The effect of substantial factors that influence consumers’ purchase decisions on clothes in the Fast Fashion industry in Sweden.

A quantitative study of the significant substantial factors which affect Swedish consumers’ purchase decisions when buying Fast Fashion items.

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Abstract

Background & Problem
As society becomes more aware of what climate change is provoking in the environment, urgent action toward a more sustainable way of living is being called for. Businesses need to find ways to become more sustainable. One of the fastest-growing industries in the market is the fashion industry, despite it being part of the second-largest polluting industry. It is up to the business but also the consumers to make drastic changes in order to sustain the planet. There are multiple factors that affect consumers purchasing decisions, such as Price and Environmental Knowledge. The problem found when conducting the literature review was that no previous articles could be found in Sweden regarding consumers’ purchasing decisions when buying clothes within the fast fashion sector regarding sustainability.

Purpose
This study aims to understand what substantial factors affect consumers' purchase decisions on clothes. The authors aim to explain existing literature on the chosen topic while providing new insights and data to understand the effect of different variables on consumers’ purchase decisions within Sweden.

Methodology
A quantitative approach was used, where a questionnaire was sent out to consumers in Sweden. The theoretical framework and the two hypotheses were built on previous literature collected through search engines. The data gathered from the questionnaire was analyzed through the statistical data analysis tool IBM SPSS with a regression model and a descriptive model to answer the research question.

Conclusion
The results of this study show that individuals in Sweden often prioritize Low Prices over the environmental impact of their choices, as well as showing that having Environmental Knowledge affects consumers purchasing decisions. However, not as much as it was expected. The two hypotheses tested were both accepted. Environmental Knowledge and Low Prices affect consumers’ purchasing decisions when buying fast fashion products in Sweden. The results are coherent with previous literature.
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1. Background

This chapter is written with the aim of providing the reader with extensive knowledge on the topics that are being covered during this research. Moreover, the authors explain the aim of this study together with the purpose and the problem that is being assessed.

As today's society becomes more aware of sustainability and the call for urgent action becomes a part of everyone's day, people slowly start understanding the importance of applying sustainable activities to their daily routines. Firstly, it is vital to mention that sustainability has gained importance given many factors that started affecting the environment, such as climate changes, the increase in the overall population, and factors involving economic changes (Lozano & Von Haartman, 2017).

The main challenge within sustainability is the rapid change of the climate and the lack of action around this issue. It is vital that changes are made in the industry, and there is a significant need for innovations and ways of thinking. Companies need to rethink their ways of producing, and consumers need to change their actions and make more thought-through decisions when purchasing new clothing (Bhardwaj & Fairhurst, 2010).

All industries influence the climate and have an impact on the environment. However, some industries are seen as more unsustainable and have a more significant impact. The fashion industry is the second largest industry impacting the environment negatively (Gomes de Oliveira et al., 2022).

The term Fast Fashion is seen as a relatively new and popular topic today. The meaning behind the term is that fashion is supposed to quickly respond to the new fashion trends that are being set, and the clothing industry to rapidly speed produce new clothes that fit into these new trends (Bhardwaj & Fairhurst, 2010d). New trends are being set every three to five weeks, meaning the production of new clothing takes place up to 18 times per year, indicating a high demand for new clothing that is being produced (Zamani et al., 2017).
The need for a change in how society acts is essential to eliminate the impacts of climate change and improve the standard of life for species and ecosystems. Keeping in mind the urgent changes needed for the industry to become more sustainable, many companies choose different approaches to market themselves as sustainable (Adamkiewicz et al., 2022). However, consumers that are becoming more aware of the environmental impacts caused by the industry are now losing trust in many multinationals. Since some businesses make no effort to minimize their ecological footprint (Adamkiewicz et al., 2022).

Minimizing ecological footprint comes hand in hand with a competitive advantage, as companies try to regain trust from consumers who have possibly stopped purchasing due to environmental issues (Adamkiewicz et al., 2022). Consequently, many companies seek to gain a competitive advantage and end up stating that they are shifting their activities much more than what they are doing. Hence, companies start greenwashing, thinking more about the profits that being sustainable will bring to the organization rather than finding new ways of being sustainable (Bhardwaj & Fairhurst, 2010).

In order to narrow down the thesis, Sweden has been selected as the market that will be investigated. Given that a gap was found, where no previous research was collected within Sweden, this thesis will focus on the topic of the substantial factors that impact consumers’ purchasing decisions when buying fast fashion products. Sweden is seen as a country that lives more sustainably and continues to start new efforts to improve the climate (Isaksson & Rosvall, 2020). As well as being considered a role model country for others when discussing sustainability (Isaksson & Rosvall, 2020). Therefore, it is interesting to investigate what factors play a role in consumers' purchasing decisions on clothes (Andersson, 2016).

2. Problem

As previously mentioned, the fashion industry is one of the largest industries affecting the environment today. The United Nations Environment Programme (UNEP) states that the fast fashion business model consists of high production speed in large volumes with cheap prices (UNEP, n.d.). According to Cline (2012), fast fashion retailers have nearly twice the average profit margin than other departments within the fashion industry, indicating that they have higher production and hence, a higher environmental impact. The problem within the Fast fashion sector is that certain activities need to change quickly to slow down production in order
to minimize the environmental impact and reduce their ecological footprint (UNEP, n.d.). Moreover, businesses and consumers need to make drastic changes in their actions to sustain the planet (Gomes de Oliveira et al., 2022).

Although there is more knowledge today regarding the environmental effects that industries have on the planet, the fast fashion industry is still rapidly growing. It continues to emit greenhouse gas (GHG) emissions (UNEP, n.d.). Not only that, but the industry also uses great amounts of freshwater, and tons of garments end up in landfills, contributing to climate change (Bailey et al., 2022). The continuous growth within the industry is attracting consumers and making them less likely to make conscious decisions when purchasing new clothing (Zhang et al., 2018). Further, consumers are more likely to buy fast fashion items, and it is therefore vital for the industry to make substantial changes to its production cycle. Additionally, consumers must make significant changes in their decision-making when buying clothes (Zhang et al., 2018).

Price is something that consumers highly value when purchasing products and services, as individuals want to gain benefits and value from the money they spend (Al-Mamun et al., 2014). It is also known that people do not have the same budget for clothes and therefore do not have the ability to purchase clothes that are more sustainable for a higher price. Considering that price plays a significant role in consumers' lives, it is interesting to investigate to what extent it plays a role when consumers purchase clothing (Asamoah & Chovancová, 2014).

In order to decrease the environmental changes that the fashion industry causes, there needs to be a decrease in production, and consumers need to decrease their consumption. Some factors that may affect consumers' purchase decisions regarding sustainability are the price (Harris et al., 2015) and the environmental knowledge that consumers have (Wang et al., 2020). Previous studies investigating this field have not yet explored the effects of substantial factors on consumers purchasing decisions in Sweden. Considering that the country is known for being more sustainable than others, the problem found was the lack of research within Sweden and what affects consumers' purchasing decisions (Isaksson & Rosvall, 2020).
3. Purpose & Research Question

A significant cause of climate change is the overconsumption and production of goods that society uses daily. To clarify, human activity is one of the main factors affecting climate change (Causes of Climate Change, 2022). This thesis will focus on the fast fashion industry and aims to explore how substantial factors affect consumers purchasing decisions on clothes in terms of sustainability.

The importance of discussing fast fashion has to do with the fact that even though society is aware of its effects on the environment, the industry keeps growing as demand increases. Even though consumers want to be more sustainable, they will not give up fast fashion in the first place to become greener (Joung, 2014). Since sustainability receives more attention from society, companies focus more on their environmental footprint. However, it is costly for businesses, and it was found that companies use greenwashing to get a better reputation from their consumers (Adamkiewicz et al., 2022).

The authors conducted a framework concerning greenwashing, environmental knowledge, pricing, and consumers’ purchasing decisions. The two substantial factors, Low Price, and Environmental Knowledge, were chosen to be explored, considering that both are seen as factors that significantly impact consumers’ purchasing decisions. Low price is a factor that may be prioritized over environmental impact during the decision-making process (Yinyin, 2011), and individuals with more extensive environmental knowledge are more likely to make more environmentally friendly decisions when purchasing items (Wang et al, 2020). Therefore, this thesis aims to focus on the impact of the two previously stated substantial factors.

The data will be collected through quantitative research, through a survey, and a literature review. Therefore, the research question that this paper aims to answer is:

- “Is Low Price and Environmental Knowledge affecting consumers' purchase decisions regarding Sustainability in the fast fashion industry in Sweden?”

The research question will be answered with the help of two hypotheses that will be tested through the statistical engine IBM SPSS through regression analysis and a descriptive model to discuss the relationship between the different variables further.
4. Perspective

The problem that was found within this field will be researched with the perspective from the consumers’ living in Sweden. The aim is to understand the consumer's decision-making when purchasing clothes in the fast fashion sector in regard to sustainability. Moreover, how the substantial factors of Low Price and Environmental Knowledge affect individuals purchasing decisions in Sweden. Although this study does not take an organizational perspective into account, it still seeks to evaluate how their actions impact consumers’ purchasing decisions.

5. Delimitations

Throughout the study and the data collection process, boundaries were set with the intention of gathering relevant data. A geographical limitation was set to only investigate consumers in Sweden, given that previous literature shows a gap in exploring the Swedish market. To be able to answer the research question, a survey questionnaire was sent out to collect information from consumers living in Sweden.

The questionnaire was accessible for people to answer for one week, which led to 149 answers, where 143 of the responses were used. In order to grasp the full extent of the thesis, it is vital to understand the existing delimitations. When using this type of data collection, there are risks for endogeneity bias, which is when the population is being influenced and could lead to unreliable results (Ullah et al., 2018). The thesis might suffer from some endogeneity, given that some questions were grouped under subtitles. However, this cannot be avoided since some preconceived notions will always exist.
6. Theoretical Framework & Hypothesis Development

This chapter aims to provide the readers with background information found in previous literature on the topics covered in this thesis. As well as providing the reader with definitions and explanations that are vital for full engagement on the topic. Further, this chapter seeks to develop a hypothesis concerning the main topics that are being analyzed.

6.1. Theoretical Framework

When collecting literature for the theoretical framework, the authors searched for trustworthy information to help develop the research topic. The search engines Google Scholar, Scopus, and Primo were used to provide valuable academic data. Further, forward snowballing was used, which is a systematic literature approach to investigate articles that have been cited in other articles (Wohlin, 2014). The references gathered from these articles were then further read through and ranked after relevance together with articles from the search engines and were then put into an Excel document to give structure. When using the search engines, keywords such as; Fast Fashion, Consumer Behavior, Greenwashing, Sustainability, Pricing, and Environmental knowledge were used to find articles with relevant information. These keywords assisted when scoping the number of articles that were found to be relevant to the chosen topic. The articles were then carefully read through.

The literature found was also ranked after the date in time, where the most recent literature was preferred considering that it has the most updated information. When the most recent literature lacked relevant information, older articles and books were then used to gather different aspects of the topic under research. Master theses were also used in order to gather the necessary data to develop the hypotheses and the research question.

6.1.1. Climate Change

Climate change is the long-term change in temperature and weather patterns. Although climate change will happen naturally due to variations in the solar cycle, human beings are the most significant contributors to the increased climate crisis (UN, n.d.). One-way individuals affect the climate is by burning fossil fuels, which, in turn, releases Greenhouse Gases into the air, negatively affecting the environment (UN, n.d.).

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The Greenhouse Gas emissions that are being released into the atmosphere create a layer of gas that makes it challenging for the heat to disappear, which in turn increases the planet's temperature (Kweku et al., 2018). The increased temperature leads to the melting of polar ice, raising water levels and threatening the lives of animals and humans living by the shore. It also leads to unstable weather, which can cause heat waves, hurricanes, and floods (Stockholm Resilience Center, n.d.). These weather events will have a significant impact on humans but also on the environment, with the ruining of ecosystems in the areas (Stockholm Resilience Center, n.d.).

Not only does the emissions of GHG affect the planet, but it also affects all living creatures. For example, the GHG in the air affects bird populations when they inhale toxicants (Stockholm Resilience Center, n.d.). As well as affecting marine life, the gasses end up in the water, which changes the pH value of the water and, in turn, makes it hard for skeletons and shells to form. The climate instabilities also make it difficult for agriculture to grow raw goods, such as cotton (Stockholm Resilience Center, n.d.).

6.1.2. Sustainability and Environmental Knowledge

The topic of climate change and being sustainable has become critical and is something all industries need to consider gaining new customers. The word “Sustainability” comes from the ability to sustain and is used in different areas. However, it is mainly used as a term to describe what measures humans need to take to sustain environmental changes and preserve the planet (Kajikawa, 2008).

By mentioning climate change and how not only the planet but species and natural habitats are getting affected by it, businesses do, in fact, play a vital role when it comes to environmental challenges (Papadopoulou et al., 2021). To reduce the environmental impacts that society is causing and to reduce GHG emissions, individuals must be encouraged to take the initiative and start acting toward a more sustainable environment (Papadopoulou et al., 2021).

From an organizational perspective, sustainability comes hand in hand with a competitive advantage (Sharma et al., 2010). Naturally, as consumers become more aware of the importance of sustainability, they start opting for companies that are promoting their goals
and actions toward a more environmentally friendly approach (Sharma et al., 2010). Although companies use sustainability for competitive advantages, they are also required by laws and regulations in each country to be sustainable (Manzo, 2022). The International Sustainability Standards Board (ISSB) supervises companies, providing a shared baseline for what these companies are allowed to do and how they can be more sustainable (Manzo, 2022).

When looking at what makes people choose to purchase more environmentally friendly clothing, a higher knowledge of sustainability plays a role (Lee Weisstein et al., 2014). According to Lee Weisstein et al. (2014), people with less knowledge regarding sustainability are more likely to focus on the price of clothing instead of the environmental impact. In other words, consumers with a higher sustainability knowledge will have greener purchase decisions (Lee Weisstein et al., 2014). A previous study outlined data showing that despite consumers being environmentally aware, their environmental intentions were still not strong enough to change their purchasing behavior (Papadopoulou et al., 2021).

Understanding the consumer perspective and perceived knowledge on environmental sustainability is vital. Gaining more knowledge on sustainability aspects has a positive effect on consumers' ability to make greener decisions (Indriani et al., 2019). Environmental Knowledge is simply an individual's comprehension of facts and concepts related to environmental protection and the environment as a whole (Wang et al., 2020). As people are becoming more aware and educated on sustainability, the consumption of environmentally friendly products is increasing, and consumers are opting for more conscious choices (Indriani et al., 2019). Although individuals have knowledge in such topics, education on environmental sustainability as a whole is still lacking for most of society, making them unaware of all aspects that harm the environment (Wang et al., 2020).

6.1.3. The Fast Fashion Industry

Fashion is defined as something that a large group of people accepts over time, and that is characterized by marketing factors (Fernie & Sparks, 1998). From the year of 1999 and forward, fashion shows started becoming very popular. While they served as a big inspiration for the fashion industry, retailers got promoted as they needed to come up to speed with trends and looks being presented to society. Through that, designers were able to attract consumers, promoting fast growth in the industry (Watson & Yan, 2013).
The fashion sector as a whole has been evolving and proliferating in the past years, especially with the growing demand of being in trend, consumerism, and the fact that people seek to wear different styles as a way to express themselves (Bhardwaj & Fairhurst, 2010). In addition, with the rapid growth of the industry, fast fashion came into the market when retailers started seeking faster ways to manufacture products, stay relevant in the market and be able to deliver quality to consumers (Bhardwaj & Fairhurst, 2010). The industry is, in fact, one of the fastest-growing industries and is due to the rise of fashion trends, which rely on cheap product manufacturing and fast production times (Niinimäki et al., 2020). Hence, cheaper and less quality clothes are not meant to be used for an extended period but rather for a short period, and after, consumers can buy more (Niinimäki et al., 2020). Consequently, this becomes a circle where consumers only start prioritizing quantity over quality (Niinimäki et al., 2020).

As the adoption of fast fashion became more popular, retailers sought to reduce production time. With that, competitive advantage became larger, forcing designers to have more trends, more seasons of clothing, and to quickly respond to fashion trends and consumer demands (Watson & Yan, 2013). A few examples of fast fashion brands are Zara, H&M, Shein, Uniqlo, and Gina Tricot.

On the other hand, slow fashion focuses more on those products that are not made to respond to fast-changing trends (Watson & Yan, 2013). The benefit of purchasing slow fashion is that those brands usually manufacture “timeless” products with better quality of use. These classic pieces can be used in all seasons of the year. The model of slow fashion emphasizes thinking about how clothing is produced, purchased, and worn (Watson & Yan, 2013). Brands that operate on the slow fashion model are, for example, Patagonia, Nudie Jeans, and Houdini.

By offering low prices, the fast fashion industry naturally deals with products and textiles of less quality and produces much more waste (Knapp, 2022). In fact, research on the Social Responsibility Report of China’s Textile and Apparel Industry in 2020 showed that more than 50% of clothes bought in the fast fashion sector are tossed after just one year of use, ending up in landfills or being incinerated (Henrique, 2022).

Although the fast fashion sector is proliferating and becoming one of the biggest operating industries, they are also one of the largest employers, providing society with jobs and
promoting economic growth (Ozdamar-Ertekin, 2016). The industry's growth involves putting the environment at risk (Lu et al., 2022).

Looking at where the clothing garments are being produced, 65% of the world’s clothing consumption is made in China. The second largest clothing production occurs in Bangladesh, and the third in Vietnam. Due to the fact that China has low labor costs, they can produce clothing at lower costs, which is the primary reason they are the number one country for garment production (Zhang et al., 2014).

### 6.1.4. Environmental Impact of the Fast Fashion Industry

The fast fashion sector is one of the industries with the most environmental impact on the planet. The industry significantly contributes to GHG emissions and uses large amounts of freshwater and other natural resources when producing garments (UNEP, n.d.). According to the United Nations, the fashion industry is named the second largest most polluting industry, emitting slightly less GHG emissions than the energy supply sector (United Nations, n.d.). They are also responsible for 20% of global water waste and 8% of carbon emissions (Bailey et al., 2022). The industry also contributes to fabric waste that takes up massive space at landfills, and large amounts of clothing are burnt, increasing GHG emissions (Niinimäki et al., 2020).

Between 2007 and 2014, textile fiber production increased by 70.6 million tons (Bailey et al., 2022). As well as the direct emissions that the fashion sector produces, the industry and its consumers produce a significant amount of waste. Each year 100 billion garments are manufactured, and out of these 100 billion products, 92 million tons are tossed away into landfills (Beall, 2022). Typically, three types of waste fit into the fashion sector: industry waste, pre-consumer waste, and post-consumer waste (Eppinger, 2022). Firstly, industrial waste denotes all the waste produced during the manufacturing of products (Eppinger, 2022). The pre-consumer waste includes waste produced by online selling, return of products, and products that have not been sold. Furthermore, post-consumer waste is all the waste that consumers are responsible for, such as not recycling old products and instead throwing clothing away (Eppinger, 2022).

As previously mentioned, the fashion industry is the primary industry that uses freshwater, using 93 billion cubic meters of water annually (UNEP, n.d.). In order to produce a
single pair of jeans, about 7,500 liters of freshwater is required (UN, n.d.). That is equivalent to seven years of freshwater consumption for one person (UN, n.d.). Despite the high numbers of emissions and the awareness of the industry in their environmental impacts, the fast fashion sector is known for its slow actions on tackling the topics of sustainability and recognizing their negative impacts (McNeill & Moore, 2015).

6.1.5. Supply Chain and Product Life Cycle of the Fast Fashion Industry

The supply chain of the fast fashion industry is in significant need of changes to reach a more sustainable approach to its production. Beamon B. (1998) defines a Supply Chain as a well-organized production process that converts raw materials into finished products and then distributes them to end users. When looking at the supply chain for the fast fashion sector, there is an urgent need to change all sections of the supply chain to decrease GHG emissions and use freshwater (Şen, 2008).

As well as the environmental impact that the fashion industry causes, the products that the consumers purchase generally have a short life cycle compared to other apparel sectors (Bhardwaj & Fairhurst, 2010). Kotler et al. (2023) define the product life cycle as the different stages a product goes through, from being introduced to the market to maturing and finally declining. This also implies that, by purchasing a product from a fast fashion brand, consumers often have to replace these products faster, as they do not last as long, increasing the risk of overconsumption in the industry (Niinimäki et al., 2020).

On the other hand, the industry ends up profiting from having shorter product life cycles and ensuring that consumers keep buying their products (Niinimäki et al., 2020). In addition, consumers desire to keep buying a variety of products and dressing according to trends which is a vital factor for the fast fashion industry. That way, brands motivate consumers to buy low-quality and cheaper products in order to be able to buy more (Bhardwaj & Fairhurst, 2010).

6.1.6. Greenwashing

As a result of the higher demand for sustainable actions today, businesses are forced to change their behavior to meet society's standards (Morrison & Beer, 2017). In order to change production, great financial efforts need to be made, which in turn can be very costly. To relieve the pressure from society, companies use greenwashing to gain a better reputation (Adamkiewicz et al., 2022). The term “Greenwashing” means falsely promoting or hiding an
organization's environmental impact (Lu et al., 2022). Companies sometimes spend more resources on promoting the business as sustainable rather than changing the negative behavior. The main organizational benefit of greenwashing is maintaining low costs and making minimal changes, while giving consumers the perception that the organization is taking action towards the environment (Adamkiewicz et al., 2022).

Moreover, greenwashing promotes reasonable efforts, or the smaller parts of what companies do to be sustainable (Adamkiewicz et al., 2022). The businesses then hide the adverse effects they are causing on the environment in order to be seen as more sustainable. Greenwashing can be observed when firms claim to be taking more sustainable actions but only in part of their collections instead of focusing on their actions as a whole (Robinson, 2022). Another method companies use to greenwash is eco-labeling, which assists the industry in gaining consumers' trust by marking products as having higher value and quality. With that, consumers find it easier to decide whether the product is good or not, as well as feel like they are not impacting the environment with their purchases (Morrison & Beer, 2017).

With false green marketing provided by companies, greenwashing may be profitable to improve their competitive advantage and image while attracting environmentally responsible consumers and investors (Lu et al., 2022). However, that impacts society as a whole, and in the future, organizations may jeopardize their reputation. Despite greenwashing being more affordable for the company, it is a risky approach if they are caught. They are making consumers lose trust in other companies that are working toward a greener business model (Lu et al., 2022).

6.1.7. Consumers' Purchase Behavior and Sustainability

How consumers perceive the information provided to them daily and then go through the decision-making process is vital when exploring how and what substantial factors affect their purchase decisions (Hoyer & Macinnis, 2008). Consumer behavior investigates how people make decisions when buying a product. Consumers want to satisfy their needs and wants, and organizations seek to provide that (Hoyer & Macinnis, 2008). Various concepts from diverse fields like psychology, economics, and biology are employed to analyze what influences consumer behavior (Radu, 2023).
Additionally, consumer behavior is more than how consumers make purchasing decisions. Hoyer and Macinnis, 2008 claim that “Consumer behavior reflects the totality of consumers’ decisions to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units [over time]” (Hoyer & Macinnis, 2008).

By exploring how consumers make purchasing decisions, organizations realize what is expected from them to attract consumers. In that way, they satisfy consumer needs and deliver products that will be consumed. Further, consumer behavior is affected by many factors and differs depending on what kind of product is being purchased (Zhang et al., 2018). Marketing campaigns, economic conditions, personal preferences, and group influence affect consumer behavior and are all aspects that are considered by consumers when making a purchase (Radu, 2022).

Moreover, understanding consumers' behavior leads to comprehending their intentions when making purchases. Consumers' purchase decisions often have to do with how consumers perceive a product's value and if that exceeds their expectations (Xiao et al., 2019). When it comes to purchasing green products, consumers evaluate what is valuable for them and compare it to the money spent. The product needs to be sustainable enough for the consumer to believe that the price is sufficient (Lee Weisstein et al., 2014).

Green purchase intentions refer to the willingness of consumers to purchase goods or services that are eco-friendly and have a reduced impact on the environment (Joshi & Rahman, 2015). Becoming more aware of the environmental impact is increasing for consumers and is therefore changing their behavior. Several factors can influence consumers' green purchase intentions, including personal values, environmental consciousness, knowledge of products, and marketing efforts (Ahmad & Zhang, 2020).

Consumers who prioritize the environment and want to be more sustainable when purchasing products are more likely to prioritize greener brands (Lee Weisstein et al., 2014). To meet the increasing demand for environmentally friendly products, many businesses are now producing sustainable goods made from renewable materials and utilizing eco-friendly production processes (Momberg et al., 2012). If consumers were to buy environmentally friendly products, they could reduce their influence on the environment, support organizations
that are dedicated to sustainability, and contribute to reducing environmental impact (Zhuang et al., 2021).

6.1.8. Economic Theory of Consumer Behavior and Low Prices

Extended research emphasized the urgent need for consumers to look over their consumption, slowing down the drivers of economic degradation in order to assess the environmental impacts caused by irresponsible consumer consumption (Morrison & Beer, 2016). When investigating the consumer, they all have different prerequisites with different incomes and different expenditures, which impacts what the consumer can purchase. Demographics also play a role in consumer behavior, with age, gender, and income, and is a way that most companies use to target the correct demographic group (Morrison & Beer, 2016).

According to Morrison and Beer, the younger generations are more likely to have higher knowledge regarding the environment than the older generations. However, the middle age generations are seen as most likely to make more sustainable purchases (Morrison & Beer, 2016).

Fast fashion products follow a fundamental economic law, just as any other product. The fundamental economic law is described as the higher prices set for a specific product decreasing its demand (Zhang et al., 2018). Meaning consumers tend to opt for cheaper options. Despite the urgent need for consumers to make responsible decisions regarding the environment, price is something that also plays an important role when it comes to the general consumption of goods (Lee Weisstein et al., 2014).

Naturally, individuals prioritize their economy and reflect on what their budget looks like, encouraging themselves to be as economical as possible when making purchasing decisions (Nogueira et al., 2021). In the case of the fast fashion industry, brands are designed to promote responsiveness and keep their prices low. That way, they attract consumers with both quick seasonal trends and a way to pay less for their clothing (Bhardwaj & Fairhurst, 2010). Previous studies highlight that, from a consumer's perspective, many prefer to have a higher number of fashionable, low-quality, and cheap clothing than a lower amount of high-quality and expensive clothing (Bhardwaj & Fairhurst, 2010).
Further, the low price can be related to gaining and losing for people. It is more important to find products that will be seen as gaining for people; therefore, finding clothes for low prices indicates a high gain for people at a low loss (Lee Weisstein et al., 2014). Choosing clothes for a low price can therefore be seen as a priority for people in order to reduce the loss of capital over products versus expensive clothes (Lee Weisstein et al., 2014).

Previous research has shown that consumers are more likely to impulse buy when the price is low or if there is an unexpectedly low price (Karbasivar & Yarahmadi, 2011). Therefore, fast fashion brands have a low-price strategy, so consumers do not second guess their purchase. It is also shown that if consumers know that they are saving money when purchasing a product, they are more likely to buy it fast. Therefore, an attractive trait is sales or having a lower price on the same products as their competitors. That way, brands gain a competitive advantage and have consumers purchase from them (Islami et al., 2020). It was also shown that if consumers perceive a brand as low price, it is more likely that consumers will purchase more when visiting a store (Byun & Sternquist, 2011).

6.1.9. Sweden

As well as the information stated above, this thesis examines consumers and the industry in Sweden, giving the study a closer view of how organizations are shifting their activities in the country and how consumers perceive it. Swedish consumers have since 2017 consumed more fast fashion, which has to do with price, fit, and quality (Statista, 2022). At the same time, only half of the consumers showed concern about the ecological production of the pieces being bought (Statista, 2022).

Sweden is known for being one of the world's leading representations of sustainability and recycling (Isaksson & Rosvall, 2020). Sweden is also being recognized for its style, fashion trends, and national brands that are recognized internationally (Hauge et al., 2009). Moreover, Sweden can be seen as a benchmark for understanding the sustainability of other countries (Isaksson & Rosvall, 2020). Despite the country's good reputation regarding fashion trends and sustainability, the fashion sector in Sweden still has a long way to go in becoming sustainable and tackling its environmental impacts, decreasing its use of resources and use of energy (Roos et al., 2016).
6.2. Hypothesis Development

Based on the extensive literature review, two hypotheses were developed that aimed to answer the research question. A regression analysis model has been used. In order to state the hypothesis, both independent and dependent variables are needed. The independent variables are Low price and Environmental Knowledge. The dependent variable is Sustainable Purchase Decisions. In order to check the validity of the data, four control variables were stated, which are the following: Age, Education, Occupation, and Income.

The two independent variables were chosen by considering previous studies that researched the same field and the control variables that were implemented in the analysis process of the hypothesis. While previous literature, such as Zhuang et al., (2021) and Lu et al., (2022), research other variables that affect Sustainable Purchase Decisions, this thesis examines the variables of Low Price and Environmental Knowledge in Sweden.

Firstly, Low Price is seen to have a significant effect on consumers' purchase decisions. Hence, it may significantly impact whether consumers prioritize low prices or sustainability when purchasing fast fashion products (Yinyin, 2011). Moreover, Environmental Knowledge is also seen as a variable influencing consumer’s sustainability purchase decisions (Xu et al., 2019). This is because if an individual has more knowledge of sustainability topics, they are more likely to make more environmentally friendly choices (Wang et al., 2020).

Therefore, the following conceptual framework is proposed with the aim of constructing hypotheses to be researched throughout this thesis:

Figure 1. Conceptual Framework
6.2.1. Low Price and Purchase Decisions

Within the fast fashion sector, a common term is “cheap” (UNEP, n.d.). An attribute of fast fashion garments is the low price which reduces the economic risk for consumers (Cook & Yurchisin, 2017). The industry has a high production and produces clothes to follow trends, which results in the garments in the store being “accepted” by society, making the consumers not to second-guess the purchase (Bhardwaj & Fairhurst, 2010). In previous articles, it was found that the price of fast fashion is relatively low, which is what people think of when discussing fast fashion brands (Bhardwaj & Fairhurst, 2010). Fast fashion is built on consumers' purchase patterns, where companies are changing their products rapidly to meet the consumer's demand (Bhardwaj & Fairhurst, 2010).

Nowadays, people want to gain the most benefit from their purchases and are therefore well aware of what differentiates products from one to another (Al-Mamun et al., 2014). Consumers decide quickly if the product they purchase will give them value for their money (Al-Mamun et al., 2014).

Low prices attract consumers, indicating that businesses attract consumers to buy from their brand and gain a competitive advantage over others from the low prices (Bester & Petrakis, 1995). The fast fashion industry offers low-priced items; some brands provide free delivery and returns when ordering online, encouraging consumers to buy more without hesitation or concern about their purchases (Yinyin, 2011). Clothes seen as more environmentally friendly are typically more expensive compared to clothing in fast fashion, which is due to the increased quality of the clothing in slow fashion (Preuit & Yan, 2016). People are more concerned with price rather than the environmental impact (Iwanow et al., 2005). Hence, the low price will negatively affect consumers purchasing decisions (Harris et al., 2015).

Based on the facts stated above, the following hypothesis is proposed:

**Hypothesis 1.** Low prices in the fast fashion industry have a significant effect on consumers' purchase decisions on clothes in terms of sustainability.
6.2.2. Environmental Knowledge and Purchase Decisions

Environmental knowledge is vital when researching consumers' purchase decisions. As stated previously, environmental knowledge involves an individual's general knowledge of aspects and facts that concern environmental well-being and protection (Indriani et al., 2019). Environmental knowledge involves two key aspects: The first is that consumers need to know the environmental footprint of the products they purchase and use. The second is that consumers need to identify what type of material and what type of practices it takes to produce one product (Kong et al., 2016). Previous studies claim that consumers with comprehensive knowledge of environmental sustainability are often concerned with the environmental impact of their purchases and therefore tend to opt for greener products (Wang et al., 2020).

It has been known since before that knowledge affects consumers' attitudes and behavior (Kong et al., 2016). According to Makower (2006), 40% of consumers are willing to buy sustainable clothes; however, only 4% do so. It is seen that increasing people's knowledge can help change consumers' attitudes and behavior (Makower, 2006).

Even though people are more educated on sustainability nowadays, the lack of complete understanding of the environmental impact of products still negatively affects green purchase intentions. Considering that consumers are often unaware of the full extent of the negative impact that products have on the environment and therefore continue purchasing products that affect the environment negatively (Wang et al., 2020). Environmental knowledge has been shown to positively affect consumers’ attitudes and behavior toward fashion products (Kong et al., 2016).

Therefore, a second hypothesis is proposed:

**Hypothesis 2.** Environmental Knowledge has a significant effect on consumers' purchase decisions on clothes in the fast fashion industry in terms of sustainability.
7. Research Methodology

This chapter aims to describe how this research and clearly states the approach used to do the research and which research design was used during the study.

7.1. Research Paradigm

To obtain a clear view of how consumers in Sweden make decisions and get affected by substantial factors regarding sustainability, the authors first prepared a research paradigm to design the study skillfully.

According to Saunders et al. (2016), there are different techniques used during data collection, and different aspects need to be taken into consideration when analyzing the data, and it can be described as a “research onion” (Saunders et al., 2016). The first step of the research paradigm is to find out what research philosophy will be used. When the research is being conducted, the authors will make different types of assumptions due to conscious and unconscious decisions that will affect how the research is being interpreted (Saunders et al., 2016).

The first research philosophy is Positivism which refers to the philosophical stance of value-free research (Saunders et al., 2016). In other words, the data found will not be influenced by human interpretation. The second research philosophy is Critical realism, a value-laden research structure, which means that there are underlying mental thoughts that add personal value to the research. Critical realism is often used for historical analysis. Third, there is Interpretivism, which is a value-bound approach. According to Saunders et al. (2016), Interpretivism argues that social sciences research and natural sciences research needs to be studied differently because human beings are different from physical phenomena (Saunders et al., 2016). The fourth research philosophy is Postmodernism, which is value-constituted research similar to interpretivism but focuses more on the impact of languages (Saunders et al., 2016). Lastly, the final research philosophy is Pragmatism, which is value-driven research. Research is the finding of solutions to a specific problem and can be used with both qualitative and quantitative methods (Saunders et al., 2016).
The research philosophy chosen for this thesis is a positivist philosophy approach, considering that the study aims to explore the substantial factors that influence consumers' purchase intentions regarding sustainability. A quantitative approach was chosen, where a survey was conducted. Saunders et al. (2016) argue that a positivistic approach is preferred for large samples and measurements. Since a quantitative approach was used, the results were transparent and could therefore be value-free, which aligns with a positivistic approach.

![Figure 2. The research “onion” (Saunders, et al., 2016).](image)

### 7.2. Research Design

The research design of a thesis gives a detailed arrangement that guides the authors in how to focus on the correct research paradigm and topic adequately. It also demonstrates how the research question will be answered and gives an insight into how the data was collected and how it will be analyzed (Collis & Hussey, 2014). By using a positivistic paradigm for this study, Collis and Hussey (2014) argue that the approach looks into finding facts and causes of certain phenomena. This means that the research is designed to have the logical reasoning to investigate the problem so that the research is more objective and precise. Collis and Hussey (2014) also argue that this approach is based on assuming that social reality is independent of individuals.

This study, where the data was mainly gathered through surveys, investigates substantial factors that affect consumers' purchase decisions regarding clothes. By gathering answers from consumers of the fast fashion sector, the surveys provide different opinions and views on the topic as well as examine a relationship between the variables under investigation. Though using a positivistic approach, Saunders et al. (2016) argue that the authors must remain
unbiased and neutral about the research and data collected, designing the study to be explanatory and predictive. This, in turn, leads the authors to use an explanatory research design, where the research problem is found, and a relationship between the variables under observation is studied (Saunders et al., 2016). Therefore, the explanatory research design will assist the conduction of this thesis.

7.3. Research Method

Given the adoption of the positivistic paradigm and the numerical data gathered, Saunders et al. (2016) claim that the quantitative data method involves collections with numerical data, which is usually associated with positivism. This data is often analyzed statistically and graphically to find relationships within the variables. It is also vital that the questions under examination are stated clearly, given that participants in the conducted survey understand the purpose of the study (Saunders et al., 2016).

In order to clearly understand the research topic and answer the research question, a survey was sent out as a strategic method to gather the data needed to answer the hypotheses and to analyze different sample groups with the results.

7.4. Research Approach

When the research philosophy is chosen, the next step is to decide on what approach to use when conducting the research for the thesis. It is vital to understand what approach to use in order to be able to design the research project (Saunders et al., 2016). There are three different approaches. However, two of them are seen as more frequently used, which are inductive and deductive. The inductive approach is when one collects existing data within a subject and then forms a theory (Saunders et al., 2016). Therefore, the research goes from data to theory. The deductive approach is the opposite of inductive, which is when a theory is formed and later tested, and the research goes from theory to data. Lastly, there is an abductive approach, which is when one goes back and forth between theory and data. (Saunders et al., 2016).

When starting the research regarding fast fashion and consumers' purchasing decisions, a theory started to take form. Initial research found a gap that could be investigated and further tested. Based on previous literature, the authors decided on two major hypotheses that would
later be tested, indicating that the thesis will take a deductive approach. Since the study is based on a quantitative method, it was vital for the authors to state a hypothesis on the previous data to test the already-stated theory. A deductive approach can help to test the stated hypotheses to reach a clear answer to the gap in the collected data and answer the research question (Saunders et al., 2016).

### 7.5. Primary Data Collection

Primary data is data that the authors have collected for a specific topic and collects information directly from a first-hand source (Saunders et al., 2016). It can be collected through different ways such as surveys, interviews, observations, and focus groups (Simelane, 2022). In order to gather primary data, a survey questionnaire was created using Qualtrics. In the survey, different facts were stated for the participants to understand the aim of the survey, and different concepts were explained. The different topics explained assisted the participants in having enough knowledge of the concepts before answering each question. This was done for the participants to understand the purpose of the survey and know that all the questions stated were connected to the fast fashion industry and further sustainability aspects. For the sake of gathering relevant responses, the respondents needed to be aware of the purpose of the thesis before answering. Using a questionnaire will give answers that will be used to test the hypothesis, which will further help answer the research question.

When creating the questionnaire, questions were based on the two hypotheses in the thesis. The questions were built on the two independent variables, which stem from previous literature, being the following: low price and environmental knowledge. Which were created to find the relevance to the dependent variable: Sustainable Purchase Decisions. Existing questions from previous literature were used as guidance when creating the survey. However, the authors created their own questions to match the stated hypotheses for the study and ensure they would properly help investigate the problem. The questions in the survey are closed-formulated so that the answers would be as transparent as possible. The answers were built on either a Likert scale between 1-5, No or Yes questions, choose from different answers, and write a short answer text. Most of the questions were built upon a Likert scale from 1-5, making it easier to analyze the data.

The collected primary data were randomly sampled, helping the study to remain unbiased. Random sampling is a subset of the population and means that each individual data
has the same chance of being selected (Andersson et al., 2014). Although this thesis aims to determine consumer purchase decisions regarding sustainability in Sweden, it is near impossible to receive answers from each individual within the population. Instead, a sample is used to investigate the population; in this case, random sampling is done for the data to remain unbiased (Collis & Hussey, 2014). The questionnaire was sent out on different platforms, such as School email and Facebook, for people living in Sweden to answer. The platforms were randomly selected, and the questionnaire was published in random Facebook groups in Sweden to avoid choosing a specific population and keep the samples random.

Furthermore, the primary data will help the authors to answer the research question since the survey is built on a quantitative research approach, and the data was entered into the statistical data analysis tool IBM SPSS.

7.6. Sample and sampling

The population investigated consisted of 149 people. The thesis aims to find the substantial factors that affect consumers’ purchase decisions on clothes within Sweden, which means that the people answering the survey were required to be living in Sweden. After excluding the people who do not live in Sweden, the sample size resulted in 143 participants.

7.7. Control variables

During the study and the forming of the Hypotheses, four control variables were chosen to enhance the validity of the research and establish a relationship between the variables of interest for this study. These include Age, Education, Income, and Occupation. These control variables were used in previous studies, where the authors believe they significantly impact the relationship between the dependent and independent variables. The authors believe these four control variables may affect the participant's behavior when answering the questionnaire questions. Studies such as Morrison & Beer (2016) state that demographics can play a role, as shown in previous studies.

For clarification, the control variables were grouped and denoted with different numbers on IBM SPSS. For instance, the control variable Age was grouped where individuals up to 18 years old were denoted as 1, individuals between 19 and 25 years old were denoted with number two, and, further, up to number six, which denoted individuals that were in the age group 60 years or above. These groupings were done with the purpose of categorizing them
into different samples and to hold constant the effect of these variables, and better analyzing the effect of the independent variables on the dependent (Gelman & Hill, 2021). The exact process was taken when categorizing the different Education Levels, Occupations, and Incomes.

### 7.8. Data Analysis

When gathering quantitative data, most can be seen as confusing and meaningless. This is why graphs, tables, and statistics are used to explain the data during the study when analyzing quantitative data (Collis & Hussey, 2014). Considering that this thesis will take on a quantitative approach and has adopted a positivist paradigm, the authors need to consider the sample size and the types of data being collected and check the data for possible errors (Saunders et al., 2016).

This thesis takes on primary data collection, which will be analyzed, as well as considering previous literature to develop the hypotheses for the study. This data allows the authors to draw a more precise conclusion based on the study's findings and previous studies that have been researched within the same field. Two possible errors can occur during a study's data collection and analysis. Collis and Hussey (2014) argue that errors are still very likely to occur even if researchers are careful when coding and entering data. These are the Type I and Type II statistical errors. Type I error occurs when a true Null hypothesis is wrongfully rejected, and Type II error occurs when a Null hypothesis is false but accepted at the end of a study (Saunders et al., 2016).

### 7.9. Primary Data Analysis

The primary data analysis will be statistically analyzed using IBM SPSS Statistics as the analysis software through a descriptive model and a linear regression analysis.

A descriptive model was chosen to understand and investigate the collected data. It is a way to summarize and be able to illustrate the data (Andersson et al., 2014). Further, a linear regression model was chosen to allow the researchers to verify their hypotheses of the relationship between variables and, after that, forecast dependent variable values from independent variable values. Overall, linear regression models are valuable tools that may be used to study and understand the correlations between variables in various fields, including engineering, social sciences, finance, and economics (Andersson et al., 2014).
When gathering primary data through the respondents from the survey, there are different types of data within the quantitative data: numerical data and categorical data. Numerical data are numbers and are often easier to test. The numerical data uses a ratio scale, given that it can be ranked (Saunders et al., 2016). Categorical data are variables that are more difficult to be measured. The categorical data is then seen as nominal data because it cannot be ranked the same as numbers. Instead, it was measured through categorical variables that, in turn, have a limited number of categories (Saunders et al., 2016).

Questions were made within the survey to be put into numerical and categorical data. The reason for using both is that it gave the authors a more comprehensive understanding, making it easier for the hypotheses to be tested. The numerical and categorical data was further put into the analysis software, where the data could be ranked and then tested through regression analysis. In order for the statistical data to be significant, there needs to be a sample size of at least 30 people. According to the Central limit theorem, the larger the sample size is, the more accurate the statistical data is (Anderson et al., 2014). The survey gathered 143 completed responses, making the test significant.

Moreover, the Linear Regression Analysis needs to consider multicollinearity for the results to be reliable, meaning that the correlation between the independent variables needs to be low. Variance Inflation Factor (VIF) is then used to test the multicollinearity and should be below five to be considered good (Menard, 2002). When analyzing the Regression, it is essential to look at how the data is distributed. The mean value of the data should be under a normal distribution curve, and the data should be symmetrically distributed underneath the curve (Anderson et al., 2014).

When using linear regression, the variables tested must have the same maximum value, which in this case is five (Anderson et al., 2014). The dependent variable used: “Sustainability affects my purchase decision on clothes,” was based on a Likert scale of one to five, where five is Yes, and one is No. In the Regression Analysis, the dependent variable is denoted as “Purchase_Intention”.

In order to test the data, the questions used in the questionnaire were grouped to create mean values that were used to test the hypotheses. The questions used for the Low price were
the following: “When buying clothes: low price is important” and “I continue to purchase fast fashion items when having a larger budget per month”. A new variable was created, named: Low_Price, with the grouped questions that resulted in an overall mean. Both questions were based on a Likert scale with a maximum value of five. Again, Low_Price is the second independent variable used to test the first hypothesis.

Finally, the questions grouped for Environmental Knowledge were the following: “I'm aware of the clothing industry's effect on the climate,” “I'm aware of how much greenhouse gas emission are being produced by the fashion industry,” and “I'm aware of how much waste is being produced by the fashion industry.” The new variable was named: Environmental_Knowledge and contained the overall mean for the questions. Environmental_Knowledge is the independent variable used to test the second hypothesis. Again, all three questions used were based on a Likert scale with a maximum value of five.

7.10. Literature Analysis

The literature used in the Hypothesis development and the theoretical framework was analyzed. As previously stated, keywords were selected and put through search engines, resulting in several articles. A forward snowballing method was then also used with the purpose of gathering more relevant articles, which then provided the study with a more comprehensive overview. The articles were then structured in an Excel document where the authors read through the different articles’ abstracts and then discussed their relevance. The authors further read through the articles with relevant abstracts and then again evaluated them. However, the literature from previous research was not used to answer the research question. It was only used with the purpose of building awareness on the topic and finding a gap within the field under research. Previous studies were also used to build the theoretical framework and hypotheses.

7.11. Quality

The matter of quality in the study is vital when assessing whether the research will successfully answer the purpose and deal with the problem of the thesis. This means making sure that the possibility of getting an incompatible answer is minimized. Saunders, et al. (2016) emphasizes the importance that reliability and validity play during the research process of a study. Reliability refers to the consistency of the study, and validity refers to the usage of applicable measures and the analysis of the research findings.
Positivist researchers often use these quality measures when demonstrating their research quality (Saunders et al., 2016). Collis and Hussey (2014) argue that reliability represents the accuracy and precision of the measurement, which play an essential role given that samples from one research differ from other studies. Moreover, validity refers to how the measures are used to capture the study's concept and if the data collected represents an actual point of the concept (Collis & Hussey, 2014).

Saunders et al. (2016) also argue that it is hard for researchers to demonstrate the high quality of a study, and there are different aspects of validity to go through when demonstrating the quality of research. Measurement validity has types of criteria appropriate when demonstrating quality in quantitative research based on positivist assumptions (Saunders et al., 2016).

### 7.12. Validity

By using the criteria of Measurement Validity, which refers to making sure that the surveys provided align with what the study aims to measure, researchers need to investigate other criteria, which include: Content validity, construct validity, and criterion-related validity. Saunders et al. (2016) first argue that Content validity refers to having questions that adequately cover the investigation. Moving on to Construct validity, Saunders et al. (2016) emphasize that survey questions measure what the authors intend to investigate. Finally, Criterion-related validity refers to the ability of the questions to make accurate predictions (Saunders et al., 2016).

In the case of this thesis, these three measures of validity assist the authors in phrasing the survey questions so that they are clear and cover all control variables used to develop the hypotheses. As well as making sure these questions will measure what the thesis aims to investigate and that these questions accurately predict the study results and present a measure of consistency.

### 7.13. Reliability

As it is vital to measure validity, reliability is also vital when demonstrating the quality of a study. As stated above, reliability refers to the consistency of research and its replication. This means that if researchers can replicate a previous design, then their research may also be considered reliable (Collis & Hussey, 2014). For the results of a study to be reliable, a repeated
study should project the same results. Especially for studies that adopt a positivistic approach, replication is vital.

The data collection has been tested through the IBM SPSS Statistics software multiple times to ensure that these results are replicable and reliable, as well as the reliability test Cronbach's Alpha to ensure that the study is fully reliable (Tavakol & Dennick, 2011).

The authors can measure the study's internal reliability by conducting a Cronbach's alpha reliability test. This is done by grouping questions that aim to answer the same hypotheses to see if they correlate with each other and relate to the construct. Taber (2018) argues that Cronbach's Alpha value for the study lies between 0,5 and 0,7. If the study can still be computed with validity, then the reliability of the study is still considered acceptable. Although the value for the study to be considered entirely reliable is 0,8, any value below 0,8 shows that the study is not entirely reliable (Taber, 2018).

7.14. Research Ethics

To succeed with the research and the data collected, ethical steps need to be taken into consideration. According to Saunders et al. (2016), there are different types of access to previous literature that need to be considered ethically when gathering primary and literature data. As stated previously, the literature data collected are books, websites, and articles. Most of the literature has been collected through the Internet, and there are ethical issues associated with these types of data, such as access to data. However, the articles found were accessed through either Google Scholar or Primo, which is Jönköping University’s search engine (Saunders et al., 2016).

Further, this thesis used primary data in the form of a survey. Since the authors were dealing with other individuals, a number of potential ethical issues could have arisen. In order to protect the respondent's integrity of privacy, the survey was decided to be anonymous. The anonymity of the respondents made it possible to receive credible answers and ethical dilemmas could be avoided.
8. Results

This chapter examines the empirical results and findings of the study, presenting and justifying each hypothesis through data analyses that include regression analysis. Through these techniques, the chapter provides a detailed examination of the study's outcomes and implications. Each hypothesis has been tested and will be explained and stated through the statistical data analysis tool: SPSS.

Both independent variables have been tested through SPSS to find a correlation between the independent and the dependent variable.

8.1. Response rate

The Survey Questionnaire gathered responses from 149 people. However, 143 responses were used when conducting the Regression analysis, meaning that six were eliminated because they were not currently living in Sweden.

8.2. Cronbach's Alpha Reliability Testing

During the conduction of this research, the authors divided the questions into different groups. These were questions that investigated the two different hypotheses. That way, the reliability of each question group was able to be checked in order to proceed with the study.

When checking the reliability of the questions regarding the independent variable “Low Price,” Cronbach's Alpha resulted in 0.544, and the reliability of those grouped questions is low. However, it is still acceptable to be used for this study.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.544</td>
<td>0.553</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 1. Cronbach’s Alpha - Low price
Further, when investigating the reliability of questions regarding the independent variable “environmental knowledge,” Cronbach's alpha is 0.857, which is high, indicating high reliability.

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>Cronbach's Alpha Based</td>
</tr>
<tr>
<td>on Standardized Items</td>
</tr>
<tr>
<td>N of Items</td>
</tr>
<tr>
<td>.857</td>
</tr>
<tr>
<td>.858</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

Table 2. Cronbach’s Alpha - Environmental knowledge

8.3. Descriptive Analysis

To acquire an overview of the complete data set collected for this study, Descriptive analysis was used and helped the authors gather a more extensive and comprehensive understanding of the data collected. It is a way to evaluate the data further and find other relationships between the variables (Moussaoui & Varela, 2010).

Looking at the different control variables, they were denoted with different labels and assigned to different values. The descriptive analysis shows a mean of 2.45 which shows that the population is between 19-25 years of age. The latest finished education level was assigned values: one was elementary school, and five was Ph.D. The mean of education was 2.48, indicating that most of the population has finished Gymnasium as their latest finished education level. Further, the monthly income of the population took on values where one was assigned 0-10,000, and so on. The mean was 2.86, indicating a population with a monthly income between 10,100-15,000. The occupation was assigned values where “student” took on the value 1, part-time employed, the value two, and so on. The mean of occupation was 1.48, meaning that most people answering were students.

As previously stated, two questions were chosen to test the first hypothesis on low price, and the descriptive statistics table shows that the mean of the people answering the survey was roughly 2.9. The mean indicates that people value price more than being sustainable. The first question states, “Low price is important,” and the second question used was, “I continue purchasing fast fashion items when having a larger budget per month”. A person that values
the price more will most likely put a higher number on the Likert scale. As a result, the mean should also be higher if the low price matters.

Further, the second independent variable, Environmental knowledge, contained questions where the individuals would put five on all three questions if they had knowledge of the fast fashion industry's environmental effects on the planet. The mean was 3.6, meaning that most of the population in the sample has environmental knowledge of the fast fashion industry and is aware of what effects the industry has on the planet.

**Table 3. Descriptive Analysis**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>How old are you?</td>
<td>143</td>
<td>1</td>
<td>6</td>
<td>2.45</td>
<td>1.073</td>
</tr>
<tr>
<td>What is your latest finished education level?</td>
<td>143</td>
<td>2</td>
<td>4</td>
<td>2.33</td>
<td>.566</td>
</tr>
<tr>
<td>What is your occupation?</td>
<td>143</td>
<td>1</td>
<td>3</td>
<td>1.48</td>
<td>.829</td>
</tr>
<tr>
<td>What is your monthly income?</td>
<td>143</td>
<td>1</td>
<td>8</td>
<td>2.86</td>
<td>1.556</td>
</tr>
<tr>
<td>Low_Price</td>
<td>143</td>
<td>1.05</td>
<td>5.00</td>
<td>2.9955</td>
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</tr>
<tr>
<td>Environmental_knowledge</td>
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<td>5.00</td>
<td>3.6200</td>
<td>1.05824</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>143</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**8.4. Linear Regression Analysis**

To test the two hypotheses of the thesis and answer the research question, a linear regression analysis has been used. The Analysis is used to find and understand the relationship between the Independent variables: Low Price and Environmental knowledge, and the Dependent Variable: Sustainable Purchase Decisions (Anderson et al., 2014).

The analysis will show the significant effect that the independent variables have, in other words, how much can be statistically explained by the given variables. In order to test the hypothesis, a significance level needs to be set, which tests the statistical significance the test has and if it can be trusted. There are typically three different significance levels to be used, which are one, five, and ten percent. Though, it is vital to mention that a Type 1 error is typically more likely to occur when a higher significance level is used (Collis & Hussey, 2014). The significance level can also be explained as the probability level or the P-value. The rule of
thumb says that the lower the P-value is, the more evidence exists that the null hypothesis should be rejected (Anderson et al., 2014). However, if the P-value is high, that could indicate that there is not enough statistical significance for the null hypothesis to be rejected. (Anderson et al., 2014). For this study, a 5% significance level will be used to test the following hypotheses and investigate the results. Using 5% will decrease the risk of a Type 1 error and will lead to more reliable answers.

First, when investigating the results, it is essential to look at the R-square, which explains how much the independent and control variables affect the dependent variable. Looking at the Model Summary table, denoted as Table 4, the R Square values show that the independent variables have about a 13% effect on the dependent variable and therefore do not fully explain the dependent variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.233&lt;sup&gt;a&lt;/sup&gt;</td>
<td>0.054</td>
<td>0.027</td>
<td>1.149</td>
</tr>
<tr>
<td>2</td>
<td>0.301&lt;sup&gt;b&lt;/sup&gt;</td>
<td>0.090</td>
<td>0.057</td>
<td>1.131</td>
</tr>
<tr>
<td>3</td>
<td>0.360&lt;sup&gt;c&lt;/sup&gt;</td>
<td>0.130</td>
<td>0.091</td>
<td>1.110</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), What is your monthly income?, What is your latest finished education level?, How old are you?, What is your occupation?

b. Predictors: (Constant), What is your monthly income?, What is your latest finished education level?, How old are you?, What is your occupation?, Environmental knowledge

c. Predictors: (Constant), What is your monthly income?, What is your latest finished education level?, How old are you?, What is your occupation?, Environmental knowledge, Low Price

Table 4. Model Summary

When looking at the coefficient table and investigating the first hypothesis, the significance level was 0.014. The value is lower than 0.05, which indicates that there is statistically significant evidence that H1: Low prices in the fast fashion industry have a significant effect on consumers' purchase decisions on clothes in terms of sustainability will be accepted. There is proof that Low prices affect consumers’ purchasing decisions. Investigating “Unstandardized B” shows that for every unit of an increase in the dependent variable, the independent variable will decrease by 0.258. In other words, when sustainability affects a consumer’s purchase decision more, the low price will affect the consumer less.
Further, when investigating the independent variable: environmental knowledge, the significance level is 0.043, which is also lower than 0.05. Hence, H2: Environmental knowledge has a significant effect on consumers’ purchase decisions on clothes in terms of sustainability will also be accepted. There is proof that the amount of environmental knowledge a consumer has will affect how they will proceed with their purchasing decisions. The Unstandardized B of Environmental knowledge is positive by 0.183, indicating that for every unit the dependent variable increase, the independent variable will increase by 0.183, showing a positive relationship between the variables. The more knowledge regarding the environment the consumers have, the more likely they are to make sustainable purchases regarding clothes.

The results from the coefficient table show that the Variance Inflation Factor (VIF) is below five, indicating low multicollinearity. The result can therefore be seen as reliable.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.115</td>
<td>.423</td>
<td>7.372</td>
<td>&lt;.001</td>
</tr>
<tr>
<td></td>
<td>How old are you?</td>
<td>.363</td>
<td>.131</td>
<td>.334</td>
<td>2.779</td>
</tr>
<tr>
<td></td>
<td>What is your latest finished education level?</td>
<td>-.244</td>
<td>.202</td>
<td>-.118</td>
<td>-1.206</td>
</tr>
<tr>
<td></td>
<td>What is your occupation?</td>
<td>.005</td>
<td>.192</td>
<td>.004</td>
<td>.029</td>
</tr>
<tr>
<td></td>
<td>What is your monthly income?</td>
<td>-.121</td>
<td>.116</td>
<td>-.172</td>
<td>-1.047</td>
</tr>
<tr>
<td>2</td>
<td>(Constant)</td>
<td>2.302</td>
<td>.543</td>
<td>4.243</td>
<td>&lt;.001</td>
</tr>
<tr>
<td></td>
<td>How old are you?</td>
<td>.366</td>
<td>.128</td>
<td>.337</td>
<td>2.852</td>
</tr>
<tr>
<td></td>
<td>What is your latest finished education level?</td>
<td>-.240</td>
<td>.199</td>
<td>-.117</td>
<td>-1.206</td>
</tr>
<tr>
<td></td>
<td>What is your occupation?</td>
<td>.037</td>
<td>.189</td>
<td>.026</td>
<td>.196</td>
</tr>
<tr>
<td></td>
<td>What is your monthly income?</td>
<td>-.126</td>
<td>.114</td>
<td>-.178</td>
<td>-1.104</td>
</tr>
<tr>
<td></td>
<td>Environmental knowledge</td>
<td>.210</td>
<td>.090</td>
<td>.191</td>
<td>2.334</td>
</tr>
<tr>
<td>3</td>
<td>(Constant)</td>
<td>3.178</td>
<td>.639</td>
<td>4.973</td>
<td>&lt;.001</td>
</tr>
<tr>
<td></td>
<td>How old are you?</td>
<td>.340</td>
<td>.127</td>
<td>.313</td>
<td>2.666</td>
</tr>
<tr>
<td></td>
<td>What is your latest finished education level?</td>
<td>-.212</td>
<td>.195</td>
<td>-.103</td>
<td>-1.086</td>
</tr>
<tr>
<td></td>
<td>What is your occupation?</td>
<td>.032</td>
<td>.186</td>
<td>.023</td>
<td>.175</td>
</tr>
<tr>
<td></td>
<td>What is your monthly income?</td>
<td>-.124</td>
<td>.112</td>
<td>-.176</td>
<td>-1.109</td>
</tr>
<tr>
<td></td>
<td>Environmental knowledge</td>
<td>.183</td>
<td>.089</td>
<td>.166</td>
<td>2.048</td>
</tr>
<tr>
<td></td>
<td>Low_Price</td>
<td>-.258</td>
<td>.104</td>
<td>-.201</td>
<td>-2.480</td>
</tr>
</tbody>
</table>

Table 5. Coefficients
9. Discussion

This chapter aims to discuss the findings of the thesis. To implement the results from the data analysis SPSS into the theoretical framework and thoroughly debate the significance of the data and findings from the previous chapter.

9.1. Conceptual Framework with Results

The theoretical framework presented throughout this thesis was built upon previous studies that were conducted in the same field, as well as the two hypotheses. The literature framework showed that the variables of Low Price and Environmental Knowledge had an effect on consumers' purchase decisions. However, such studies have yet to be conducted in Sweden. Therefore, the two hypotheses that are being tested throughout this study aim to explore how consumers in the Swedish market let their purchase decisions get affected by the two substantial factors.

Analyzing the previous chapter where the results of this thesis were presented, it is evident that both null hypotheses cannot be accepted due to the lack of statistical evidence showing that Low Price and Environmental Knowledge do not affect consumers’ purchasing decisions regarding sustainability. Hence, the two alternative hypotheses that the authors formulated cannot be rejected and show evidence that the variables of Low Price and Environmental Knowledge do indeed have an effect on consumers' purchase decisions in the Swedish market.

![Conceptual Framework with Results](image)

Figure 3. Conceptual Framework with Results
9.2. Relationship of the Independent Variables and the Dependent Variables

Considering that the relationship of the control and independent variables with the dependent variable can be analyzed through the R-square value on the table denoted Table 4, the value was equal to 0.130. Despite the R-square value being significantly low, in the case of this thesis, it was expected. Based on previous literature, multiple factors have an effect when consumers make purchasing decisions, and these can be variables like age and gender. According to Morrison and Beer (2016), demographics also play a role in consumers' purchasing decisions, which in turn can explain the decision-making for consumers, considering that countries have different cultures that affect how individuals act. This can as well be affected by how people trust a business. When people have trust in a business, they tend to strive more toward that brand (Park et al., 2017).

Moreover, the R-square value typically increases when using additional variables (Akossou & Palm, 2013). Meaning that, if the added values are highly correlated to each other, the R-square is likely to increase, considering that the values can explain the dependent variable in a more significant way. If the values are not significantly correlated with each other. In that case, the R-square may decrease, and it is, therefore, important to closely investigate the values and ensure that the R-square is affected positively (Akossou & Palm, 2013). Though, this thesis mainly aims to research two independent variables and does not consider other variables.

9.3. Relationship Between Low Price and Purchase Decisions

As previous literature suggests, price is something that strongly affects consumers purchasing decisions. It is understood that consumers want to gain as much as possible by paying as little as possible. In other words, spend as little money as possible by purchasing more clothes. When looking at the results of the first hypothesis, the descriptive model, shown in Table 3, shows that consumers often value lower prices more, taking into consideration the environmental impact of clothes.

Considering that Sweden is seen as a more sustainably aware country (Isaksson & Rosvall, 2020), the results that were achieved from this study show that consumers in Sweden tend to value lower prices over the sustainable aspects of the clothing they are purchasing. These results were not expected, as consumers in Sweden are anticipated to have more environmental considerations. The expected result from the tests was that the respondents
would value Price less, and the results should have had a mean below 2.5 to prove that consumers living in Sweden would value the environmental impact more than the price.

When investigating the price in terms of being sustainable, more environmentally friendly clothes are typically more expensive. This is because clothes that have higher quality and longer product life cycles are more environmentally friendly. When looking at the fast fashion industry, terms such as “cheap” and “high-speed production” are commonly used. The clothes within the fast fashion industry have the ability to be cheaper due to the use of cheap materials and cheaper manufacturing. These aspects result in lower quality of the clothes, and in turn, the clothes can be sold at a lower price.

The product life cycle is lower in the fast fashion industry compared to clothes of better quality, making consumers purchase new clothes more often. Hence, the clothes produced by fast fashion companies are not environmentally friendly, and evidently, the price negatively correlates with sustainability. Looking at the regression model, the results are coherent with the theoretical framework. As expected, a negative relationship exists between price and being more sustainable. When analyzing the data, people value price more, proving that they are also more likely to purchase fast fashion items. This leads to the continuous production of fast fashion items and a lasting effect on the climate from the GHG emissions that the industry produces.

As previously mentioned, some companies within the fast fashion industry are caught greenwashing. When consumers discover that a company is greenwashing and is, therefore, not fulfilling their environmental claims, they may lose faith in the company. This can lead to negative perceptions about the company's intentions and hidden agendas. Consumers may also be hesitant to form long-term relationships or trust businesses that use greenwashing to deceive them, resulting in a decreased likelihood of making sustainable purchases. (Braga et al., 2019). Misleading green marketing can confuse buyers, making purchasing genuinely environmentally friendly products difficult. Consequently, consumers become more cautious when making future purchases to avoid falling prey to greenwashing (Zhang et al., 2018). When uncertainty is created among consumers where they can no longer trust companies' true intentions of being environmentally friendly, they might opt for clothes with lower prices instead. However, this study has not investigated this.
9.4. Relationship Between Environmental Knowledge and Purchase Decisions

Further analyzing the descriptive analysis, it was detected that the sample population shows to have a good extent of environmental knowledge regarding how the fast fashion industry affects the planet. The descriptive analysis showed a mean of 3.6 within detailed environmental knowledge. The data shows that most people living in Sweden have knowledge regarding how the fast fashion sector affects the climate and what environmental impact they hold. When investigating Sweden earlier in the thesis, it was discovered that the population is more sustainably aware compared to other countries (Isaksson & Rosvall, 2020). While keeping in mind that the more environmentally aware a person is, the more likely they are to make sustainable choices. The descriptive analysis also shows that most respondents of the survey were environmentally aware. Therefore, the study's result is coherent with the theoretical framework, and the outcome was as expected.

As previously mentioned, it was found that people with general environmental knowledge tend to buy more sustainable clothes. However, they are not fully aware of the supply chain when it comes to the production of clothes. The lack of knowledge regarding the amount of GHG emissions the industry contributes to and the freshwater it uses leads to increased climate change. Furthermore, the fast fashion industry has a short product life cycle, contributing to increased clothing production. There is a need to increase awareness regarding the fast fashion sector among consumers to increase their understanding of what their actions lead to. Therefore, more knowledge within the industry is needed to encourage consumers to purchase more sustainably and, in turn, decrease the environmental impact that the industry holds on the planet.

The increased knowledge of the fashion industry and its environmental impact will, in turn, help consumers to detect companies that are greenwashing more easily. The consumers will then maintain trust in other companies when they have gained a more comprehensive understanding of the industry and will be able to continue to purchase more sustainably.

As stated previously, people with higher knowledge of sustainability play a role when deciding to purchase more environmentally friendly products. Moreover, when evaluating the relationship between the independent variable “Environmental Knowledge” and the dependent variable “Sustainable purchase decision,” a significant effect was found. The outcome from the testing of the hypothesis in the regression analysis was expected to be rejected, and the second
hypothesis was accepted. Although the results were not expected for the Swedish market, the results are coherent with the theoretical framework. There is a positive relationship between environmental knowledge and consumers' purchasing decisions regarding sustainability. When consumers obtain more knowledge on the environmental impact of the fast fashion industry, they will need to re-evaluate the value of price and the value of the clothes' impact on the climate.

**9.5. Limitations**

During the conducting of the thesis, some limitations emerged. By highlighting the limitations, it gives the possibility to analyze the study and, in turn, give a more comprehensive understanding for both the authors and the readers. The limitations also give room for future research. In the study, it was found that most participants in the survey were students. This also affects the result of the monthly income of the population since students in Sweden receive a student loan with the same amount of money each month. Because the population has a limited income, they will likely focus more on the price.

Moreover, six people who participated in the survey did not live in Sweden and were, therefore, not taken into account when testing the data in the analyzing tool. Every statistical tester would like to have answers from each one of the samples studied to receive the most accurate outcome. However, that is not the reality. If more answers had been collected, it would represent the whole population more powerfully, providing the study with a more reliable outcome for the whole population of Sweden (Collis & Hussey, 2014).

Another limitation of a questionnaire is that the answers may not be as truthful as the reality. People may want to answer in a more ethically correct way rather than what they are actually doing, leading to default in the answers. In order to limit this problem, an introduction to the survey made it clear to the participants that the study was completely anonymous. Furthermore, it was easy to find reliable data from previous research, which made it easier to find a gap and build hypotheses within the fast fashion spectrum.

**9.6. Further research**

After conducting this thesis, it was found that there are further gaps for future research to fill. This study contributed to the existing data, and there are still topics to investigate under the fast fashion industry and its environmental footprint. Considering that human behavior is
complex and many different attributes affect consumers' behavior, it would be further interesting to investigate other substantial factors that may play a role.

Moreover, the authors have investigated other factors that may affect consumers when purchasing clothes, such as trends, but they had to be removed due to limitations within the questionnaire. The sample size used for this thesis was relatively small. For future research, it would be interesting to investigate a larger sample size of Sweden further to receive a more comprehensive understanding of the Swedish population. There exist further subcultures and different nationalities in Sweden that might also play an underlying role in consumers' purchasing decisions which could also be interesting to investigate.

Furthermore, when seeing the result of this study, it is interesting to find the reason why the fast fashion industry is still growing even if people have environmental knowledge, and the outcome of this study is that it should decrease since the dependent and independent variable has a positive effect on each other. Lastly, this study could be researched again and consider the limitations to gain broader knowledge.

9.7. Student Reflection

Throughout the research process of this thesis, the authors have experienced an extended increase of knowledge on sustainability, the environmental impacts of the fast fashion industry, and the different substantial factors that affect consumers purchasing decisions in Sweden. The authors have also gained extended knowledge within the statistical analyzing tool IBM SPSS when implementing the data collected from the survey. Based on the results of this study, the researchers were astonished to find that consumers in Sweden do not prioritize the environment as much as they expected. Furthermore, the authors have enjoyed the time spent on the study and the topic that has been investigated.
10. Conclusion

This chapter presents the conclusion of the thesis. The authors will, in an efficient way, connect the already existing data to the findings made in this study to answer the purpose of the paper.

The purpose of this study was to research the effect that two substantial factors, Low Price and Environmental Knowledge, have on consumers’ purchase decisions when purchasing clothes in Sweden. The quantitative study that was conducted gathered data from previous research and questionnaires. For the sake of clarity, this study also emphasized the environmental impacts that the fast fashion sector causes on the planet while also making the reasons for the industry's rapid growth clear to the reader. The following two hypotheses were stated in order to research the given topics profoundly:

- **H1:** Low prices in the fast fashion industry have a significant effect on consumers' purchase decisions on clothes in terms of sustainability.
- **H2:** Environmental Knowledge has a significant effect on consumers' purchase decisions on clothes in the fast fashion industry in terms of sustainability.

The research question, "Is Low Price and Environmental Knowledge affecting consumers' purchase decisions regarding Sustainability in the fast fashion industry in Sweden?" was answered in the first chapter of this study. The factors that were presented in both the theoretical framework chapter and through the collected data from the questionnaire provided the authors with statistically significant data to draw a conclusion to the study. The relationship between the two independent variables and the dependent variable showed statistically significant results. Both hypotheses were accepted, showing that both Low Price and Environmental Knowledge have an effect on consumers purchasing decisions in Sweden regarding sustainability.

The two substantial factors that were analyzed during this thesis show to have an effect on consumers purchasing decisions in the fast fashion industry in Sweden, and the results achieved through a regression analysis show that Low Price and Environmental Knowledge do indeed have a significant effect on the dependent variable. However, these are just two out of
many other factors that can have an impact on consumers' purchasing decisions when it comes to purchasing environmentally friendly products from the fast fashion sector.

The findings in this study align with the data from previous research and fill the gap that was found during the research chapter. Low prices do affect consumers when purchasing clothes, and environmental knowledge also affects people when consuming fast fashion. The thesis supports the already existing research and contributes to new investigations within Sweden. A conceptual framework was defined, showing how the variables stated affect each other. The fact that the explanatory power of the independent variables was low indicates that there are other factors that explain the dependent variable. However, the study contributes to a deeper understanding of the effect that price and knowledge have on consumers in Sweden and leaves space for further research to continue the investigation within Sweden.
11. References


Papadopoulou, M. V., Papasolomou, I., & Thrassou, A. (2021). Exploring the level of sustainability awareness among consumers within the fast-fashion clothing industry: a dual
https://doi.org/10.1108/cr-04-2021-0061


12. Appendix 1 - Survey

We are 3 students from Jönköping University doing our bachelor thesis within business administration and our aim with this study is to research the effect that greenwashing has on consumers purchase intentions when purchasing fast fashion products.

Fast fashion is one of the major growing industries and is today the second largest industry which affects the environment the most. Fast fashion is the high speed production of clothing that follows the new trends. Many fast fashion stores are greenwashing, which is when they say that they are more sustainable than what they actually are.

This survey is anonymous and is only used to gather clear data from consumers. Please answer as truthfully as you can!

Thank you so much for your answers!

1. Do you live in Sweden?
   - No (1)
   - Yes (2)

2. How old are you?
   - 18 (1)
   - 19-25 (2)
   - 26-30 (3)
   - 31-40 (4)
   - 41-50 (5)
   - 51-60 (6)
   - 60+ (7)

3. What is your gender?
   - Male (1)
   - Female (2)
   - Non-Binary/ Third Gender (3)
4. What is your country of birth?

5. What is your nationality?

6. How long have you lived in Sweden?
   - 0-5 (1)
   - 6-10 (2)
   - 11-15 (3)
   - 16-20 (4)
   - 21-30 (5)
   - 30+ (6)

7. What is your latest finished education level?
   - Elementary school (1)
   - Gymnasium (2)
   - Bachelor degree (3)
   - Master degree (4)
   - PHD (5)

8. What is your occupation?
   - Student (1)
   - Partly working (2)
   - Working full time (3)
   - Unemployed (4)
   - Retired (5)

9. What is your monthly income?
   - 0-10,000 (1)
   - 10,100-15,000 (2)
   - 15,100-20,000 (3)
   - 20,100-30,000 (4)
   - 30,100-40,000 (5)
   - 40,100-50,000 (6)
   - 50,100-60,000 (7)
10. How much money do you have left to spend after paying your fixed costs?
   - 0-1,000 (1)
   - 1,100-3,000 (2)
   - 3,100-5,000 (3)
   - 5,100-8,000 (4)
   - 8,100-10,000 (5)
   - Above 10,000 (6)

11. Do you have knowledge within environmental sustainability?
   - No (1)
   - Yes (2)

12. Have you worked within environmental sustainability
   - No (1)
   - Yes (2)

13. Do you have education within environmental sustainability? (courses, diplomas, lectures)
   - No (1)
   - Yes (2)

14. Do you own any fast fashion items?
   - No (1)
   - Yes (2)

15. How often do you purchase fast fashion items?
   - Once or twice a week (or more) (1)
   - Once or twice a month (2)
   - Once or twice half a year (3)
   - Once or twice a year (4)
   - Never (5)
16. If you found out that a company was greenwashing, would you continue to purchase from them?
   - No (1)
   - Yes (2)

17. If you answered yes in the previous question: why is that?

18. When buying clothes: low price is important (SYNQ1)
   1  2  3  4  5
   No   Yes

19. When buying clothes: the quality is important (SYNQ2)
   1  2  3  4  5
   No   Yes

20. When buying clothes: easy access is important (SYNQ3)
   1  2  3  4  5
   No   Yes

21. When buying clothes: environmental impact is important (SYNQ4)
   1  2  3  4  5
   No   Yes

22. Trends affect my purchase decision on clothes (SYNQ5)
   1  2  3  4  5
   No   Yes

23. Price affect my purchase decision on trends (SYNQ6)
   1  2  3  4  5
   No   Yes

24. Brand reputation affect my purchase decision on trends (SYNQ7)
   1  2  3  4  5
   No   Yes

25. Green marketing affect my purchase decisions (SYNQ8)
   1  2  3  4  5
   No   Yes

26. Sustainability affects my purchase decisions on clothes (SYNQ9)
   1  2  3  4  5
27. I continue to purchase fast fashion items when having a larger budget per month (SYNQ10)
   No  Yes

28. Given that a company has been caught greenwashing, I am more cautious when choosing what brand I purchase from (SYNQ11)
   No  Yes

29. Knowing that a company is greenwashing:
   - It bothers me and I stop purchasing (1)
   - It bothers me but I continue to purchase (2)
   - It does not bother me and I continue to purchase (3)

30. Environmental-detailed knowledge: I am aware of the clothing industry’s effect on the climate (SYNQ12)
   No  Yes

31. Environmental-detailed knowledge: I’m aware of how much greenhouse gas emissions are being produced by the fashion industry (SYNQ13)
   No  Yes

32. Environmental-detailed knowledge: I know how much water it takes to produce clothes (SYNQ14)
   No  Yes

33. Environmental-detailed knowledge: I’m aware of how much waste is being produced by the fashion industry (SYNQ15)
   No  Yes