



BARRIERS IN SUSTAINABLE FASHION CONSUMPTION:
THE STUDY COMPARING GENERATION Y
(MILLENNIALS) AND GENERATION Z

BY

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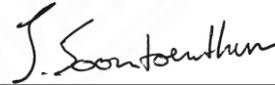
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ABSTRACT

The environmental impact of fast fashion has increasingly led consumers to seek products from the sustainable fashion industry. Despite positive motivations for sustainable fashion consumption, a significant gap holds on between motivation and actual purchasing intention, known as the attitude-behavior gap. This study investigates the barriers as high price, low availability, and lack of trust that hinder the relationship between motivation and sustainable fashion consumption intention, comparing Generation Y and Generation Z consumers.

Data from 234 participants were analyzed to test hypotheses. Findings reveal that while Generation Y shows a strong positive effect of motivation on sustainable fashion consumption intention, the barrier of high price moderates this relationship. However, in Generation Z, no moderator factors were observed. Instead, direct effects such as high prices and lack of trust in sustainability claims significantly negatively affect their intention.

This study provides clarity on motivations that influence sustainable fashion consumption intention in Generation Y and Generation Z, aiming to reduce the gap between motivations and intention and support more sustainable consumption practices.

Keywords: Sustainable fashion, Attitude-behavior gap, Motivation toward sustainable fashion consumption, High price, Low availability, Lack of trust in sustainability claim



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CHAPTER 1

INTRODUCTION

1.1 Background and Problem Statement

This fashion business ranks as the third-largest globally (Zhang et al., 2021). This sector is also responsible for producing approximately 92 million tons of textile waste annually, with projections indicating it could reach up to 134 million tons per year by 2030 (Chen et al., 2021). Additionally, fast fashion is accountable for emitting up to 10% of global carbon emissions, creating 20% of the global's wastewater. A single T-shirt produced from cotton uses up to 2,700 liters of water (Hossain, 2019). Moreover, consumers are concerned about the cost and welfare of labor under unfairness (Ronda, 2024).

Fast fashion brands, their strategy involves campaigns or promotions featuring new trends. The result is that the fashion life cycle becomes too short, leading to disposable consumer behavior (Jutidamrongphan et al., 2021).

In recent years, consumers have become more aware to environmental impact of fashion consumption. They are expressing consumption behaviors towards sustainability such as they are interested in sustainable production of processing, buying pre-owned garments, and utilizing clothing rental services (Ronda, 2024). Although, environmental concern, social concern, or reuse consumption are motivations in sustainable fashion consumption as mentioned. However, purchasing behaviors in sustainable consumption are the opposite of motivation. The purpose of this study is to identify the obstacles hindering sustainable fashion consumption across various motivational factors.

Sustainable may high cost more than fast fashion due to the process to production. Individuals budget is challenged to buy sustainable products (Lundblad & Davies, 2016). The level of environmental knowledge affects to decision making (Goh & Balaji, 2016). Lack of knowledge is one of the barriers to investigation. The limited availability of sustainable products challenges consumers in selecting fashion items

that are easily accessible for purchase. (Moon et al., 2015). Limited availability of sustainable fashion products is a barrier hindering sustainable fashion.

Some consumers may be uncertain and have a query about sustainability claims because they are confused by the brands' advertisements and they have a chance the risk when purchasing sustainable products. While consumers try to search for more information on brands claim and manufacturing processes but they difficult to assess this information (Braga et al., 2019).

The customers in Generation Y (Millennials generation) and Generation Z are considered to be the next customer groups to concerned about a climate-safe environment (Vermeir & Verbeke, 2006). Young customers will find to purchase sustainable products because they are socially conscious or environmentally concerned (Augustine et al., 2019). Each generation has some different characteristics. The major characteristic of the Millennials generation they create a personal style and open mind to try new things. They are also willing to purchase products made from sustainable materials and processes (Ersoy & Fu, 2021). For Generation Z, they are highly esteemed and key influenced their family for decision-making. This generation was born with technology so they are expert on internet whether searching and sharing information fluently. The second-hand product was famous in this generation. However, the limitation of their generation is budget limited because most of them are still unemployed (Liu & Hei, 2021). Therefore, this study to understand the barriers of the attitude-behaviors gap toward sustainable consumption, comparing Generation Y (Millennials generation) and Generation Z.

1.2 Research Objectives

This research purpose is to understand the barriers that affect to sustainable fashion consumption according attitude-behavior gap between motivation and intention and compare Generation Y (Millennials generation) and Generation Z. Both generations are concerned about a climate-safe environment and have a trendy awareness of sustainable fashion (Augustine et al., 2019; Vermeir & Verbeke, 2006), each with unique characteristics.

1. To investigate the barriers between motivation and sustainable fashion consumption intention in Generation Y (Millennials) and Generation Z.

2. To compare the barriers between motivation and sustainable fashion consumption intention between Generation Y (Millennials) and Generation Z.

1.3 Scope of the study

The population of customers in Thailand consists of Generation Y, who were born between 1980 to 1996 and are typically classified as Millennials (Bernardes et al., 2018), and Generation Z, born between 1997-2012 (Noble et al., 2009) in Thailand.

1.4 Expected Benefits

1. To identify the barriers between motivation and sustainable fashion consumption intention in Generation Y and Generation Z.

2. To understand the barriers between motivation and intention of sustainable fashion consumption and adopting strategies to encourage sustainable options among young generation customers of the sustainable fashion market in the future.

1.5 Terminology

This section introduces key terms relevant to this research, providing definitions and context to help readers engage with the research content.

Table 1.1

Terms and Definitions

Determinants	Definitions	References
Sustainable fashion	Fashion that is aware of sustainability, such as the manufacturing process, materials, and fair labor working.	Henninger et al. (2016)
Sustainable fashion consumption	Consumer choice regarding green and ethical products serves as the motivation to move the fashion market towards sustainability, addressing both environmental and social concerns.	Bly et al. (2015)
Fast fashion	Fashion operates on a short cycle of consumption due to the frequency of new product launches. This leads to frequent deliveries to stores and impulsive purchasing behavior among consumers. However, fast fashion supply chain impacts to environment, including pollution, chemical waste, and eco-hazards.	Cherradi and Tetik (2020)
Attitude-behavior gap	The gap in the middle of attitudes and actual behavior, when people are motivated to adopt certain behaviors, such as leading a more active lifestyle. However, encounter difficulties in translating those motivations to their action.	Ronda (2024)

Table 1.1*Terms and Definitions (cont.)*

Determinants	Definitions	References
Generation Y (Millennials generation)	The consumer who lives in Thailand. Sometime called the Millennials generation. Born between 1980 and 1996 (individuals ages 28–44 in 2024)	Bernardes et al. (2018)
Generation Z	The consumer who lives in Thailand. Born between 1997 and 2012 (individuals ages 12–27 in 2024)	Noble et al. (2009)
Motivation toward sustainable fashion consumption	Motivation relates to the driving forces behind behavior or as the attribute that drives consumers to do or not to do something. Motivation is influenced by beliefs, perceptions, values, interests, need and goals. The motivational drivers that shape an individual's attitudes for sustainable consumption refers to the factors or influences that precede or lead to the development of attitudes. There are key motivations toward sustainable fashion consumption. They believe in these motivations, which make them feel that sustainable fashion consumption helps them reduce consumption, express self-image, address environmental concerns, and increase social consciousness.	Lai (2011); Lundblad and Davies (2016); McNeill and Moore (2015); Ronda (2024)

Table 1.1*Terms and Definitions (cont.)*

Determinants	Definitions	References
High price of sustainable fashion	The sustainable products are priced higher compared to conventional ones due to complicated processing. Limited budget individuals often find it challenging to afford sustainable fashion products and may select for cheaper, non-eco-friendly alternatives. High price of product which is commonly found to be a significant obstacle.	Chang (2011); Cherradi and Tetik (2020); Vermeir and Verbeke (2006)
Low availability of sustainable fashion	The limited availability of sustainable items presents a significant barrier to consumers. This challenge occurs when consumers interested in making sustainable product purchases, find limited options accessible to them. Consumers often encounter difficulties when seeking sustainable products that match their personal style due to a limited variety of options available to them.	Moon et al. (2015); Wiederhold and Martinez (2018)
Lack of trust in sustainability claim	Consumers would like to obtain information about companies' sustainability practices, they often face challenges in determining the validity of eco-friendly claims. Skepticism towards eco-friendly labeling and doubts about true intentions of companies contribute to the lack of trust for products claim. Trust in brand claim is very importance factor to be barrier.	Braga et al. (2019); Henninger and Singh (2017); Joshi and Rahman (2016)

CHAPTER 2

REVIEW OF LITERATURE

The aim of review of literature consists a theoretical background and impact of the fast fashion industry and sustainable fashion. It also discusses sustainable fashion consumption, which is involve to the attitude-behavior gap. Additionally, the chapter identifies barrier factors within this gap to develop hypotheses on sustainable fashion consumption intention. Furthermore, it explores the trait in each generation, Generation Y (Millennials) and Generation Z, regarding sustainable fashion consumption. According to the following topic:

- 2.1 Impact issue of fast fashion and sustainable fashion
 - 2.1.1 Impact of fast fashion
 - 2.1.2 Sustainable fashion
- 2.2 Motivations toward sustainable fashion consumption
- 2.3 Sustainable fashion consumption
- 2.4 The attitude-behavior gap
- 2.5 Consumer sustainable consumption
 - 2.5.1 Generation Y (Millennials)
 - 2.5.2 Generation Z
- 2.6 Barriers
 - 2.6.1 High price of sustainable fashion
 - 2.6.2 Low availability of sustainable fashion
 - 2.6.3 Lack of trust in sustainability claim
- 2.7 Control Variables
- 2.8 Conceptual Framework

2.1 Impact issue of fast fashion and sustainable fashion

2.1.1 Impact of fast fashion

Many brands have adopted a business model based on fast fashion. The strategy involves offering trendy styles at cheap prices by producing in a large scale and rapidly producing items with low quality. That has a strong impact on the environment (Ronda, 2024). And a disposable consumer behavior as a result of excessive consumption rate. As a result, this leads to disposable consumer behavior due to marketing campaigns such as new collection launches, resulting in excessive consumption rates (Ozdamar Ertekin & Atik, 2014).

The fashion industry is significant to pollution worldwide. Production methods by this industry have significant environmental impacts, including high energy and water usage. These processes lead to issues such as water contamination by toxic chemicals, a high carbon footprint, soil toxicity, the greenhouse gas effect, and the construction of waste (Allwood et al., 2006).

Nowadays, this industry creates clothing waste more than 92 million tons, with expectations of reaching up to 134 million tons per year by 2030 (Chen et al., 2021). Additionally, the industry utilizes water approximately 79 trillion liters (Niinimäki et al., 2020).

Furthermore, fast fashion consumption is a growing global problem not only pollution in the environment. Also concern about working conditions as fair and safe of labor including cheaper labor costs (Ronda, 2024). The fashion industry often reduces costs by employing cheap labor under poor working conditions and low safety especially in developing countries. Mostly fashion brands keep the secret earning a wage rate. The existing regulations in each country are not to solve the environmental issues and poor working conditions. Ensuring fair working conditions for workers is a significant influence on consumers' decision-making (Bianchi & Gonzalez, 2021; McNeill & Moore, 2015).

2.1.2 Sustainable fashion

Sustainable fashion originated in the 1960s, Consumers are interested in environmental concerns, There are positive effects to improving the process of product (Diddi et al., 2019). In the 1990s, ethical considerations emerged, with a growing concern about working conditions, sustainable fashion, and materials that are environmentally friendly.

Sustainable fashion stands in contrast to fast fashion, prioritizing values such as ethical production, fair working, and environmental sustainability. To transition to sustainable fashion requires support on relationships between organizations and stakeholders, adopting more manageable production timelines, and empowering workers to excite change. Sustainable fashion is not a trend, also concerned with the social, environmental, and economic impacts of fashion production (Henninger et al., 2016).

The key to achieving sustainable fashion involves balancing long-term production design, embracing local production opportunities, and prioritizing transparency (Liu & Hei, 2021). Globalization is significant in the rapid increase of fashion overconsumption by reducing the cost of clothing, leading to its perception as a disposable product. Recently, various brands have designed strategies for fast fashion, offering new trends at low cost and low quality. The result is the amount of waste ending up in landfills (Diddi et al., 2019).

More apparel brands are established for sustainable fashion, and many brands are becoming more environmentally conscious as they promote new strategies for product sustainability such as Zara, Uniqlo, and H&M are committed to creating sustainable clothing that is environmentally and ethically responsible.

H & M designed a sustainable strategy including the use of recyclable materials and renewable energy sources by the 2030s. Towards maximizing material potential while reducing waste (Bojonca, 2019). Additionally, Zara is presented Zara Join Life collection campaign on its website, making step forward in fashion sustainability to support environmental sustainability, product safety and transparency. The standards of sustainability requirements considerations from sourcing raw materials to the reuse, repairing, and recycling of products (Gheorghe & Matefi, 2021).

Over more, Uniqlo announced new environmental policy since June 2018, focusing on five key areas: climate change, energy efficiency, water management, waste reduction, and chemical handling (Kim & Oh, 2020).

Even though in Thailand many new sustainable brands are starting to enter the market. For example, Mae Teeta uses indigo dyeing for clothing to support the local community, Maddy Hopper creates footwear from recycled plastic bottles, Mr. Leaf Thailand crafts bags from teak leaves native, and Madmatter Studio and Sasi Knits design products with sustainable conscious (Jamey Lao, 2023).

2.2 Motivation toward sustainable fashion consumption

Motivation relates to the driving forces behind behavior or as the attribute that drives consumers to do or not to do something from internal or external factors can drive a person's actions. Motivation is effected by many factors such as beliefs, perceptions, values, interests, need, goals and actions (Lai, 2011).

The motivational drivers that shape an individual's attitudes towards sustainable consumption that refers to the factors or influences that precede or lead to the development of attitudes. The various study have been conducted on green consumption research (Ronda, 2024).

There are key motivations toward sustainable fashion consumption. They believe in these motivations, which make them feel that sustainable fashion consumption helps them reduce consumption, express self-image, address environmental concerns, and increase social consciousness.

The concept of reduction for clothing consumption towards sustainable of living. Including minimal consumption trends. Features that facilitate decreased consumption include cost, quality, durability, and increased efficiency. This encourages consumers to buy product with high quality and reduce the frequency of buying (Lundblad & Davies, 2016; Van Tonder et al., 2023).

Self-image is linked to fashion consumption, as individuals use clothing to express their identities. Sustainable fashion consumers seek garments that align with their self-image and prioritize timeless styles that complement their personal style. (Lundblad & Davies, 2016; McNeill & Moore, 2015)

Environmental concern motivates consumers to choose environmentally friendly manufacturing processes, natural materials, and local production, thereby reducing resource usage and waste. Such as eco-friendly processes and the use of natural materials encourage consumers to buy sustainable items. (Berger-Grabner, 2018; Niinimäki et al., 2020)

Social concern drives consumers to support labor conditions to standard of living and fairness in industry of fashion. Consumers prioritize fair working practices, fair income rates, and production in each country to avoid contributing to worker exploitation and strengthen local communities. (Lundblad & Davies, 2016; McNeill & Moore, 2015)

2.3 Sustainable fashion consumption

There are viewpoints of sustainable fashion consumption: Environmental sustainability focuses on a circular environment and eco-friendly raw materials, transportation concerns, and carbon emissions. Social sustainability involves fair wages, safe working conditions, and labor rights. Ethical factors are also important to consider in sustainable fashion (Liu & Hei, 2021). Ethical concerns, such as promoting businesses with fair working conditions and treatment of workers, are important issue in sustainable fashion purchases. Consumers also use sustainable fashion as a means of expressing political opinions, such as those related to animal rights, the environment, and labor rights (Lundblad & Davies, 2016).

Buying sustainable items to reflect personal ideals and their beliefs, fulfill individual needs, and attain aesthetic satisfaction. Consumers value the benefit of quality for fashion consumption. Consumers consider quality more than quantity to purchase the product, with timeless trends, and reducing the frequency of their purchases (Liu & Hei, 2021). Sustainable fashion consumption is also motivated by

ethical considerations, uniqueness and personalization when they making decisions on sustainable fashion products (Lundblad & Davies, 2016).

The various motivations, including reduction of clothing consumption, expression of their self-image, environmental consciousness, and social consciousness. The motivations drive consumers towards positive effects on sustainable consumption intentions, we hypothesize that

Hypothesis 1: The motivations positively affect sustainable fashion consumption intention.

2.4 The attitude-behavior gap

There is increasing awareness of the problem of environmental, social, including ethical considerations, driving them to seek products made from renewable materials and produced under fair conditions. Expressing the positive relationship between consumers' attitudes and their intention to buy sustainable item (Bong Ko & Jin, 2017). There remains a gap of sustainable fashion consumption, where positive attitudes do not always toward into actual purchases, there exists a gap between attitude and action in purchasing sustainable fashion. (Niinimäki et al., 2020; Peattie, 2010). The attitude-behavior gap is phenomenon explains the disconnection between attitudes and behaviors of individual who are motivated to adopt certain behaviors, but struggle to transform the motivations into actions.

This study considers adoption barriers as moderating factors, as these barriers hinder between consumers' attitudes and their intentions. While the motivations are strong, a negative effect occurs in the relationship between motivation and intention, with barrier factors such as habits, lifestyle, ethics, convenience, beliefs, and economic costs playing significant roles. Reducing adoption barriers can enhance the translation of motivational factors into action.

Many brands have embraced sustainable practices, such as using organic and recycled materials to respond to consumer demand. However, barriers like high prices, and greenwashing hinder the widespread adoption of sustainable fashion.

Although, the consumers are willing to purchase sustainable fashion, their actions often do not align with their intentions (Bauman et al., 1996). Despite holding positive attitudes, many consumers fail to change their consumption behavior, resulting in the occurrence of an attitude-behavior gap (Nguyen et al., 2019).

The challenges in developing sustainable fashion, include maintaining transparency in the global supply chain and consumer awareness gaps. Greenwashing practices and the perception of high prices hinder consumer adoption of sustainable fashion. (Liu & Hei, 2021).

In addition, price and quality remain major factors influencing consumer decisions. High prices may limit younger consumers, despite their desire to support sustainable fashion. Additionally, consumers are beware of greenwashing practices and may be skeptical of brands' sustainability claims (Gardetti & Torres, 2017).

Brand popularity and effective communication strategies are essential in conveying a product's ethical and sustainable attributes to consumers. The study will investigate on sustainable fashion consumption, focusing on the influential Generation Y (Millennials) and Z consumer group (Cherradi & Tetik, 2020; Liu & Hei, 2021).

2.5 Consumer sustainable consumption

Younger generations including Generation Y and Z, are poised to become the primary target customers in the future, given very high environmental concerns. In addition, being in a developmental stage where long-term mindsets are formed, are identified as a significant fashion-conscious consumer group (Vermeir & Verbeke, 2006). This study purpose to examine the differences in each generation due to their independent characteristics and the limitations of each generation.

2.5.1 Generation Y (Millennials)

Generation Y consumers, referred to as Millennials were born between 1980 and 1996 (Bernardes et al., 2018). They exhibit a strong interest in fashion products, particularly in the scope of apparel clothing. This generation, seeks clothes that align with their ideals and values functionality in brands, expecting good

value for their money. Previous studies show their willingness to pay extra for garments made from eco-friendly materials (Moser, 2016; Noble et al., 2009). They allocate a significant portion of their income, about 70%, to apparel and fashion products (Bakewell & Mitchell, 2003).

Millennials, as noted by (Johansson et al., 2017), express themselves through personal style, demonstrating a willingness to experiment with new trends. This openness to new experiences, compared to Generation X, results in a stronger focus on fashion apparel and a keen interest in staying up-to-date with the latest trends (Vuong & Nguyen, 2018). Furthermore, Millennials are actively engaging in environmentally and socially conscious consumption practices, demonstrating a heightened awareness of the products they purchase and the associated environmental and social impacts (Sorensen & Johnson Jorgensen, 2019).

Sustainable consumption in this generation, is motivated by factors such as self-expression, group conformity, aesthetic satisfaction, and ethical considerations (Ly & Vigren, 2020). Consumers also get physiological benefits, such as a sense of accomplishment, which further drives their focus on sustainable marketing. Furthermore, Generation Y, increasingly demonstrate concerns about environmental issues, emphasizing the importance of understanding perceptions and motivations regarding fashion consumption (Williams & Page, 2011).

2.5.2 Generation Z

Generation Z, often referred to as the "Internet Generation" or "Facebook Generation," were individuals born since 1997 to 2012 (Noble et al., 2009), is predicted to become the powerful generation in the fashion industry in future. They are well-educated, digitally savvy, and increasingly concerned about environmental and social issues, earning them the nickname Generation Green (Liu & Hei, 2021). Their significant influence on family dynamics and decision-making processes, serving as the primary source of information due to their status as true digital natives, well-versed in technology, online shopping, and rapid information sharing (Morgan & Birtwistle, 2009). These consumers exhibit heightened awareness of ecological issues and display a strong motivation to engage in environmental behavior (Adnan et al., 2017). The potential of them to adjust an attitude. Hence, this

generation is importance group for research studies to comprehend their attitudes and behaviors towards sustainable products (Abrar et al., 2021).

The motivations for purchasing used items often revolve around environmental sustainability and cost savings rather than following fashion trends (Machado et al., 2019). Limited budgets in this generation make buying sustainable products a challenge. So, they interest more to secondhand clothes. But there are still issues, like worn-out clothes and concerns about hygiene (Machado et al., 2019). Gen Z's purchasing decisions are heavily influenced by social media and their peer groups, and they tend to prioritize social values in their fashion choices. Overall, they exhibit a complex relationship with sustainability and fashion consumption, often balancing environmental concerns with social trends and personal image considerations (Liu & Hei, 2021).

Generation Z stands out from other consumer generations in how and why they make purchasing decisions. According to the strong belief that they can accomplish things because of their high self-esteem, also reflection of self-image (Van den Bergh & Pallini, 2018). This confidence influences their shopping behavior, leading them to find products that match with individual style. Unlike previous generations, who may have been more influenced by traditional marketing tactics, Gen Z relies heavily on social media and peer recommendations to inform their purchases. Their shopping habits are shaped by a desire for authenticity and personal expression. They are driven to find the fashion item that align with their values and inspirations. This unique approach to consumption underscores the importance of understanding Generation Z's motivations and preferences in today's retail landscape. Despite their motivation and psychological interest in sustainability, they struggle to find relevant information about sustainable fashion consumption. They are unknow of which fashion brands are interested in sustainability, and they hard to seek reliable knowledge on the topic. So, they tend to assume that premium products with higher prices are better for the environment than natural production methods (Wood, 2013). Addressing this information gap is crucial for empowering Generation Z to make more informed and sustainable purchasing decisions (Liu & Hei, 2021).

Furthermore, Generation Z customers demonstrate a heightened preference for global brands and readily engage with the latest fashion and luxury offerings from around the world. This inclination is fueled by increased travel in place and worldwide to access the internet. Discussions about fashion are common among Generation Z, reflecting their commitment to expressing individuality and unique identity. Moreover, they demonstrate strong values and materialistic tendencies, often placing significant importance on brand names. Additionally, they have channel support to their financial by parent, allowing them to indulge in their fashion interests (Cora, 2019).

On the other hand, despite the differences in behavior and mindset between Generation Y and Generation Z, they prefer clothing of much higher quality than disposable products (Morgan & Birtwistle, 2009). Both generations are exposed to a wide clothing of choices but have developed effective coping mechanisms to navigate sustainable alternatives comfortably (Etgar & Tamir, 2020). They are both characterized by their information-seeking behavior and sense of responsibility, particularly regarding the origin and materials of the products they consume (Morgan & Birtwistle, 2009).

Trust in brand authenticity and sustainability claims is a significant issue in their decision making (Braga et al., 2019). However, the affordability of sustainable clothing remains a concern, often leading to lower intentions to make sustainable purchases. They are well-informed and socially conscious, barriers such as high prices of sustainable fashion and limited access to information will be barrier toward to sustainable fashion consumption (Ersoy & Fu, 2021).

However, young generation consumers often have positive attitudes to sustainability, but these factors struggle to transfer into sustainable purchasing behavior. Despite increasing awareness and education on environmental issues, many young consumers show little inclination to adopt sustainable practices in their purchasing habits (Morgan & Birtwistle, 2009; Niinimäki et al., 2020).

2.6 Barriers

Although, consumers gain more motivation from environmental awareness, social, ethical, or working condition concern to select the product in sustainable. In the other hand, the attitude mismatch with their consumption behavior because consumers have limitations of consumption. (Bocti et al., 2021).

There are barriers in the gap between the motivate of consumer towards sustainable fashion consumption intention. This study investigates three barriers identified in literature reviews under the attitude-behavior gap, which include: 1. high price of sustainable fashion 2. low availability of sustainable fashion 3. lack of trust in sustainability claim.

2.6.1 High price of sustainable fashion

High price is the factor that many research studies discuss. The factor is a key barrier for sustainable consumption. High prices of products is a major barrier in previous study (Chang, 2011; Vermeir & Verbeke, 2006). Consumers recognize that sustainable products more expensive compared with fast fashion items, even if the attributes are similar. While some consumers are willing to purchase items at a higher cost the extent of this willingness varies (Bray et al., 2011). Limited budget individuals often find it challenging to afford sustainable fashion products and may select for cheaper, non-eco-friendly alternatives (Cherradi & Tetik, 2020). In the sustainable fashion industry, product is higher price with the reason the quality of product that concern about the quality and friendly of raw material, also adherence to standard labor working conditions (Jacobs et al., 2018). Overall, the high perceived price of sustainable fashion product may act as a barrier to adoption for many consumers who intend to engage in more sustainable consumption. The following hypotheses are proposed:

Hypothesis 2: There is a negative moderating effect of high price on the relationship between motivations and sustainable fashion consumption intention.

2.6.2 Low availability of sustainable fashion

Low availability item of sustainable fashion presents a significant obstruction when purchasing eco-friendly items (Wiederhold & Martinez, 2018). This challenge occurs when consumers, despite their intentions to buy sustainable products, find limited options accessible to them. While online platforms offer some relief, particularly in countries with developed ethical markets like Germany, the overall availability of sustainable clothing remains limited (Moon et al., 2015). Consumers often encounter challenges in finding clothing items that meet their specific preferences, particularly in categories such as formal wear, where diversity may be lacking. This limitation drives consumers to rely on mainstream stores, where sustainable options may be lacking (Wiederhold & Martinez, 2018). Additionally, fast-fashion retailers flood the market with a wide array of styles. It difficult for consumers to find sustainable fashion items, especially in categories such as work clothing, shoes, and underwear (Bhatt et al., 2021). Hypothesis is defined as:

Hypothesis 3: There is a negative moderating effect of low availability on the relationship between motivations and sustainable fashion consumption intention.

2.6.3 Lack of trust in sustainability claim

Trust is also significant factor to obstruct the relationship of consumers' attitudes and intention towards sustainable products. Previous research showed the trust as a one of barrier, particularly in the context of greenwashing, where consumers may feel misled by brands' environmental claims (Henninger & Singh, 2017; Joshi & Rahman, 2016). Despite consumers' desire to obtain information about companies' sustainability practices, they often face challenges in determining the validity of eco-friendly claims. Skepticism towards eco-friendly labeling and doubts about companies' true intentions further contribute to the lack of trust of brand claim (Braga et al., 2019). This mistrust poses a significant obstacle to sustainable purchasing intentions. As sustainable fashion gains popularity, consumers may question the authenticity of brands' sustainability claims, leading to skepticism and hesitation to sustainable fashion consumption. Greenwashing practices by global fast-fashion brands also fuel skepticism among consumers (Berger-Grabner, 2018;

Braga et al., 2019). This lack of trust obstructs developing sustainable fashion and may require alternative strategies, such as the involvement of trusted intermediaries such as celebrity influencers, to promote sustainable garments effectively (Johnstone & Lindh, 2022). The study aims to investigate potential barriers related to trust in sustainability claims. So, we hypothesized:

Hypothesis 4: There is a negative moderating effect of lack of trust on the relationship between motivations and sustainable fashion consumption intention.

2.7 Control Variables

Control variables were selected for this study, including gender, highest level of education, income level and generation Y and Z (Bulut et al., 2017; Debast et al., 2014). These control variables have been shown influence the dependent variable. The previous studies show that gender has an influence to sustainable consumption behavior, especially in females more than male (Luchs & Mooradian, 2012).

The highest educational level was considered in this study because research such as (Jensen, 2015) suggests a potential correlation between educational attainment and personality traits like openness and conscientiousness. (Chekima et al., 2016) mentioned that individuals with higher levels of education, such as university graduates show a stronger towards green purchasing intentions compared to lower levels of education, such as high school or below.

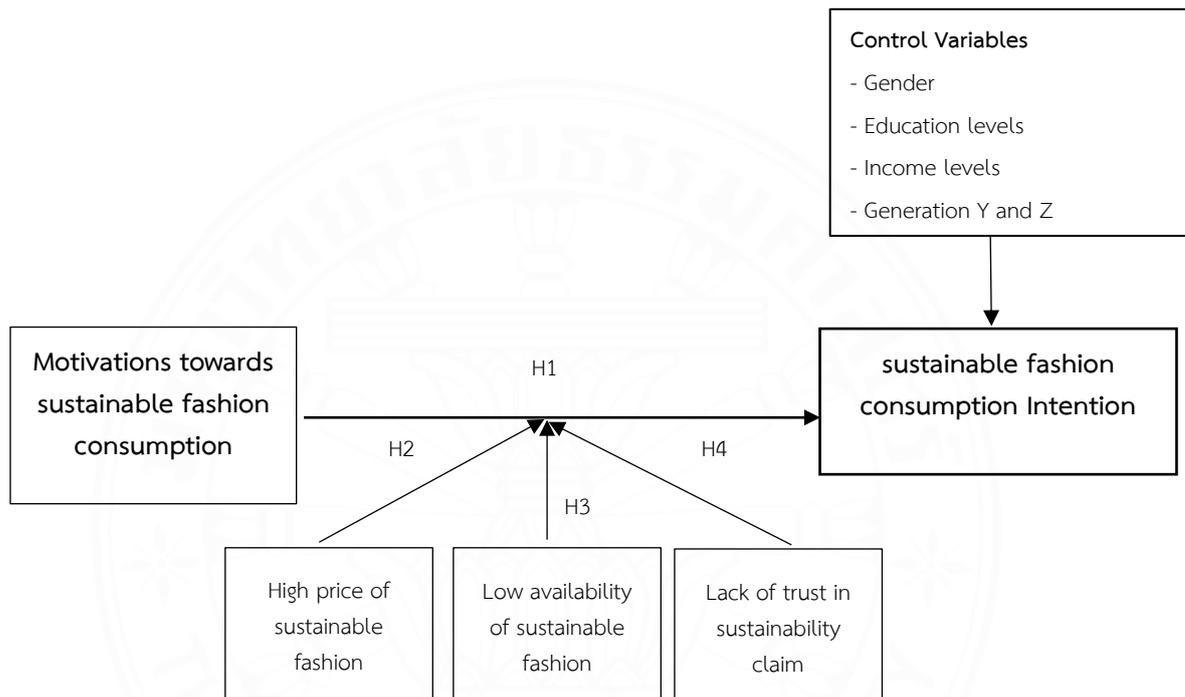
Income levels were included as a control variable based on research was mentioned that income level does not significantly factor to sustainable consumption behavior. (Chekima et al., 2016) However, high-priced products associated with individual income levels may influence their decision to purchase sustainably.

The literature indicates that age impacts sustainable consumption behavior, particularly in terms of openness to new trends, which tends to decrease with age. Meanwhile, acceptance and wisdom tend to increase in older individuals (Hummel, 2022).

2.8 Conceptual Framework

Figure 2.1

Conceptual Model



The conceptual framework is built upon the findings of the literature review. The motivations influence sustainable consumption intention. However, the attitude-behavior gap effect their actions. The barriers will be investigated.

The independent variable is motivation and dependent variable is sustainable fashion consumption intention. In addition, moderator variables are high price of sustainable, low availability of sustainable fashion and lack of trust in sustainability claim. Therefore, the research purpose to investigate the relationship between the motivation and sustainable fashion consumption intention. This research investigates the comparison of consumers between Generation Y (Millennials), who were born between 1980 and 1996 (aged 28-44 in 2024), and Generation Z, who were born since 1997 to 2012 (aged 12-27 in 2024).

According to the previous study, the intention of sustainable fashion consumption may effect by the demographic of consumers including gender, education levels, income levels and generation Y and Z (Chekima et al., 2016). Therefore, this study determine demographic factors are control variables.



CHAPTER 3

RESEARCH METHODOLOGY

Research methodology chapter explains the research method use to investigate barriers between motivation and sustainable fashion intention comparing generation Y (Millennials) and generation Z, who living in Thailand. Including in this research procedures, sample size, data collection, data analytics procedures, and measurement and operationalization.

3.1 Research Procedures

This research study utilizes a quantitative method for data collection via online survey questionnaire using Google Forms. The questionnaire related the barriers (High price, Low availability sustainable fashion and Lack of trust in sustainability claim) between motivations and sustainable fashion consumption intention, comparing generation Y (Millennials) and generation Z as identified in the conceptual framework. Then, the processing of data through the SPSS statistical program. The results were then analyzed and interpreted using related concepts, theories, and research comprised of the discussion. The results are explained using descriptive statistic and inferential statistic.

3.2 Sample size

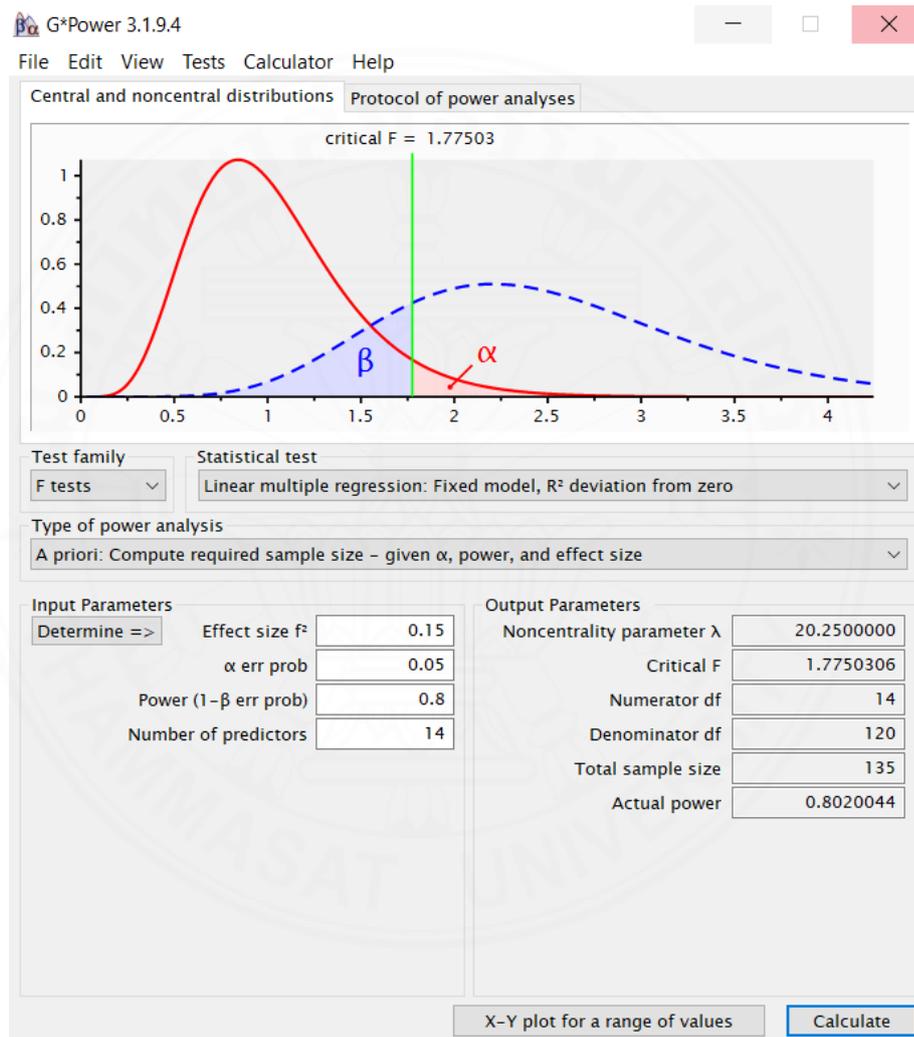
The research study in Generation Y (Millennials Generation) who was born between 1980 and 1996 (Aged 2024; 28-44) (Bernardes et al., 2018). And generation Z who was born in 1997 and 2012 (Aged 2024; 12-27) (Noble et al., 2009).

Sample size determination method is referenced by Campos et al. (2023) and Zhou et al. (2022). Which calculated by G* power 3.1 (Ringle et al., 2015). Using F test; Linear multiple regression: Fixed model, R² deviation from zero; effect size $f^2 = 0.15$; $\alpha = 0.05$; power = 0.80; number of predictors 14. The minimum sample is 135

respondents. We have decided on a sample size of approximately 200 respondents to increase the sampling power.

Figure 3.1

G Power sample calculation*



Note. From *G* Power sample calculation*, by G*Power 3.1.9.4. program, 2024.

3.3 Data Collection

The data collection utilized by questionnaire survey. The survey to investigate the 3 barriers are high price, low availability sustainable fashion and lack of trust in sustainability claim that effect between motivation and sustainable fashion consumption intention.

The questionnaire was developed in both English and Thai languages, and was prepared using Google Forms for each language, and was prepared in Google Forms in both languages. The questionnaire is shared via line application, Facebook, Instagram and forward to others who expand access boundaries to get the most respondents in the target generation. This is achieved using snowball sampling and conducted from March to April 2024.

Questionnaire illustrated in the Table 3.1. The respondents indicated the extent of their agreement with a check-list. The survey includes close-ended questions as indicated in the literature review.

The questionnaire is divided into three sections:

3.3.1 The first section: Screening questions to ensure that the participants in generation Y (Millennials) or generation Z

3.3.2 The second section: Motivations, barriers, and sustainable fashion consumption intention, which used a seven-point Likert scale from 7 = Strongly Agree, 6 = Agree, 5 = Slightly Agree, 4 = Neither Agree nor Disagree, 3 = Slightly Disagree, 2 = Disagree, 1 = Strongly Disagree

3.3.3 The third section: Demographic questions including sex, education levels, and income levels referenced from (National Statistical Office Thailand, 2021) to gain a better understanding of participants profiles.

Table 3.1*Measurement Items*

variables	Items	References
Screening Questions	<ul style="list-style-type: none"> - How old are you? - Do you live in Thailand? 	Cherradi and Tetik (2020)
Motivation to sustainable consumption	<ul style="list-style-type: none"> - I want to cut down on my fashion purchases. - I want to wear outfit to express my unique. - I want to feel outstanding and stylish when I wear my outfits. - I prefer my clothes to be made from natural materials that are resource-efficient. - I want my clothes to be produced by workers who receive fair wages and work in good conditions 	Ronda (2024)
Barriers High price	<ul style="list-style-type: none"> - Sustainable fashion costs more than regular clothing. - I find sustainable fashion too pricey to fit my budget. - I would purchase more sustainable products if my income were higher 	Chang (2011); Cherradi and Tetik (2020)
Barriers Low availability of sustainability fashion	<ul style="list-style-type: none"> - There are only a few stores that offer sustainable fashion. - I am unsure where to find shops that carry sustainable fashion. - Sustainable fashion lacks variety. 	Ronda (2024)

Table 3.1*Measurement Items (cont.)*

variables	Items	References
Barriers Lack of trust sustainability claim	<ul style="list-style-type: none"> - I don't trust sustainable fashion advertised in commercials. - The sustainable fashion industry upholds high integrity. - I think they make these claims merely to enhance their image. 	Blas Riesgo et al. (2023); Joshi and Rahman (2016); Liu et al. (2021)
Sustainable fashion consumption intention	<ul style="list-style-type: none"> - I intend to purchase sustainable fashion products in the future. - I am open to switching to other brands for sustainability reasons. - I am willing to pay extra for fashion products that are sustainable or environmentally friendly. - I will consider buying eco-friendly products because they are less polluting. 	Cherradi and Tetik (2020); Nguyen et al. (2019)
Demographic	<ul style="list-style-type: none"> - What is your gender? - What is the highest level of education you have completed? - What is your average monthly personal income 	Cherradi and Tetik (2020)

3.4 Data Analysis Procedures

The data collected from the surveys are analyzed using the Statistical Package for the Social Sciences (SPSS) program, which includes

3.4.1 Descriptive statistics

Using statistical measures including frequency and percentages to present and explain the general data of respondent in Generation Y (Millennials) and Generation Z.

3.4.2 Inferential Statistics

Hypothesis testing will be conducted using multiple linear regression. This study aims to examine the relationship of each variable outlined in the conceptual framework to understand the significance of each barrier that effects on relationship between motivation and sustainable fashion consumption intention in Generation Y (Millennials) and Generation Z. The collection survey will be analyzed in three rounds, analyzing the results in Generation Y (Millennials), Generation Z and both separately.

3.5 Measurement and Operationalization

3.5.1 Validity

The validity of the questionnaire is tested using the Index of Item Objective Congruence (IOC). The question in the questionnaire must be related to the objective, and the validity is evaluated by 3 experts, including a university professor and experts in the sustainable fashion industry. The average values ranging from 0.50 to 1.00 are considered indicative of validity. However, IOC values less than 0.50 indicate the need for improvement (Rovinelli & Hambleton, 1976). The results of the evaluation ranged from 0.67 to 1 for all questions, indicating that the questionnaire meets the criteria for validity testing.

3.5.2 Reliability

After conducting validity testing on the questionnaire, we proceeded to conduct a pilot test to collect data from 30 participants of Generation Y and Generation Z. The data collected from the questionnaire has been statistically analyzed to assess the reliability of the measurements. Assess the questionnaire's reliability by calculating Cronbach's alpha coefficient (α), a measure ranging from 0 to 1 (Cronbach, 1951). The Cronbach's alpha values for the questionnaire exceeds the

0.70 cut-off (Taber, 2018). The results, as detailed in Table 3.2, indicated the overall Cronbach's alpha range = 0.912, the range is between 0.758 and 0.803. This is to demonstrate the reliability of the measurements in this research.

Table 3.2

Cronbach's Alpha

Constructs	Measurement Items	Cronbach's Alpha
Motivation to sustainable consumption	MO	0.803
Barriers - High price	B1	0.758
Barriers - Low availability of sustainability fashion	B2	0.776
Barriers - Lack of trust sustainability claim	B3	0.778
Sustainable fashion consumption intention	SF	0.787
Overall	-	0.912

CHAPTER 4

ANALYSIS AND RESULTS

The analysis data from the participants by questionnaires through online channels from March 28, 2024, to April 11, 2024. A total of 234 samples were collected, representing 94.4% of the 248 participants. Subsequently, the researcher analyzed and processed the data. The result the following results:

4.1 Descriptive statistics

The total of survey of 234 respondents, with 51.3% falling into Generation Y (aged 28–44) and 48.7% belong to Generation Z (aged 12–27). In terms of gender, 53.0% are male and 47.0% are female. Regarding education levels, 22.2% had education below a bachelor's degree, 58.5% had a bachelor's degree or equivalent and 19.2% had a master's degree or equivalent. The income levels of the respondents are presented in the table below. The income range of 15,001-30,000 THB is 33.3% of the total, representing the majority.

Table 4.1

Demographic characteristics data

Demographic	Frequency	Percentages
Generation		
Generation Y (28–44 years old)	120	51.3%
Generation Z (12–27 years old)	114	48.7%
Gender		
Male	124	53.0%
Female	110	47.0%
Education		
Lower than Bachelor Degree	52	22.2%
Bachelor Degree or equivalent	137	58.5%
Master Degree or equivalent	45	19.2%

Table 4.1*Demographic characteristics data (cont.)*

Demographic	Frequency	Percentages
Income		
Lower than 10,000 THB	76	32.5%
10,001-15,000 THB	25	10.7%
15,001-30,000 THB	78	33.3%
30,001-50,000 THB	42	17.9%
50,001-100,000 THB	10	4.3%
More than 100,000 THB	3	1.3%

4.2 Hypothesis Testing

Before conducting hypothesis testing with multiple regression, we analyze the correlation matrix to avoid multicollinearity. Despite finding correlations greater than 0.75 due to dummy variables and interaction variables, we can demonstrate that multicollinearity is not an issue by showing that the Variance Inflation Factors (VIF) in the multiple regression table are all below 10.

To test the hypothesis, each variable including the dependent variable (sustainable fashion consumption Intention), independent variable (motivations towards sustainable fashion consumption) and moderator variables (barriers; high price, low availability, lack of trust in sustainability claim) were averaged the score for each factor.

To investigate moderation effects, we multiply the moderators and the independent variables to create the interaction variables. However, mean-centering was created on both of variables before multiplication to prevent correlations between the independent variables and interaction variables.

Three models of multiple regression were created as Model 1, Model 2, and Model 3 for three sections of both generations, Generation Y and Generation Z.

To ensure the reliability of the results, control variables such as gender, education level, income level, and generation (only for testing both generations) were incorporated. Dummy variables were utilized to create the control variables.



Table 4.2

Correlation matrix and descriptive statistics of measures for Generation Y and Z

Construct	Mean	S.D.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1. Generation Z	.487	.501	1														
2. Male	.530	.500	.113	1													
3. Female	.470	.500	-.113	1.000**	1												
4. Lower than Bachelor Degree			.466**	-.011	.011	1											
5. Bachelor Degree			-.082	.094	-.094	-.635**	1										
6. Master Degree			-.389**	-.105	.105	-.261**	-.580**	1									
7. Income			-.671**	-.138*	.138*	-.497**	.101	.398**	1								
8. Intention	4.630	1.243	-.059	-.244**	.244**	-.127	.032	.093	.160*	1							
9. Motivation (MO)	5.122	1.046	-.222**	-.298**	.298**	-.244**	.100	.132*	.240**	.521**	1						
10. High price (B1)	2.960	1.283	.010	.194**	-.194**	.054	.021	-.084	-.094	-.509**	-.467**	1					
11. Low availability (B2)	3.574	1.300	.158*	.175**	-.175**	.131*	-.016	-.119	-.160*	-.428**	-.429**	.386**	1				
12. Lack of trust (B3)	3.828	1.170	-.012	-.134*	.134*	.014	-.045	.041	.029	-.294**	-.216**	.226**	.302**	1			
13. MO*B1	14.539	5.851	-.151*	.060	-.060	-.101	.118	-.041	.045	-.279**	.087	.802**	.158*	.075	1		
14. MO*B2	17.728	6.424	.013	.012	-.012	-.026	.046	-.029	-.024	-.129*	.179**	.083	.783**	.157*	.240**	1	
15. MO*B3	19.343	7.049	-.154*	-.314**	.314**	-.141*	.029	.112	.170**	.067	.436**	-.122	-.011	.758**	.127	.279**	1

Note. N = 234

** Correlation is significant at the 0.01 level.

* Correlation is significant at the 0.05 level.

Table 4.3

Correlation matrix and descriptive statistics of measures for Generation Y

Construct	Mean	S.D.	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Male	.385	.488	1													
2. Female	.426	.496	-.681**	1												
3 Lower than Bachelor Degree			.039	.025	1											
4. Bachelor Degree			.253**	.139	-.169*	1										
5. Master Degree			.038	.200*	-.103	-.627**	1									
6. Income			-.061	.061	-.079	-.139	.172	1								
7. Intention	4.702	1.264	-.269**	.269**	.099	-.129	.094	.089	1							
8. Motivation (MO)	5.348	.950	-.311**	.311**	-.108	-.042	.084	.048	.473**	1						
9. High price (B1)	2.947	1.296	.276**	-.276**	-.016	.204*	-.202*	-.218*	-.475**	-.300**	1					
10. Low availability (B2)	2.931	1.217	.243**	-.243**	.049	-.073	.056	-.046	-.310**	-.231*	.263**	1				
11. Lack of trust (B3)	3.842	1.211	-.110	.110	-.014	-.092	.099	.008	-.198*	-.130	.105	.310**	1			
12. MO*B1	15.396	6.726	.165	-.165	-.072	.215*	-.192*	-.187*	-.317**	.117	.892**	.136	.006	1		
13. MO*B2	15.409	6.522	.106	-.106	-.015	-.105	.113	-.032	-.101	.215*	.096	.882**	.234*	.177	1	
14. MO*B3	20.398	7.355	-.270**	.270**	-.062	-.102	.128	.033	.082	.417**	-.097	.141	.830**	.050	.330**	1

Note. N = 120

** Correlation is significant at the 0.01 level.

* Correlation is significant at the 0.05 level.

Table 4.4*Correlation matrix and descriptive statistics of measures for Generation Z*

Construct	Mean	S.D.	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Male	.588	.494	1													
2. Female	.412	.494	-1.000**	1												
3. Lower than Bachelor Degree			-.116	.116	1											
4. Bachelor Degree			.127	-.127	-.931**	1										
5. Master Degree			-.034	.034	-.163	-.208*	1									
6. Income			-.108	.108	-.384**	.251**	.352**	1								
7. Intention	4.555	1.221	-.208*	.208*	-.214*	.193*	.050	.236*	1							
8. Motivation (MO)	4.884	1.092	-.256**	.256**	-.197*	.197*	-.006	.190*	.571**	1						
9. High price (B1)	2.974	1.274	.104	-.104	.092	-.167	.204*	-.019	-.547**	-.644**	1					
10. Low availability (B2)	3.263	1.124	.059	-.059	.149	-.110	-.102	-.074	-.391**	-.476**	.393**	1				
11. Lack of trust (B3)	3.813	1.128	-.161	.161	.042	.004	-.124	.050	-.409**	-.320**	.365**	.337**	1			
12. MO*B1	13.636	4.620	-.052	.052	-.027	-.048	.202*	.075	-.261**	-.022	.721**	.113	.188*	1		
13. MO*B2	15.359	5.177	-.123	.123	-.004	.054	-.134	.042	.001	.232*	-.091	.693**	.101	.167	1	
14. MO*B3	18.232	6.562	-.341**	.341**	-.102	.153	-.141	.155	.030	.424**	-.151	-.048	.684**	.206*	.311**	1

Note. N = 114

** Correlation is significant at the 0.01 level.

* Correlation is significant at the 0.05 level

Table 4.5*Section 1 Regression results of Generation Y and Z*

Variables	Model 1			Model 2			Model 3		
	Beta	p	VIF	Beta	p	VIF	Beta	p	VIF
Gen Z	.151	.054	1.961	.116	.110	1.998	.086	.233	2.042
Male	-.068	.253	1.129	-.074	.190	1.194	-.059	.286	1.208
Bachelor Degree	.013	.870	2.024	.031	.674	2.028	.034	.642	2.032
Master Degree	.040	.646	2.406	.038	.635	2.413	.011	.892	2.510
Income	.114	.160	2.079	.098	.187	2.089	.099	.180	2.119
Motivation (MO)	.500	.000*	1.186	.275	.000*	1.604	.295	.000*	1.650
High price (B1)				-.266	.000*	1.406	-.284	.000*	1.448
Low availability (B2)				-.149	.014*	1.389	-.150	.015*	1.458
Lack of trust sustainability claim (B3)				-.140	.013*	1.196	-.179	.003*	1.403
MO*B1							-.219	.007*	2.528
MO*B2							.038	.653	2.831
MO*B3							.067	.371	2.216
R ²	.000			.000			.029		
R ² Change				.124			.024		
Sig. F Change	.000			.000			.029		
Observations	234			234			234		

Note: *p < 0.05

Table 4.6*Section 2 Regression results of Generation Y*

Variables	Model 1			Model 2			Model 3		
	Beta	p	VIF	Beta	p	VIF	Beta	p	VIF
Male	-.123	.148	1.119	-.060	.472	1.254	-.046	.575	1.259
Bachelor Degree	-.426	.054	7.445	-.370	.071	7.530	-.343	.090	7.669
Master Degree	-.379	.087	7.516	-.346	.092	7.544	-.341	.096	7.849
Income	.068	.406	1.022	.006	.942	1.064	.031	.684	1.104
Motivation (MO)	.446	.000*	1.123	.336	.000*	1.224	.329	.000*	1.261
High price (B1)				-.311	.000*	1.287	-.303	.000*	1.354
Low availability (B2)				-.115	.173	1.278	-.144	.084	1.303
Lack of trust sustainability claim (B3)				-.092	.258	1.183	-.137	.098	1.285
MO*B1							-.248	.009*	1.665
MO*B2							.041	.697	2.089
MO*B3							.040	.673	1.682
R ²	.269			.392			.435		
R ² Change				.123			.043		
Sig. F Change	.000			.000			.048		
Observations	120			120			120		

Note: *p < 0.05

Table 4.7*Section 3 Regression results of Generation Z*

Variables	Model 1			Model 2			Model 3		
	Beta	p	VIF	Beta	p	VIF	Beta	p	VIF
Male	-.012	.887	1.148	-.080	.316	1.229	-.076	.350	1.256
Bachelor Degree	.069	.431	1.275	.073	.369	1.283	.074	.374	1.303
Master Degree	.030	.737	1.279	.022	.799	1.459	.016	.857	1.476
Income	.104	.253	1.367	.154	.071	1.397	.149	.086	1.412
Motivation (MO)	.535	.000*	1.146	.224	.035*	2.154	.234	.034*	2.270
High price (B1)				-.271	.009*	2.004	-.294	.007*	2.155
Low availability (B2)				-.073	.391	1.398	-.072	.404	1.407
Lack of trust sustainability claim (B3)				-.230	.007*	1.381	-.244	.010*	1.676
MO*B1							-.097	.527	4.486
MO*B2							-.009	.947	3.570
MO*B3							.038	.767	3.131
R ²	.347			.464			.469		
R ² Change				.117			.005		
Sig. F Change	.000			.000			.813		
Observations	114			114			114		

Note: *p < 0.05

After conducting multiple regression analyses separately for Generation Y and Z, Generation Y, and Generations Z, and considering Model 1, Model 2, and Model 3, respectively, in each section. The outcomes of the data analysis for hypothesis testing results are reported in Table 4.2.4- 4.2.6 can be demonstrated as follows:

Hypothesis 1: The result showed of generation Y and Z showed that Model 1 (B = .500, p = .000), Model 2 (B = .275, p = .000), Model 3 (B = .295, p = .000).

The result show that motivations positively affect sustainable fashion consumption intention. The result had a significate. Therefore, hypothesis 1 is supported by the findings.

The results, which are consistent with those for Generation Y and Generation Z, were shown Generation Y Model 1 ($B = .446$, $p = .000$), Model 2 ($B = .336$, $p = .000$), Model 3 ($B = .329$, $p = .000$). A part of generation Z Model 1 ($B = .535$, $p = .000$), Model 2 ($B = .224$, $p = .035$), Model 3 ($B = .234$, $p = .034$).

Hypothesis 2: The results of the regression analysis indicated that the interaction variable between motivation towards sustainable fashion consumption and barriers of high price in Model 3 of Generation Y and Z ($B = -.219$, $p = 0.007$).

Therefore, we can summarize that Hypothesis 2 was supported. The high price of sustainable fashion is a negative moderating effect of high price on the relationship between motivations and sustainable fashion consumption intention.

When comparing each generation, it was found that Generation Y ($B = -.248$, $p = .009$) had significant, similar to the combined of both generations. However, Generation Z ($B = -.097$, $p = .527$) did not show significant by the results.

Hypothesis 3: Considering a negative moderating effect of low availability on the relationship between motivations and sustainable fashion consumption intention in generation Y and Z ($B = .038$, $p = 0.653$). Therefore, Hypothesis 3 was not supported by the results.

In addition, generation Y ($B = .041$, $p = .697$) and generation Z ($B = -.009$, $p = .947$) had not significate.

Hypothesis 4: The result proved that there is not significate on negative moderating effect of lack of trust on the relationship between motivations and sustainable fashion consumption intention by the result as generation Y and Z ($B = .067$, $p = .371$), generation Y ($B = .040$, $p = .673$) and generation Z ($B = .038$, $p = .767$). There is no evidence to support Hypothesis 4.

Additionally, the control variable was created by dummy variable. All control variable showed no effect on intention (Bulut et al., 2017; Debast et al., 2014).

4.3 Discussion

This study investigates the barriers between motivation and sustainable fashion consumption intention. The findings from hypothesis testing offer the following insights:

The hypothesis 1 has a significant positive impact on the intention to consume sustainable fashion proposed that motivation theme as the reduction of fashion item, self-image, environmental concern, and social concern have a significant positive impact on the intention to consume sustainable fashion in generation Y and Z. Therefore, the hypothesis 1 was supported.

In addition, when analyzing Generation Y and Generation Z separately, the results were also significant. Regarding generation Y individuals are characterized by an interest in personal style and express their self-image through high self-esteem and a strong belief in their own abilities, leading them to find the item align with their individual style (Van den Bergh & Pallini, 2018). Furthermore, previous studies have mentioned that customers in generation Z show a minimal trend and to minimize the need for frequent purchases, prioritize high-quality garments (Lundblad & Davies, 2016). Additionally, both generations are concerned about environmental and social issues. They believe in these motivations, which makes them feel that sustainable fashion consumption helps them reduce consumption, express self-image, address environmental concerns, and increase social consciousness.

Hypothesis 2 is supported by the results. Additionally, the high price of sustainable fashion has a negative moderating effect on the relationship between motivations and sustainable fashion consumption intention in Generation Y and Z ($B = -.266$, $p = .000$). Furthermore, similar to Generation Y ($B = -.311$, $p = .000$), the results are significant. This suggests that under the strong influence of motivation, high price of item acts as a barrier. Therefore, individuals with limited budgets pose a challenge when purchasing sustainable fashion products. This often leads to difficulties in affording sustainable fashion products due to the raw materials are selected based on high quality and eco-friendliness, also adherence to standard labor working conditions. (Cherradi & Tetik, 2020; Lundblad & Davies, 2016).

When comparing the results, it was indicated that Generation Z is not significant ($B = -.097$, $p = .527$) and differs from Generation Y and Generation Y and Z included in the result shown in Model 3. However, in Model 3, Generation Z shows an F change value of .813, indicating that it is not significant. In contrast, Model 2 shows an F change value of .000. Meanwhile, Model 2 is a better predictor than Model 3. The results indicated that the direct effect of high price is significant ($B = -.073$, $p = .007$). This suggests that in this generation, there is no moderating factor, but the direct impact of high price is important for this generation.

The regression analysis in Hypothesis 3 showed that no data to support Hypothesis 3. The low availability of sustainable fashion does not moderating variable between relationship with motivation and sustainable fashion consumption intention in Generation Y and Z ($B = .038$, $p = .653$) and Generation Y ($B = .041$, $p = .697$).

However, in Generation Z, as decided in Model 2, we found that the direct effect of the low availability of sustainable fashion is not significant.

The study revealed a contrast to previous research findings. This is because the younger generation can easily access product options, particularly online products, by themselves. Their character reflects a willingness to experiment with new trends. They are true digital natives, highly proficient in technology, online shopping, and rapid information sharing in consumer of the young generation. (Johansson et al., 2017; Morgan & Birtwistle, 2009).

The result of hypothesis 4 was not significant. The lack of trust brand claim is not moderating effect on the relationship between motivations and sustainable fashion consumption intention in Generation Y and Z ($B = .067$, $p = .371$) and Generation Y ($B = .040$, $p = .673$). The lack of trust in brand claims does not moderator variables, the results related to the study by (Plainevaux, 2022). The study also found that a lack of trust in fashion does not affect intention.

However, in Generation Z, it was found that the direct effect of the lack of trust in brand claims in Model 2 was significant ($B = -.230$, $p = .007$). This indicates that Generation Z seeks transparency and questions sustainability claims. To enhance the connection between consumers and brands, empowering the buying decision process is essential. Today's consumers are adept at navigating technology, so

encouraging them through social media and supporting them in raising awareness of their sustainable role can be effective. Communication of information should be more transparent and clearer to support trust and engagement (Plainevaux, 2022).



CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The study investigates motivation towards sustainable fashion consumption intention and the barriers between motivation and sustainable fashion consumption intention and how the market barriers moderate in the relationship comparing Generation Y (Millennials) and Generation Z. Three barriers were investigated as potential obstacles to the sustainable fashion consumption intention. The hypothesized would significant and negative effect between motivation and sustainable fashion consumption intention.

Generation Y and Z found that the strong positive effect of motivation on sustainable fashion consumption intention. The barrier of high price acts as moderator. Therefore, it can be concluded that high price of sustainable fashion negatively affects the relationship between motivations and sustainable fashion consumption intention. The occurrence of a gap between attitude and behavior is influenced by the high price. The low availability of sustainable fashion and the lack of trust in sustainability claim are not moderating effect on the relationship between motivations and sustainable fashion consumption intention. In summary, low availability of sustainable fashion and the lack of trust in sustainability claim is not barrier moderate in the relationship between motivation and intention.

Generation Y has results that are similar to Generation Y and Z.

Generation Z also exhibits positive relationships between motivation and intention. However, this generation differs from both Generation Y and the combined Generation Y and Z. Lack of a moderating effect. Nevertheless, direct effects such as high price and lack of trust are observed in this generation.

5.2 Theoretical Contributions

The theoretical benefit in the study suggests that motivational themes on sustainable fashion, such as the reduction of consumption of clothing, self-image expression, environmental concern, and social concern, are driving forces behind consumer intentions. Consequently, motivation positively influences sustainable fashion consumption intention in both generations. Furthermore, this study enhances understanding the moderators toward consumption of sustainable fashion, indicating that high prices of sustainable fashion is barrier of sustainable fashion consumption intention in generation Y and Z included. Understanding the differences between Generation Y and Generation Z in their intentions toward sustainable consumption. Generation Y is primarily influenced by price, with high costs acting as a significant barrier. On the other hand, Generation Z is influenced not only by price but also by trust in sustainable claims.

5.3 Practical Contributions

The study exposes valuable insights for promoting sustainable fashion consumption in the market. According to motivation towards sustainable fashion consumption intention. Motivation is activated by workshops, seminars, social media, and digital content to make consumers aware of the environmental and social impacts of their purchases, enhancing their knowledge of sustainable issues and promoting more responsible consumption in the future. Including gourmet quality in marketing strategy to address the motivation for reducing consumption frequency. Moreover, designing gourmet products that align with consumers' self-image.

The sustainable fashion market should design strategies that differentiate between Generation Y and Generation Z consumers.

For Generation Y, high price is a barrier that reduces motivation on sustainable fashion consumption. Therefore, reducing prices can increase their willingness to purchase sustainable products and enhance their intention to buy by boosting their motivation. Making price reduction a critical strategy for this generation.

In contrast, for Generation Z, both high prices and a lack of trust in sustainable claims significantly negative influence their purchasing intentions. Market strategies for Generation Z should focus on reducing prices and ensuring brand reliability through transparent advertising and communication.

5.4 Limitations

There are three main limitations. Firstly, when analyzing each generation separately, the sample size was smaller than the number recommended by G* Power, which may introduce some errors into the data. Secondly, the gender category of LGBTQ is not adequately represented due to the small number of respondents. The third limitation of this research is that the quantity of research conducted may not allow for a detailed exploration.

5.5 Future Research Directions

The suggestion for future research is to investigate what price range is acceptable for consumers. Furthermore, since trust is an important factor for Generation Z, future research should explore strategies designed to build trust within this generation. Additionally, since this study relies on average motivation themes, it may not be specific enough to explain the results. Therefore, examining specific motivations could provide more detailed insights.

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APPENDICES

APPENDIX A
Questionnaires (English Version)
ONLINE QUESTIONNAIRE QUESTIONS

**Barriers in sustainable fashion consumption;
The study comparing Generation Y and Generation Z**

Thank you for agreeing to take part in this research survey. This questionnaire is part of the MBA TUXSA Program at Thammasat University. We invite you to participate in this research project, which aims to explore the barriers between motivation and sustainable fashion consumption intentions among Generation Y (Millennials) and Generation Z.

By consenting to participate, you can be assured that your responses will remain confidential. The information you provide will be used exclusively for this research, and only aggregated results will be reported. No individuals other than my advisor and I will have access to your information. Participation is voluntary, and you are free to withdraw your consent at any time, including any unprocessed data you have previously provided. All questionnaires will be securely stored after the research is completed.

The study involves an online questionnaire hosted on Google Forms, which should take no more than 8 minutes to complete. If you have any questions or need further information, please contact pattaraa.pk@gmail.com.

The questionnaire is structured into three parts

Part 1: Screening Questions

Part 2: Motivation, Barriers and sustainable fashion consumption intention

Part 3: Demographic

Are you willing to participate in this study?

Yes

No

Part 1: Screening Questions

1.1 How old are you?

- 12-27 years old
- 28-44 years old
- Other (Unfortunately, you are not eligible to participant in this research.

Thank so much for your time)

2. Do you live in Thailand?

- Yes
- No (Unfortunately, you are not eligible to participant in this research.

Thank so much for your time)

Part 2: Motivation, Barriers and sustainable fashion consumption intention Please rate the extent to which you agree with the following statements.

Note:

- 7 = Strongly Agree
- 6 = Agree
- 5 = Slightly Agree
- 4 = Neither Agree nor Disagree
- 3 = Slightly Disagree
- 2 = Disagree
- 1 = Strongly Disagree)

Question	Level of agreement						
	7	6	5	4	3	2	1
Motivation to sustainable fashion consumption 1. I want to cut down on my fashion purchases							

Question	Level of agreement						
	7	6	5	4	3	2	1
2. I want to wear outfit to express my unique							
3. I want to feel outstanding and stylish when I wear my outfits							
4. I prefer my clothes to be made from natural materials that are resource-efficient							
5. I want my clothes to be produced by workers who receive fair wages and work in good conditions							
Barriers							
- High price							
1. Sustainable fashion costs more than regular clothing							
2. I find sustainable fashion too pricey to fit my budget							
3. I would purchase more sustainable products if my income were higher							
- Low availability of sustainability fashion							
1. There are only a few stores that offer sustainable fashion							
2. I am unsure where to find shops that carry sustainable fashion							
3. Sustainable fashion lacks variety							

Question	Level of agreement						
	7	6	5	4	3	2	1
- Lack of trust sustainability claim							
1. - I don't trust sustainable fashion advertised in commercials							
2. The sustainable fashion industry upholds high integrity							
3. I think they make these claims merely to enhance their image							
- Sustainable fashion consumption intention							
1. I intend to purchase sustainable fashion products in the future.							
2. I am open to switching to other brands for sustainability reasons							
3. I am willing to pay extra for fashion products that are sustainable or environmentally friendly							
4. I will consider buying eco-friendly products because they are less polluting							

Part 3: Demographic: Please be assured that the information you are about to provide will be kept confidential by the researcher and will be used for the purpose of this research only.

3.1 What is your gender?

- Male
- Female
- Others

3.2 What is your highest level of completed education?

- Lower than Bachelor Degree
- Bachelor Degree or equivalent
- Master Degree or equivalent
- Higher than Master Degree

3.3 What is your average monthly personal income?

- Lower than 10,000 THB
- 10,001-15,000 THB
- 15,001-30,000 THB
- 30,001-50,000 THB
- 50,001-100,000 THB
- More than 100,000 THB

APPENDIX B
Questionnaires (Thai Version)
ONLINE QUESTIONNAIRE QUESTIONS

การศึกษาอุปสรรคของการเลือกซื้อสินค้าแฟชั่นแบบยั่งยืน
เปรียบเทียบระหว่างกลุ่มเจนเนอเรชั่น Y และเจนเนอเรชั่น Z

เรียน ผู้เข้าร่วมตอบแบบสอบถาม

ขอขอบคุณที่ท่านตกลงเข้าร่วมการสำรวจวิจัยครั้งนี้ แบบสอบถามนี้เป็นส่วนหนึ่งของหลักสูตรบริหารธุรกิจ TUXSA มหาวิทยาลัยธรรมศาสตร์ ผู้วิจัยขอเชิญท่านเข้าร่วมในโครงการวิจัยนี้ การสำรวจนี้มีจุดประสงค์เพื่อศึกษาอุปสรรคระหว่างความสัมพันธ์ของแรงจูงใจและความตั้งใจซื้อสินค้าแฟชั่นแบบยั่งยืน เปรียบเทียบระหว่างกลุ่มเจนเนอเรชั่น Y และเจนเนอเรชั่น Z

คำตอบของท่านจะถูกเก็บเป็นความลับ ข้อมูลที่ให้ไว้จะถูกนำไปใช้เพื่อวัตถุประสงค์ของโครงการวิจัยนี้เท่านั้น และจะมีการรายงานเฉพาะผลรวมเท่านั้น ไม่มีบุคคลอื่นใด นอกจากอาจารย์ที่ปรึกษา และผู้วิจัยที่สามารถเข้าถึงข้อมูลที่ท่านให้ไว้ได้ การเข้าร่วมของท่านเป็นไปโดยสมัครใจ และท่านมีอิสระที่จะเพิกถอนความยินยอมได้ตลอดเวลา และถอนข้อมูลที่ยังไม่ได้ดำเนินการใดๆ ที่ท่านได้ให้ไว้ก่อนหน้านี้ เมื่อเสร็จสิ้นการวิจัย แบบสอบถามทั้งหมดจะถูกเก็บไว้อย่างปลอดภัย

การวิจัยจะประกอบด้วยแบบสอบถามออนไลน์บน Google Form สามารถทำได้ในคอมพิวเตอร์หรือโทรศัพท์มือถือทุกเครื่องที่เชื่อมต่ออินเทอร์เน็ตได้ และไม่จำเป็นต้องใช้ทรัพยากร

เพิ่มเติม โดยใช้เวลาไม่เกิน 8 นาทีจึงจะเสร็จสมบูรณ์

หากมีข้อสงสัยหรือต้องการข้อมูลเพิ่มเติม โปรดติดต่อ pattaraporn.panhi@dome.tu.ac.th

แบบสอบถามได้แบ่งออกเป็น 3 ส่วน ได้แก่

ส่วนที่ 1: คำถามคัดกรอง

ส่วนที่ 2: แรงจูงใจ อุปสรรค และความตั้งใจซื้อสินค้าแฟชั่นแบบยั่งยืน

ส่วนที่ 3: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ท่านยินดีที่จะเข้าร่วมในการวิจัยนี้หรือไม่

ใช่

ไม่ (จบแบบสอบถาม)

ส่วนที่ 1: คำถามคัดกรอง

1. อายุของท่านอยู่ในช่วงที่กำหนดหรือไม่

- 12-27 ปี
- 28-44 ปี
- อื่นๆ (จบแบบสอบถาม)

2. ท่านอาศัยอยู่ในประเทศไทยหรือไม่

- ใช่
- ไม่ (จบแบบสอบถาม)

ส่วนที่ 2: แรงจูงใจ อุปสรรค และความตั้งใจซื้อสินค้าแฟชั่นแบบยั่งยืน

คำชี้แจง ท่านเห็นด้วยกับข้อความต่อไปนี้ในระดับใด

- 7 หมายถึง เห็นด้วยอย่างยิ่ง
- 6 หมายถึง เห็นด้วย
- 5 หมายถึง ค่อนข้างเห็นด้วย
- 4 หมายถึง กลาง ๆ
- 3 หมายถึง ไม่ค่อยเห็นด้วย
- 2 หมายถึง ไม่เห็นด้วย
- 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง

คำถาม	ระดับความคิดเห็น						
	7	6	5	4	3	2	1
แรงจูงใจต่อการซื้อสินค้าแฟชั่นแบบยั่งยืน							
1. ท่านต้องการลดการซื้อสินค้าแฟชั่นให้เหลือน้อยที่สุด							
2. ท่านต้องการสวมใส่เสื้อผ้าเพื่อสไตล์ที่เป็นเอกลักษณ์							
3. ท่านต้องการสวมใส่เสื้อผ้าเพื่อภาพลักษณ์ที่ดี							
4. ท่านต้องการให้เสื้อผ้าของท่านผลิตจากวัสดุธรรมชาติที่ใช้ทรัพยากรน้อยลง							

คำถาม	ระดับความคิดเห็น						
	7	6	5	4	3	2	1
5. ท่านต้องการให้เสื้อผ้าของท่านผลิตจาก แรงงานที่ได้รับเงินเดือนและสวัสดิการที่ยุติธรรม							
อุปสรรค							
- ราคาสูง							
1. สินค้าแฟชั่นยังยืนมียูราคาแพงกว่าสินค้าแฟชั่น ทั่วไป							
2. สินค้าแฟชั่นยังยืนมียูราคาแพง ไม่สามารถ เข้าถึงได้							
3. ท่านจะซื้อสินค้าแฟชั่นยังยืนมามากขึ้น หากท่าน มีรายได้สูงขึ้น							
- การมีอยู่อย่างจำกัดของสินค้าแฟชั่นยังยีน							
1. ร้านค้าขายสินค้าแฟชั่นยังยีนมีจำนวนน้อย							
2. ท่านไม่รู้ว่าจะหาร้านที่ขายสินค้าแฟชั่นยังยีน ได้จากที่ไหน							
3. สินค้าแฟชั่นยังยีนไม่มีความหลากหลายหรือ มีตัวเลือกจำกัด							
- ขาดความไม่ไว้วางใจคำกล่าวอ้างในสินค้า แฟชั่นยังยีน							
1. ท่านไม่เชื่อในคำโฆษณาเรื่องความยังยีน							
2. ท่านเชื่อว่าอุตสาหกรรมแฟชั่นยังยีนขาด ความซื่อสัตย์							
3. ท่านเชื่อว่าคำกล่าวอ้างเรื่องความยังยีนเพียง เพื่อภาพลักษณ์ของพวกเขา							
- ความตั้งใจซื้อสินค้าแฟชั่นแบบยังยีน							
1. ท่านวางแผนที่จะซื้อสินค้าแฟชั่นยังยีนใน อนาคต							
2. ท่านยินดีที่จะเปลี่ยนมาซื้อสินค้าแบรนด์อื่น ด้วยเหตุผลความยังยีน							

คำถาม	ระดับความคิดเห็น						
	7	6	5	4	3	2	1
3. ท่านยินดีที่จะจ่ายเงินเพิ่มให้กับสินค้าที่มีความยั่งยืนหรือสินค้าที่เป็นมิตรสิ่งแวดล้อม							
4. ท่านจะพิจารณาซื้อสินค้าที่เป็นมิตรต่อสิ่งแวดล้อม เนื่องจากทั้งกระบวนการเกิดมลพิษน้อยกว่าสินค้าแฟชั่นทั่วไป							

ส่วนที่ 3: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

3.1 เพศ

- ชาย
- หญิง
- อื่นๆ

3.2 ระดับการศึกษาสูงสุด

- ต่ำกว่าปริญญาตรี
- ปริญญาตรีหรือเทียบเท่า
- ปริญญาโทหรือเทียบเท่า
- สูงกว่าปริญญาโท

3.3 รายได้เฉลี่ยต่อเดือน

- ต่ำกว่า 10,000 บาท
- 10,001-15,000 บาท
- 15,001-30,000 บาท
- 30,001-50,000 บาท
- 50,001-100,000 บาท
- มากกว่า 100,000 บาท

BIOGRAPHY

Name	Pattaraporn Panhirun
Educational Attainment	2017: Bachelor of Science (Biotechnology), Faculty of Science and Technology, Thammasat University
Work Experience	2022-Present: Regulatory supervisor at FMC AG (Thailand) Co., Ltd. 2018-2022: Regulatory officer at BASF (Thai) Co., Ltd.

