personal assets the situation is likely to hinder the interviewee's choice, leading to bias in the final result.

At the same time, due to conditions, random sampling cannot be selected, which may also indicate that the sample population does not represent the overall characteristics of the entire consumer group in Portugal, Brazil, and China. Therefore, if future research can expand the scope of research, more complete information will be obtained, which will also facilitate international market expansion.

6.3 Future Research Direction

With further research on this topic, the author believes that sustainability performance should not be limited to the surface of the product, but a completely sustainable development path behind the product, covering R&D, supply chain to external communication. The brand's sustainable fashion actions require close cooperation with the industry chain and coordinated promotion of suppliers' sustainable technological innovation in order to comprehensively improve the practice level of the whole chain of sustainable fashion. Although some brands have launched sustainable brand products, most of them are still at the conceptual stage and have not reduced pollution from the root cause, and consumers have not yet established a mature and rational consumption concept. In order to explore effective paths for sustainable fashion consumption, closed-loop production on the supply side, long-term design on the brand side, and recycling on the consumer side will all be the future research directions.

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Appendixes

- Portuguese Version

Pesquisa sobre a ética consumista da moda

Este estudo pretende explorar a atitude dos consumidores perante a ética consumista da moda. Leva cerca de 5 minutos para completar o questionário.

Este é um estudo conduzido por uma aluna da universidade de Coimbra. Se tem alguma dúvida acerca da investigação ou procedimentos a qualquer altura, por favor contacte-nos.
uc2017282617@student.uc.pt

Muito obrigada pelo seu tempo e apoio.

1.Alguma vez ouviu falar de consumo ético ou moda ecológica?

○ Sim   ○ Não

   - Se sim, onde encontrou o seu conhecimento acerca de ética consumista e moda ecológica?

○ Redes sociais (como Facebook, Instagram, WeChat, Zhihu, BBS, etc.)
○ Media tradicional (como tv, revistas, livros, radio, jornais, etc.)
○ Escola ou universidade
○ Outras: _____.

   - Se não, nunca ouviu falar de ética consumista ou moda ecológica, quer continuar para saber mais detalhes?

○ Sim   ○ Não

Por favor, indique o quanto concorda com as seguintes afirmações.

- A respeito de ética consumista

2. Se todos nós consumíssemos menos, o mundo seria um lugar melhor.

Discordo totalmente   ○   ○   ○   ○   ○   ○   ○   Concordo totalmente

3. Nós deveríamos estar mais interessados em salvar o planeta do que fazer crescer a economia.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

4. Seria um benefício para as futuras gerações se as pessoas de hoje consumissem menos.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

- A respeito de consciencialização ecológica

5. Quando eu tenho uma escolha entre dois produtos iguais, eu sempre escolho o que faz menos danos às outras pessoas e ao ambiente.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

6. Eu tenho tendência a comprar produtos que podem ser reciclados.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

7. Eu tenho tendência a comprar produtos que não podem causar dano ao ambiente.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

8. Eu faço um esforço para comprar produtos feitos de materiais reciclados.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

- A respeito de consciencialização sobre o valor

9. Eu sou muito atento acerca de preços baixos, mas sou igualmente atento sobre a qualidade dos produtos.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

10. Quando compro, eu comparo os preços das diferentes marcas para ter a certeza que eu consigo o melhor valor para o dinheiro que gasto.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

11. Quando adquiro produtos, eu sempre tento maximizar a qualidade que eu obtenho pelo dinheiro que eu gasto.

Discordo totalmente ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Concordo totalmente

12. Quando eu compro produtos, eu gosto de ter a certeza que o meu dinheiro é bem gasto.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

- A respeito de consciencialização sobre moda

13. Eu leio as novidades sobre moda regularmente e tento manter o meu armário atualizado com as tendências da moda.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

14. Eu mantenho-me atualizado sobre as mudanças da moda, e eu tento sempre vestir-me de acordo com essas mudanças.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

15. Eu verifico o que é atualmente tendência quando preciso de comprar roupa nova.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

16. Eu presto atenção às tendências de moda.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

17. Eu estou interessada nas tendências de moda.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

· A respeito de moda ética

18. Eu tenho preocupação sobre se os trabalhadores na fabricação de roupas estão a receber um salário justo.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

19. Eu tenho preocupação sobre se os trabalhadores produzem as roupas num ambiente de trabalho seguro.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

20. Eu tenho preocupação sobre se as roupas violam os direitos dos animais, nomeadamente peles de animais.

Discordo totalmente ◯ ◯ ◯ ◯ ◯ ◯ ◯ Concordo totalmente

21. Eu tenho preocupação sobre se as roupas violam os direitos humanos nomeadamente trabalho infantil.

Discordo totalmente ◯ ◯ ◯ ◯ ◯ ◯ ◯ Concordo totalmente

- **A respeito de moda ecológica**

22. Eu tenho preocupação sobre se as roupas são feitas de materiais naturais

Discordo totalmente ◯ ◯ ◯ ◯ ◯ ◯ ◯ Concordo totalmente

23. Eu tenho preocupação sobre se as roupas são amigas do ambiente.

Discordo totalmente ◯ ◯ ◯ ◯ ◯ ◯ ◯ Concordo totalmente

24. Eu tenho preocupação sobre se as roupas copiam o design e podem ser contrafeitas.

Discordo totalmente ◯ ◯ ◯ ◯ ◯ ◯ ◯ Concordo totalmente

25. Eu tenho preocupação sobre se as roupas podem ser recicladas.

Discordo totalmente ◯ ◯ ◯ ◯ ◯ ◯ ◯ Concordo totalmente

26. Eu tenho preocupação sobre se as roupas são sustentáveis.

Discordo totalmente ◯ ◯ ◯ ◯ ◯ ◯ ◯ Concordo totalmente

27. Se você vai comprar roupa sustentável, o que você pensa que são os três maiores atributos para si?

◯O preço ◯O estilo ◯A qualidade ◯O material ◯A marca ◯A utilidade
◯O conforto ◯A sustentabilidade ◯A reciclabilidade ◯A proteção dos direitos e dos animais◯Não ser plagiado◯A proteção ambiental ◯O comércio justo ◯Outros_____.

28. A respeito da frequência com que se vai às compras

◯ Mais do que uma vez por semana   ◯ Uma vez por semana
◯ Uma vez por mês   ◯ Uma vez por cada três meses
◯ Uma vez por cada seis meses   ◯ Uma vez por ano

- A respeito da atitude face à moda ecológica

29. Tenho uma atitude positiva face à moda ecológica.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

30. Eu gostaria de tratar a moda ecológica como uma das minhas opções de compra.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

31. Dá-me um sentimento positivo comprar moda ecológica.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

• **A respeito de pagar mais por moda ecológica**

32. Eu estou disposta a pagar mais por moda ecológica.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

33. Eu prefiro gastar o meu dinheiro em moda ecológica mais do que em moda não ecológica.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

34. Eu prefiro comprar roupas ecológicas mesmo que de alguma maneira seja mais caro.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

35. Quanto gastou nos últimos 3 anos em moda ecológica?

○ € 0   ○ € 1 - 49   ○ €50 - 99   ○ €100 - €199
○ €200 - €499   ○ €500 - €1000   ○ Acima de €1000

36. Quanto está disposto a pagar a mais por moda ecológica?

○ 0%   ○ 0% - 10%   ○ 10% - 20%   ○ 20% - 30%
○ 30% - 40%   ○ 40% - 50%   ○ Mais de 50%

- A respeito de satisfação de vida.

37. Na maior parte das vezes a minha vida está perto do meu ideal.

Discordo totalmente ○ ○ ○ ○ ○ ○ ○ Concordo totalmente

38. As condições da minha vida são excelentes.

Discordo totalmente ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Concordo totalmente

39. Eu estou satisfeito com a minha vida.

Discordo totalmente ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Concordo totalmente

40. Até agora, eu tive as coisas mais importantes que eu queria em vida.

Discordo totalmente ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Concordo totalmente

41. Se eu pudesse viver a minha vida outra vez, eu não mudaria muita coisa.

Discordo totalmente ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Concordo totalmente

- **Informação pessoal**

- **Qual é o seu género?**

⊙ Masculino ⊙ Feminino ⊙ Outras: _____.

- **Qual é a sua idade?**

⊙ Menos de 18 anos ⊙ Entre 18 e 25 anos ⊙ Entre 26 e 30 anos ⊙ Entre 31 e 40 anos
⊙ Entre 41 e 50 anos ⊙ Entre 51 e 60 anos ⊙ Acima de 60 anos

- **Qual é a sua nacionalidade?**

⊙China ⊙ Portugal ⊙ Brasil ⊙ Outras:_____.

- **Qual é o seu salário mensal?**

⊙ Menos de €500 ⊙ Entre €500 - €999 ⊙ Entre €1000-€1999
⊙ Entre €2000-€2999 ⊙ Acima de €3000

- **Qual é a sua maior qualificação académica?**

⊙ Escola secundário ou menos ⊙ Licenciatura
⊙ Mestrado ⊙ Doutoramento
⊙ Outras: _____.

- **Qual é o seu estado civil?**

○ Solteiro/a   ○ Casado/a   ○ Divorciado/a   ○ Viúvo/a

- **Qual é a sua ocupação?**

○ Agricultura e floresta   ○ Profissões especializadas
○ Desporto e lazer   ○ Engenharia
○ Matemática e ciência   ○ Área da medicina
○ Área do negócios   ○ Artes e entretenimento
○ Literatura e advocacia   ○ Serviços pessoais
○ Serviços sociais   ○ Outras: _____.

- **Qual o seu estado de emprego?**

○ Desempregado   ○ Empregado   ○ Trabalho por conta própria   ○ Estudante

Este é o fim do questionário, muito obrigada pela sua participação!

Research on the ethical fashion consumption

This study aims to explore the attitude of consumers towards ethical fashion consumption. It takes about 5 minutes to complete the questionnaire.

This is a study conducted by a student from the University of Coimbra. If you have any questions about the investigation or procedures at any time, please contact us.
uc2017282617@student.uc.pt

Thank you very much for your time and support.
— —

1. Have you heard the term "Ethical consumption" or "Eco-fashion"?

◉ Yes   ◉ No

   - If yes, where do you get your knowledge about "Ethical consumption" and Eco-fashion?

◉ Social media (such as Facebook, Instagram, WeChat, Zhihu, BBS, etc.)
◉ Traditional media (such as TV, magazines, books, radio, newspapers, etc.)
◉ School or university
◉ Others: _____ .

   - If no, you never heard about the "Ethical consumption" or "Eco-fashion", do you want to continue to know more details?

◉Yes   ◉ No

Please indicate how much you agree with the following statements.

- Regarding ethical consumption

2. If we all consume less, the world will be a better place.

Strongly disagree ◉ ◉ ◉ ◉ ◉ ◉ ◉   Strongly agree

3. We should be more interested in saving the earth than growing the economy.

Strongly disagree ◉ ◉ ◉ ◉ ◉ ◉ ◉   Strongly agree

4. It would benefit future generation of people today would quit consuming so much.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

- Regarding ecological consciousness

5. When I have a choice between two equal products, I always purchase the one less harmful to other people and the environment.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

6. I tend to buy products that can be recycled.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

7. I tend to buy products that not harm the environment.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

8. I make every effort to buy products made from recycled materials.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

- Regarding value consciousness

9. I am very concerned about low prices, but I am equally concerned about product quality.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

10. When shopping, I compare the prices of different brands to be sure I get the best value for the money.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

11. When purchasing a product, I always try to maximize the quality I get for the money I spend.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

12. When I buy products, I like to be sure that I am getting my money's worth.

Strongly disagree ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ ⊙ Strongly agree

• Regarding fashion consciousness

13. I read the fashion news regularly and try to keep my wardrobe up to date with fashion

trends.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

14. I keep up to date on all the fashion changes, and I always attempt to dress according to those changes.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

15. I check to see what is currently fashionable only when I need to buy some new clothes.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

16. I pay attention to fashion trends.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

17. I am interested in fashion trends.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

- **Regarding Ethical fashion**

18. I am concerned about whether workers in clothing production are getting a fair wage.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

19. I am concerned about whether clothing workers are producing in a safe working environment.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

20. I am concerned about whether clothes violate animal rights, namely leather.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

21. I am concerned about whether clothes violate human rights, namely child labourer.

Strongly disagree ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ ⦾ Strongly agree

- **Regarding Eco-fashion**

22. I am concerned about whether clothes are made of natural materials.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

23. I am concerned about whether clothes are environmentally friendly.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

24. I am concerned about whether the clothes copy other people's designs.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

25. I am concerned about whether clothes can be recycled.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

26. I am concerned about whether clothing is sustainable.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

27. If you are going to buy sustainable fashion clothing, what do you think are <u>three most important attributes</u> for you?

○ Price ○ Style ○ Quality ○ Material ○ Brand ○ Utility ○ Comfort fit ○ Sustainability ○ Recyclability ○ Protection of animal rights ○ No plagiarism ○ Environmental protection ○ Fair trade ○ Others:_____.

28. Regarding Shopping frequency

○ More than once a week   ○ Once a week   ○ Once a month
  ○ Once every three months   ○ Once every six months   ○ Once a year

- Regarding attitude towards eco-fashion

29. I am a positive attitude towards eco-fashion

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

30. I would like to treat eco-fashion as one of my purchase choices

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

31. It gives me a positive feeling to buy eco-fashion.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

- **Regarding your premium for eco-fashion**

32. I am willing to pay a premium for eco-fashion.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

33. I should rather spend my money on eco-fashion clothes more than non eco-fashion clothes.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

34. I prefer to purchase eco-fashion clothing even if it is somewhat more expensive.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

35. How much did you spend in the last 3 years in eco-fashion?

○ € 0   ○ € 1 - 49   ○ €50 - 99   ○ €100 - €199
○ €200 - €499   ○ €500 - €1000   ○ Above €1000

36. How much extra fee are you willing to pay for eco-fashion ?

○ 0%   ○ 0% - 10%   ○ 10% - 20%   ○ 20% - 30%
○ 30% - 40%   ○ 40% - 50%   ○ More than 50%

- **Regarding Life satisfaction**

37. In most ways my life is close to my ideal.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

38. The conditions of my life are excellent.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

39. I am satisfied with my life.

Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

40. So far, I have gotten the important things I want in life.
Strongly disagree ○ ○ ○ ○ ○ ○ ○ Strongly agree

41. If I could live my life over, I would change almost nothing.

Strongly disagree ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Strongly agree

- **Personal information**

- **What is your gender?**

⚪ Male　　　　　⚪ Female　　　　⚪ Others: _____.

- **What is your age?**

⚪ Under 18　　⚪ 18 ~ 25　　⚪ 26 ~ 30　　⚪ 31 ~ 40
⚪ 41 ~ 50　　　⚪ 51 ~ 60　　⚪ Above 60

- **What is your nationality?**

⚪ China　　　　⚪ Portugal　　⚪ Brazil　　　⚪ Others:_____.

- **What is your monthly income?**

⚪ Under €500　⚪ €500 - €999　⚪ €1000-€1999　⚪ €2000-€2999　⚪ Above €3000

- **What is your highest academic qualification?**

⚪ High school or less　　　　⚪ Bachelor degree
⚪ Master degree　　　　　　⚪ Ph.D. Degree
⚪ Others: _____.

- **What is your marital status?**

⚪ Single　　　　⚪ Married　　　⚪ Divorced　　　　⚪ Widowed

- **What is your occupation?**

⚪ Agriculture and Forestry　　⚪ Skilled Trades　　　⚪ Sports and recreation
⚪ Engineering　　　　　　　⚪ Math and Science　　⚪ Medically Related
⚪ Business Related　　　　　⚪ Arts and entertainment　⚪ Literary and legal
⚪ Personal services　　　　　⚪ Social services　　　⚪ Others: _____.

- **What is your working status?**
⚪ Unemployed　　⚪ Employed　　⚪ Working on your own　　⚪ Student

This is the end of the questionnaire, thanks for your participation!

道德时尚消费研究

本研究旨在探讨消费者对合乎道德的时尚消费的态度。 完成问卷大约需要5分钟。

这是科英布拉大学经济学院的一名学生进行的一项研究，如果您对调查或程序有任何疑问，请随时与我们联系。 uc2017282617@student.uc.pt

非常感谢您的时间和支持。

———

1. 您是否听说过"道德消费"或者"可持续时尚"这类术语?

◉是　　◯否

　 - 如果听说过, 您是从哪些渠道获得关于道德消费和可持续时尚的知识？（多选）

◉ 社交媒体（如微博，微信，知乎，论坛等）
◉ 传统媒体（如电视，杂志，书籍，广播，报纸等）
◉ 学校
◉ 其它: _____.

　 - 如果没有听说过，您是否愿意继续了解"道德消费"或者"可持续时尚"?

◉是　　◯否

<u>请说明您对下列陈述的同意程度。</u>

- 关于道德消费

2. 如果我们所有人的消费量减少，世界将变得更加美好。

非常不同意　 ◯ ◯ ◯ ◯ ◯ ◯ ◯ 　 非常同意

3. 比起发展经济，我们应该对拯救地球更感兴趣。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

4. 如果今天的人们放弃大量消费，它将对子孙后代有利。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

- 关于生态意识

5. 当我在两种同等产品之间做出选择时，我总是购买对他人和环境危害较小的产品。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

6. 我倾向于购买可以回收的产品。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

7. 我倾向于不购买对环境有害的产品。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

8. 我竭尽全力购买回收材料制成的产品。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

- 关于价值意识

9. 我非常关注低价格，但是我同样关注产品质量。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

10. 购物时，我会比较不同品牌的价格，以确保我物有所值。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

11. 购买产品时，我总是尽力使自己花的钱得到的质量最大化。

非常不同意   ○ ○ ○ ○ ○ ○ ○   非常同意

12. 当我购买产品时，我喜欢确保自己物有所值。

非常不同意   ○ ○ ○ ○ ○ ○ ○   非常同意

· **关于时尚意识**

13. 我会定期阅读时尚新闻，并努力使自己的衣橱与时尚潮流保持同步。

非常不同意   ○ ○ ○ ○ ○ ○ ○   非常同意

14. 我会及时了解所有的时尚变化，并总是尝试根据这些变化着装。

非常不同意   ○ ○ ○ ○ ○ ○ ○   非常同意

15. 我仅在需要购买一些新衣服时检查一下当前流行的时尚。

非常不同意   ○ ○ ○ ○ ○ ○ ○   非常同意

16. 我关注时尚潮流

非常不同意   ○ ○ ○ ○ ○ ○ ○   非常同意

17. 我对时尚趋势感兴趣。

非常不同意   ○ ○ ○ ○ ○ ○ ○   非常同意

· **关于生态时尚**
18. 我关心服装生产的工人是否获得公平合理的工资。

非常不同意   ○ ○ ○ ○ ○ ○ ○   非常同意

19. 我关心服装生产的工人是否在安全的工作环境中生产。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

20. 我关心服装是否侵犯了动物的权利。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

21. 我担心衣服是否侵犯人权，即童工。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

- **关于生态时尚**

22. 我关心服装是否使用天然的材料。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

23. 我关心服装是否环保。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

24. 我关心服装是否抄袭了别人的设计。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

25. 我关心服装是否可以回收利用。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

26. 我关心服装是否是可持续的。

非常不同意　○ ○ ○ ○ ○ ○ ○　非常同意

27. 如果您将购买道德服装，您认为对您最重要的<u>三个属性</u>是什么？ （多选）

◎价格◎款式◎质量◎材料◎品牌◎实用性◎舒适合体◎可持续性◎可回收◎保护动物权利◎没有抄袭◎环保◎公平贸易◎其它_____.

28. 关于购物频率

◎ 每周一次以上　　　　◎ 每星期一次　　　　◎ 每月一次

◎ 每季度一次　　　　　◎ 每六个月一次　　　◎ 每年一次

- 关于对生态时尚的态度

29. 我对生态时尚持积极态度。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

30. 我想将生态时尚视为我的购买选择之一。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

31. 购买生态时尚给我一种积极的感觉。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

· 关于购买生态时尚产品的附加费用

32. 我愿意为生态时尚支付溢价。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

33. 我宁愿将钱花在环保服装上，而不是非环保服装上。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

34. 我宁愿购买环保时尚的衣服，即使它稍微贵一些。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

35. 在过去的三年里，您在环保时尚方面花费了多少？

◎ ¥ 0　　　　　◎ ¥ 1- 399　　　◎ ¥ 400 - 799　　　◉ ¥ 800 - 1599
◎ ¥ 1600 - 3999　◎ ¥ 4000 - 7999　◎ ¥ 8000以上

36. 您愿意为环保时尚支付多少比例的额外费用？

◎ 0%　　　　　◎ 0% - 10%　　　◎ 10% - 20%　　　◉ 20% - 30%
◎ 30% - 40%　　◎ 40% - 50%　　◎ 多于 50%

- **关于生活满意度**

37. 在大多数方面，我的生活都接近理想。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

38. 我的生活条件非常好。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

39. 我对自己的生活感到满意。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

40. 到目前为止，我已经获得了生活中想要的重要事物。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

41. 如果我能再次过上我的生活，我几乎什么都不会改变。

非常不同意　◎ ◎ ◎ ◎ ◎ ◎ ◎　非常同意

- **个人信息**

- **您的性别是?**

  ○ 男性　　　　　　○ 女性　　　　　　○ 其它: _____.

- **您的年龄段是?**

  ○ 18岁以下　　　○ 18岁～25岁之间　　○ 26岁～30岁之间　　○ 31岁～40岁之间
  ○ 41岁～50岁之间　○ 51岁～60岁之间　　○ 60岁以上

- **您的国籍是?**

  ○ 中国　　　　　○ 葡萄牙　　　　　○ 巴西　　　　　○ 其它:_____.

- **您每月的收入是?**

  ○ ￥0 - 999　　　○ ￥1000-1999　　○ ￥2000 - 2999　　○ ￥3000 - 3999
  ○ ￥4000 - 7999　○ ￥8000 - 15999　○ ￥16000 - 23999　○ ￥24000 以上

- **您的最高学历是?**

  ○ 高中及以下　　○ 学士学位　　　○ 硕士学位　　　○ 博士学位
  ○ 其它: _____.

- **您的婚姻状况是?**

  ○ 单身　　　　　○ 已婚　　　　　○ 离异　　　　　○ 丧偶

- **您的职业是?**

  ○ 农林　　　　　○ 熟练技工　　　○ 体育和休闲　　○ 工程
  ○ 数学与科学　　○ 医疗相关　　　○ 商业相关　　　○ 艺术与娱乐
  ○ 文学和法律　　○ 个人服务　　　○ 社会服务　　　○ 其它: _____.

- **您的工作状态是?**

  ○ 未被雇佣　　　○ 已被雇佣　　　○ 独自工作　　　○学生

问卷到此结束，感谢您的参与!