

Research

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Research

Target audience

What global factors shape teenagers' fashion choices, and how aware are they of the environmental and social impacts of their decisions?

In conclusion, teenagers are largely driven by affordability, trendiness, and convenience when it comes to fast fashion, with popular brands like Zara, H&M, and Shein leading the way. Despite this, many teens remain unaware of the negative environmental and social impacts of their purchasing habits, such as pollution, unethical labor, and waste. To encourage a shift towards more sustainable fashion, education and influencer-driven marketing can play a key role, while making eco-friendly brands more affordable and trendy. However, challenges like cost, limited options, and peer pressure remain significant barriers. Raising awareness about these issues, especially through schools, could help foster more responsible consumer behaviors among the younger generation.

What motivates teenagers aged 15-17 to engage with fast fashion, and how conscious are they of its environmental and ethical concerns?

Teenagers are driven to fast fashion by a mix of factors such as **price**, **accessibility**, **trend alignment**, and **peer influence**. Fast fashion brands, such as H&M and Primark, offer **low-cost** alternatives to high-end clothing, making them highly attractive to **budget-conscious teens**. Unfortunately, many teenagers are either unaware of or only vaguely familiar with the **environmental and ethical concerns** associated with fast fashion, including **pollution**, **textile waste**, and **unethical labor practices** like child labor. Research shows that while younger generations are becoming more conscious of **climate change**, they often lack detailed knowledge about the specific impacts of fast fashion on the environment.

Reference (APA): Joy, A., Sherry, J. F., Venkatesh, A., Wang, J., & Chan, R. (2012). Fast fashion, sustainability, and the ethical appeal of luxury brands. *Fashion Theory*, 16(3), 273-295. <https://doi.org/10.2752/175174112X13340749707123>

What are the key factors that influence their purchasing decisions (e.g., price, trendiness, convenience)?

The most significant factors influencing teenage purchasing decisions in fast fashion are **affordability**, **trendiness**, and **convenience**. Fast fashion stores regularly release **new, trendy collections at affordable prices**, allowing teenagers to keep up with ever-changing fashion trends without spending much. **Social media** also plays a critical role, as influencers and peers frequently promote new fashion items, creating pressure to "**keep up**". The **ease of online shopping**, combined with low-cost and **quick delivery services**, enhances the convenience factor for fast fashion.

Reference (APA): McNeill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212-222. <https://doi.org/10.1111/ijcs.12169>

Which fast fashion brands are most popular among these teenagers, and why?

The most popular fast fashion brands among teenagers include **H&M**, **Zara**, **Primark**, and **Shein**. These brands are particularly attractive because they offer **trendy clothes at low prices**, along with extensive options for frequent **new styles**. Zara, for example, is known for quickly turning **runway fashion into affordable styles**, while Shein capitalizes on **influencer marketing** to reach younger demographics through **social media**. The ability to **emulate celebrity or influencer styles on a budget** is one of the main appeals for these brands.

Reference (APA): Bick, R., Halsey, E., & Ekenga, C. C. (2018). The global environmental injustice of fast fashion. *Environmental Health*, 17(1), 1-4. <https://doi.org/10.1186/s12940-018-0433-7>

What would motivate them to choose more sustainable or ethical fashion brands, if they currently do not?

Several factors could motivate teenagers to choose **sustainable or ethical fashion brands**. First, increasing **awareness** through education campaigns on the **environmental damage** caused by fast fashion could change their mindset. Additionally, promoting sustainable brands that appeal to teenagers' desire for **uniqueness** and **style** could also be effective. **Peer influence** is another motivator, meaning if influencers or friends start to endorse sustainable brands, teenagers are likely to follow suit. **Price parity** between fast fashion and sustainable alternatives would also be key, as many teens are limited by their **budgets**.

Reference (APA): Gwozdz, W., Nielsen, K. S., & Müller, T. (2017). An environmental perspective on clothing consumption: Consumer segments and their behavioral patterns. *Sustainability*, 9(5), 762. <https://doi.org/10.3390/su9050762>

How do these teenagers feel after making a fast fashion purchase (e.g., excitement, guilt, indifference)?

Teenagers often feel **excitement** and **satisfaction** immediately after purchasing fast fashion items, largely because these purchases allow them to **express their individuality** and keep up with **trends affordably**. However, studies also show that many teens feel a sense of **guilt** or **indifference** when they are made aware of the ethical issues involved, such as **child labor** or **environmental harm**. This **emotional conflict** is more prevalent among those who have some awareness of the negative aspects of fast fashion but may not fully grasp the scale of its impact.

Reference (APA): Beard, N. D. (2008). The branding of ethical fashion and the consumer: A luxury niche or mass-market reality? *Fashion Theory*, 12(4), 447-467. <https://doi.org/10.2752/175174108X346931>

What are the main barriers that prevent teenagers from choosing sustainable fashion (e.g., high cost, lack of trendy options)?

The primary barriers preventing teenagers from choosing sustainable fashion include the **higher cost** of eco-friendly clothing, the **lack of trendy** and **varied options**, and **limited availability**. Sustainable fashion brands often face challenges in producing **trendy and affordable clothes** due to the higher costs of **ethically sourced materials** and **fair labor**. Many teenagers are also unaware of where to buy sustainable clothes or may perceive them as **less fashionable** compared to fast fashion items. **Peer pressure** to fit in with current trends further discourages teens from exploring sustainable alternatives.

Reference (APA): Henninger, C. E., Alevizou, P. J., & Oates, C. J. (2016). What is sustainable fashion? *Journal of Fashion Marketing and Management*, 20(4), 400-416. <https://doi.org/10.1108/JFMM-07-2015-0052>

Conclusion

Teenagers are heavily influenced by **price**, **trendiness**, and **convenience** when choosing fast fashion, with popular brands like Zara, H&M, and Shein dominating their wardrobe choices. However, they are often unaware of the **environmental** and **ethical implications** of fast fashion. To motivate teenagers to adopt more **sustainable fashion choices**, a combination of **education**, **influencer-driven marketing**, and making sustainable fashion **more affordable** and **trendy** is essential. The main barriers include **high costs** and **limited fashionable options**, making it important for sustainable brands to address these factors to capture teenage interest.

How willing are teenagers aged 15 – 17 to change their fashion habits for environmental or social reasons?

Are teenagers willing to spend more money on eco-friendly clothing brands?

This largest and most influential consumer segment is emerging as the **sustainable generation**, showing a strong preference for sustainable brands and a willingness to spend more on sustainable products.

The report reveals that **62%** of Gen Z shoppers prefer to buy from **sustainable** brands, and a staggering **73%** are willing to pay more for **sustainable** products. Moreover, Gen Z and Millennials are the most likely to make purchase decisions based on personal, social, and **environmental values**.

As the torchbearers of sustainability, Gen Z's expectations are clear: retailers and brands must **prioritize sustainability to meet the evolving demands** of these next-generation consumers and remain competitive in the market.

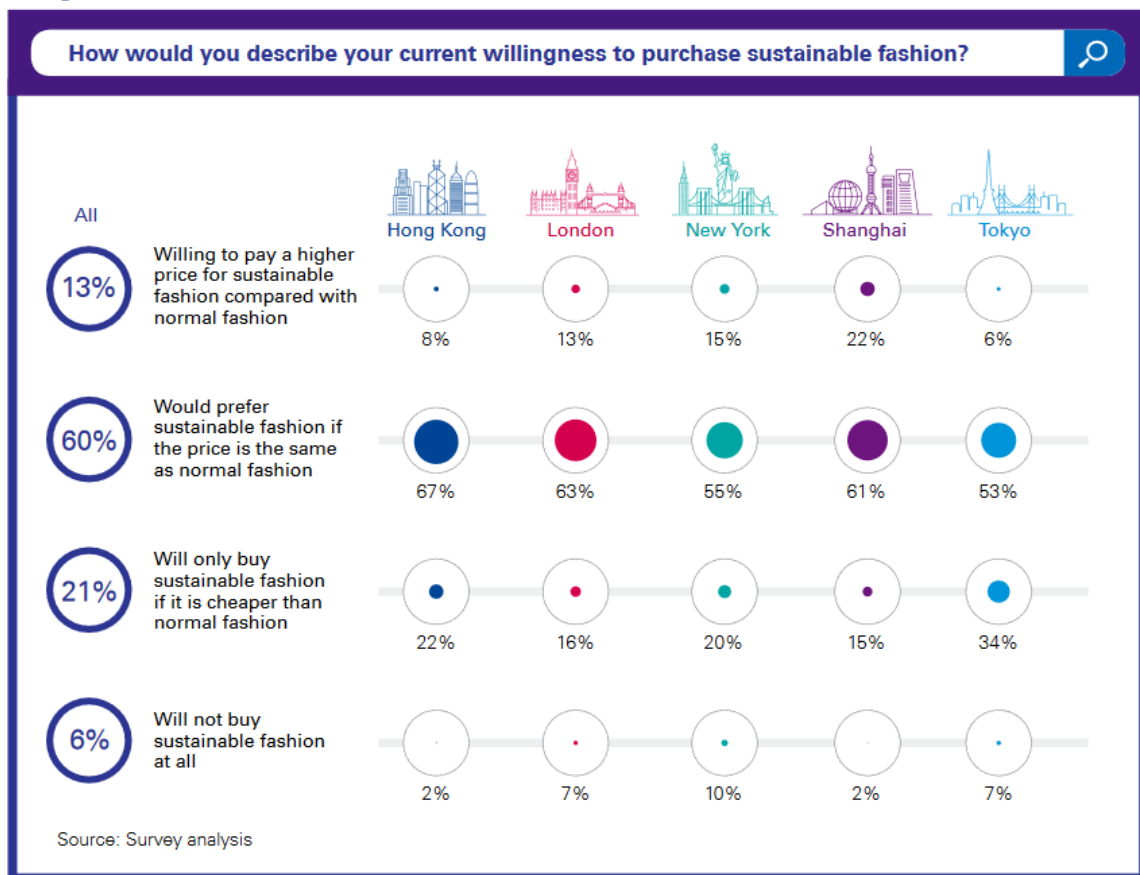
- Insight, F. (z.d.). The State of Consumer Spending: Gen Z Shoppers Demand Sustainable Retail. <https://www.firstinsight.com/white-papers-posts/gen-z-shoppers-demand-sustainability>

Do teenagers aged 15 – 17 yrs feel like sustainable fashion is desirable/ a cool alternative?

Although the survey found that few **people are willing to pay more for sustainable fashion**, and **sustainability** and **environmental** impact may not rank high on the list of factors when people purchase fashion, the future seems promising. Younger people, especially those aged **18-24**, strongly back the ideas of sustainable fashion.

Despite the concern expressed for the environment, the vast majority of those polled **say they would prefer it if sustainable fashion cost the same price as regular fashion**. Worldwide, only 13 percent of people say they are willing to pay more – fewer than the 21 percent who say they will only buy sustainable fashion if it is cheaper than normal fashion. Only 6 percent in Tokyo would pay a premium for sustainable fashion, compared to 22 percent in Shanghai.

Figure 5



- Chung, F., Kwok-pan, Steering Committee of Fashion Summit (HK), Head of Corporate Sustainability Asia Pacific, The Hongkong and Shanghai Banking Corporation Limited, Partner, Business Reporting and Sustainability, & KPMG. (2019). Sustainable fashion. <https://assets.kpmg.com/content/dam/kpmg/cn/pdf/en/2019/01/sustainable-fashion.pdf>

What challenges do they face when trying to create more sustainable habits?

1. Cost: Eco-friendly home improvements often come with higher upfront costs. This can mean investing in expensive things such as low flow toilets or renewable energy sources like solar panels.
2. Limited resources: For those committed to sustainable living, limited resources can present a significant challenge. Although it is often easier and more cost effective to buy products which are not eco-friendly, there are still ways of achieving the same goal with minimal environmental impact.

3. Lack of knowledge and awareness: One of the most important steps to overcoming a lack of knowledge and awareness around sustainable living at home is education.

4. Inconveniences: Overcoming inconveniences to achieve eco-friendly living at home can be challenging, but it is not impossible. It takes commitment and dedication to make the necessary lifestyle changes in order to reduce your individual carbon footprint.

5. Habits and behaviors: Our everyday lives are filled with routines, ingrained habits and behaviors, thus making it hard to make significant changes. Fortunately, there are ways that can be taken in order to overcome these obstacles.

6. Government policies and politics: Government policies can either aid or act as a barrier to eco-friendly living at home. This may require careful consideration on the path of the government especially.

7. Infrastructure: Creating a green lifestyle at home begins with having the right infrastructure in place. For homeowners and real estate businesses, this means making sure that your potential homes are built, designed and managed to reduce energy consumption, water usage and waste production. It also means incorporating renewable technologies into your daily operations.

8. Technological barriers: This challenge is almost like the previous one. Technology can play a major role in helping us to achieve sustainable living at home.

- Admin. (2023, 26 februari). Challenges of cultivating eco-friendly habits at home. Eyowhite. <https://eyowhite.com/challenges-of-cultivating-eco-friendly-habits-at-home/>

Is it valuable to influence teenagers in school about sustainable brands and fashion?

Incorporating into the school curriculum will provide students with not only the knowledge of fashion's impacts on the environment and people but also the solutions – for instance, fair wages for fashion workers and promoting conscious consumption and disposal.

There's no denying the impact greenwashing has on our children and the lack of knowledge that is plaguing their lives today. We cannot assume they are immune from the false marketing by fast fashion brands or that influencers paid by the fast fashion brands are not influencing them via their social media interactions. With education, our children will understand the need to redesign fashion and the entire value chain. Equipped with this knowledge, they will appreciate the importance of conscious consumption, the importance of policies and legislation aimed at

regulating brands, etc. Education is critical, and now is the time to act.

- Ogbonnaya, E. (2023, 30 januari). *Why we need sustainable fashion education in schools today*. <https://www.linkedin.com/pulse/why-we-need-sustainable-fashion-education-schools-today-ogbonnaya/>

What is fast fashion and how does it impact our environment and society?

What is considered to be fast fashion?

Fast fashion is a business practice in which a business tries to produce trendy clothes as fast as possible, so the consumers are able to buy them when they're still popular. This makes it so everyone is able to enjoy the trend on its peak and toss them away after a couple of uses.

What environmental problems does fast fashion bring with it?

Fast fashion brings a whole list of problems with it, the first one is it being polluting water. By using toxic dyes to dye their clothes with, they end up polluting clean waters. Furthermore most fast fashion brands mainly use polyester, which is acquired from fossil fuels. It also sheds microfibers which also end up polluting the oceans.

All these points don't only affect us but also the animals, they end up ingesting all this waste which also ends up in our system when we consume them. Not only does it affect them indirectly but they also end up in the clothing itself, often times animal fur is being sold as 'fake' fur. This is because the conditions on these farms are so horrible it cheaper to buy real fur and sell them under the pretense of faux fur.

What societal problems does fast fashion bring with it?

Numerous societal problems come with fast fashion, one of them being the way they are made in the first place. Fast fashion needs to be cheap and one of the ways to keep them cheap is by underpaying their workers, exploiting them or making use of child labor. They work in dangerous environments with dangerous chemicals that could have a big impact on their health, all this for a low income and anyone to stand up for them.

It also affects us mentally, by releasing so many different clothes in such a short span it coerces us to follow this trend. If not through their themselves they'll use influencers and other famous people to trick us into it. All this makes us buy clothes only for a short lifetime and throwing it away or letting it rot in our closet after its trend dies down. They have also been suspected of stealing designs from designer brands and mass producing them.

Conclusion

In conclusion fast fashion is a business practice that coerces customers to buy cheap and trendy clothes only to throw them away after a couple of uses. Its impact on the world is severe, because they end up massively polluting our environment, toxifying animals so indirectly our food, exploiting workers sometimes even children and endangering them for a low income and influencing us on buying new clothes at a quick rate just to leave the clothes to rot. All in all, fast fashion does not only have a negative impact on our environment and society but also on us.

Charpail, M. (2017). *What's wrong with the fashion industry?* From Sustain Your Style:

<https://www.sustainyourstyle.org/en/whats-wrong-with-the-fashion-industry>

Fast fashion. (n.d.). From Wikipedia: https://en.wikipedia.org/wiki/Fast_fashion

Rauturier, S. (2023, August 7). *What Is Fast Fashion and Why Is It So Bad?* From goodonyou: <https://goodonyou.eco/what-is-fast-fashion/>

Competitor analysis

Duolingo

How does Duolingo use gamification in order to keep the users engaged in a fun and informative way?

Duolingo Gamification Features

Duolingo uses several gamification features such as XP and levels, Streaks and Daily goals, Badges and Achievements, Virtual currency, Leaderboards and Challenges and Rewards for Mastery.

Key Gamification Tactics for User Retention

Users want to be able to see their progress easily and get feedback which can be offered by increased levels, xp points and badges. These motivate the users to keep achieving a higher level.

Users enjoy getting achievements and reaching a milestone. A function like a daily streak and an achievement for getting a flawless round keeps users engaged.

Rewarding your users with consistent streaks and goals fosters a sense accountability and motivation which will improve long-term commitment

Challenges addressed by Gamification

Users face several challenges which are addressed by gamification.

Motivation and Engagement: not a lot of people enjoy being educated. People find it boring. Gamification helps by introducing things like points, badges, rewards, which gives the user immediate feedback and a sense of accomplishment.

Retention and Long-Term Commitment: users struggle with keeping their interest and will lose commitment over time. Gamification helps by introducing things like streaks, daily goals, and levels which encourages the user to keep engaged.

Personalized Learning Experiences: Duolingo's gamification offers personalization with challenges, learning styles and user needs.

Accessibility and Flexibility: Duolingo makes sure to always be accessible through mobile apps and web platforms.

Community and Social Interaction: Duolingo uses social interaction within the app such as leaderboards and challenges.

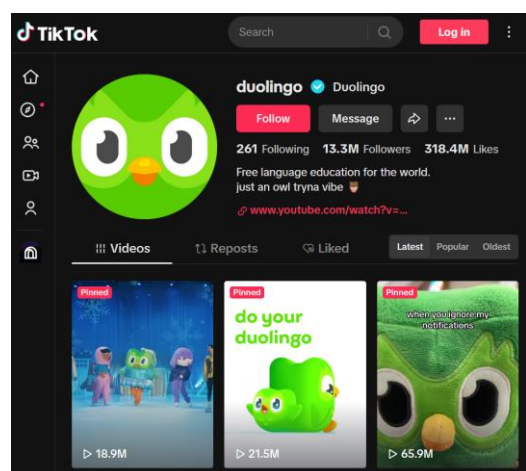
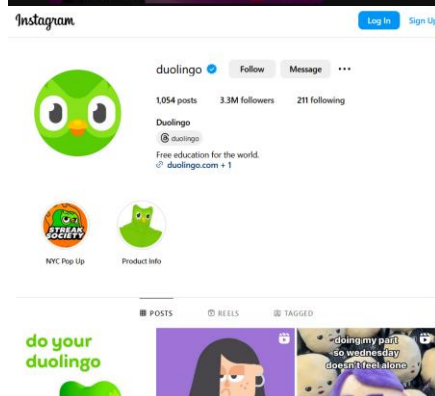
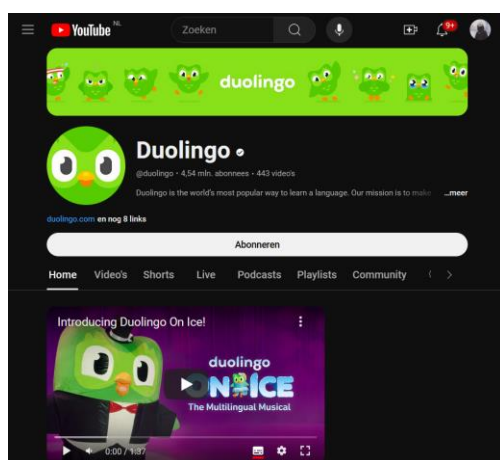
Skill Development and Mastery: Duolingo offers structured learning paths, mastery quizzes, interactive exercises that systematically build and reinforce language skills.

How does Duolingo use social media to their advantage to gain popularity?

Analysis of Duolingo's social media accounts

Duolingo focusses on both GenZ and millennials in the age group of 16 to 34.

Besides personalizing and gamification, they invested in creating a playful and fun digital presence on social media platforms. They focus on entertaining videos which match their target audience. Duolingo shows its personality also via a fun biography on TikTok with “just an owl tryna vibe.”



APA: Understanding duolingo gamification Strategy. (z.d.).

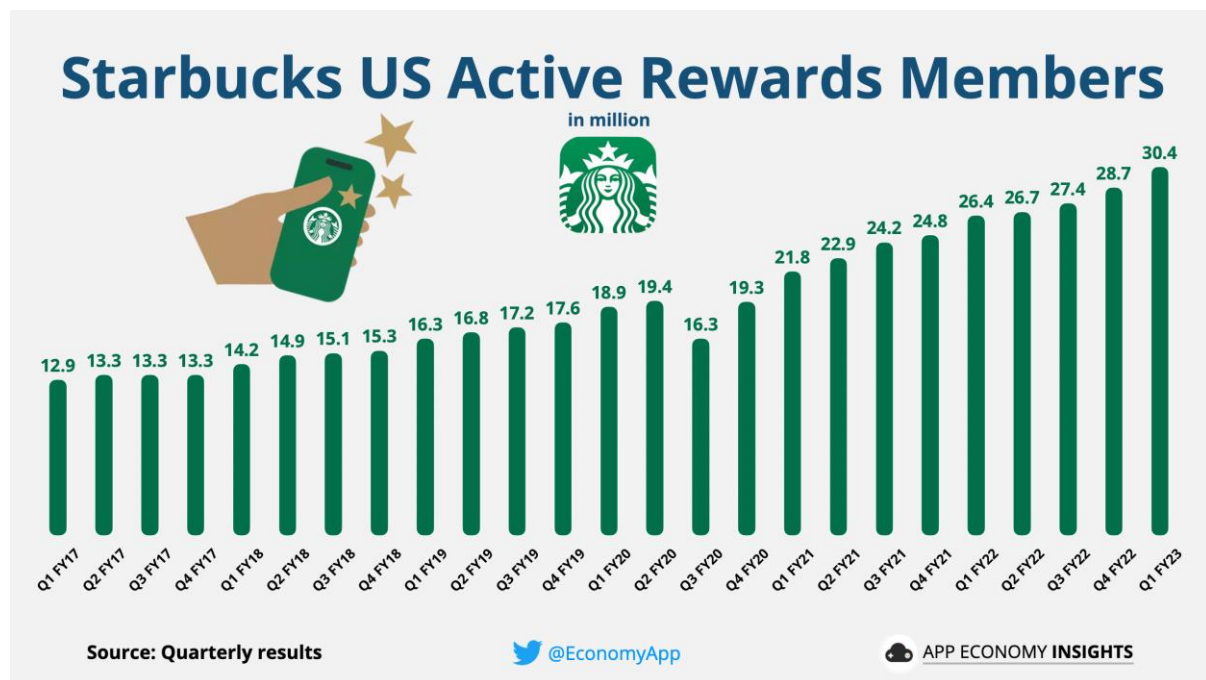
<https://www.nudgenow.com/blogs/duolingo-gamification-strategy>

Panigrahi, S. (2024, 4 oktober). Duolingo's social media strategy: a shockingly hilarious adventure.

Keyhole. <https://keyhole.co/blog/duolingo-social-media-strategy/>

Starbucks' Gamified Loyalty Program

Starbucks launched its loyalty program, Starbucks Rewards, in 2008. This program has evolved to incorporate gamification features that encourage repeat purchases and build strong customer loyalty. Through its mobile app and Starbucks Rewards, the company leverages point-based rewards, challenges, and custom offers to maintain high levels of customer engagement. The program's success has set a high standard in retail and can serve as an inspirational model for industries beyond coffee, including fashion.



Key Features of Starbucks' Gamified Loyalty Program

Point-Based System and Tiers:

Starbucks Rewards uses a point-based system where customers earn “Stars” for every dollar spent, redeemable for free items and perks (Starbucks, 2023). This creates a sense of progress and achievement, encouraging customers to spend more to reach higher tiers, which unlock exclusive benefits.

Fast fashion brands could adopt a similar tiered system, where loyal customers earn rewards not only for purchases but also for eco-friendly actions like recycling or choosing sustainable options.

Challenges and Personalized Offers:

Starbucks regularly introduces “Double Star Days” and personalized challenges, which encourage customers to make more purchases within set timeframes (Smith, 2021). These limited-time challenges add a gamified, time-sensitive element that boosts purchase frequency.

For fast fashion, seasonal or limited-time sustainability challenges could encourage customers to buy secondhand, upcycle clothing, or engage with sustainable collections.

Mobile App Integration:

Starbucks Rewards is fully integrated into the Starbucks mobile app, where users can track points, find special deals, and make mobile orders (Brown, 2022). The app has become central to the customer experience, enhancing convenience and making rewards easily accessible.

Fast fashion brands could create a similar app experience, integrating loyalty points and sustainability challenges directly within their shopping platforms for seamless engagement.

Social Sharing and Community Building:

Starbucks encourages users to share their rewards achievements on social media, creating social proof and word-of-mouth marketing (Starbucks, 2023). By building a community around the program, Starbucks strengthens its brand loyalty.

For a fast fashion brand, building a community around sustainable shopping or recycling achievements can create a positive brand image, turning customers into brand advocates.

Implications

By adopting a gamified loyalty approach like Starbucks, fast fashion brands could increase customer engagement and incentivize sustainable choices. Starbucks demonstrates how gamification fosters customer loyalty and can align with eco-conscious values, a relevant direction for fashion brands seeking to meet increasing consumer demand for sustainability.

Conclusion

Starbucks' gamified loyalty program illustrates how a well-designed, tiered rewards system can foster strong customer engagement, drive frequent purchases, and build long-term brand loyalty. Through elements like point-based rewards, time-sensitive challenges, and a fully integrated mobile app, Starbucks effectively creates a seamless and enjoyable customer experience that keeps users engaged. Social sharing and community building around these achievements further amplify the program's reach, converting satisfied customers into brand advocates.

For fast fashion brands, Starbucks' approach highlights the potential of gamified loyalty programs to not only drive sales but also encourage sustainable shopping habits. By adapting similar strategies—such as rewarding eco-friendly behaviors, integrating sustainability challenges into an app, and building a community around conscious fashion choices—fast fashion brands could enhance customer loyalty while also aligning with modern consumers' growing interest in sustainability.

Starbucks' success shows that with the right incentives and community focus, loyalty programs can promote both customer satisfaction and social responsibility.

Kumar, V., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21st century. *Journal of Retailing*, 80(4), 317-329. <https://doi.org/10.1016/j.jretai.2004.10.007>

Smith, L. (2021). How Starbucks' loyalty program became one of the most successful retail programs. *Journal of Consumer Marketing*, 38(4), 512-523. <https://doi.org/10.1016/j.jconmar.2021.06.002>

Survey's

Target Audience Survey

Demographic Information

1. Age
 - a. What is your age?
 - i. 15
 - ii. 16
 - iii. 17
2. Gender
 - a. How do you identify?
 - i. Male
 - ii. Female
 - iii. Non-binary
 - iv. Prefer not to say
 - v. Other: [Text Entry]
3. Location
 - a. Where do you live?
 - i. Urban area
 - ii. Suburban area
 - iii. Rural area
 - iv. Other: [Text Entry]

Fashion Preferences and Influences

4. Frequency of Fashion Purchases
 - a. How often do you buy new clothes?
 - i. Weekly
 - ii. Bi-weekly
 - iii. Monthly
 - iv. Every few months
 - v. Rarely (1-2 times a year)
5. Influences on Fashion Choices
 - a. Which of the following factors most influence your fashion choices? (Select all that apply)
 - i. Price/Affordability

- ii. Trendiness
- iii. Brand popularity
- iv. Convenience of purchase
- v. Environmental impact
- vi. Social and ethical concerns
- vii. Recommendations from friends
- viii. Influence from social media or influencers
- ix. Other: [Text Entry]

6. Sources of Fashion Inspiration

- a. Where do you usually find inspiration or hear about new fashion trends? (Select all that apply)
 - i. Social media (e.g., Instagram, TikTok, etc.)
 - ii. Friends or peers
 - iii. Celebrities or influencers
 - iv. Magazines
 - v. Fashion brands' websites
 - vi. Shopping malls or retail stores
 - vii. Other: [Text Entry]

7. Preferred Shopping Method

- a. How do you typically shop for clothes?
 - i. Online through websites
 - ii. Online through apps
 - iii. In physical stores
 - iv. Through second-hand or thrift stores
 - v. Other: [Text Entry]

Fast Fashion Awareness and Engagement

8. Recognition of Popular Brands

- a. Which of these brands are you familiar with, and have you purchased from them? (Select all that apply)
 - i. H&M
 - ii. Zara
 - iii. Primark
 - iv. Shein
 - v. Forever 21
 - vi. ASOS
 - vii. Urban Outfitters

- viii. Other: [Text Entry]
- 9. Awareness of Fast Fashion's Impact
 - a. On a scale of 1-5, how much do you agree with the statement: "I am aware of the environmental and ethical impacts of fast fashion."
 - i. Strongly agree
 - ii. Agree
 - iii. Neutral
 - iv. Disagree
 - v. Strongly disagree
- 10. Emotional Response to Fast Fashion Purchases
 - a. How do you typically feel after purchasing clothes from fast fashion brands? (Select all that apply)
 - i. Excited about the new purchase
 - ii. Indifferent
 - iii. Guilty for the environmental impact
 - iv. Proud of the style or trend
 - v. Regretful for spending money
 - vi. Other: [Text Entry]

Sustainable Fashion Attitudes

- 11. Interest in Sustainable Fashion Alternatives
 - a. If sustainable fashion options were more affordable, would you consider purchasing them instead of fast fashion?
 - i. Definitely
 - ii. Probably
 - iii. Neutral
 - iv. Probably not
 - v. Definitely not
- 12. Preference for Trendy Sustainable Fashion
 - a. If sustainable clothing options were equally trendy, would you choose them over fast fashion?
 - i. Definitely
 - ii. Probably
 - iii. Neutral
 - iv. Probably not
 - v. Definitely not

13. Willingness to Pay More for Eco-Friendly Clothing
 - a. How willing are you to spend a bit more on eco-friendly clothing options?
 - i. Very willing
 - ii. Somewhat willing
 - iii. Neutral
 - iv. Not very willing
 - v. Not willing at all
14. Perception of Sustainable Fashion's Appeal
 - a. Do you think sustainable fashion is a desirable and "cool" alternative to fast fashion?
 - i. Yes, it's very cool and desirable
 - ii. It's somewhat cool, but not as trendy as fast fashion
 - iii. Neutral, I don't have strong feelings
 - iv. It's not particularly cool, just more ethical
 - v. No, it's not cool at all

Behavioral Barriers and Motivators

15. Barriers to Choosing Sustainable Fashion
 - a. What are the main factors that prevent you from buying sustainable fashion more often? (Select all that apply)
 - i. Higher cost of sustainable fashion
 - ii. Limited trendy or stylish options
 - iii. Limited availability in stores or online
 - iv. Influence of friends to choose fast fashion
 - v. Not aware of where to purchase sustainable options
 - vi. I don't believe sustainable fashion has a significant impact
 - vii. Other: [Text Entry]
16. Influence of Social Circles on Fashion Choices
 - a. Would you feel motivated to buy sustainable fashion if your friends or influencers you follow started endorsing it?
 - i. Definitely
 - ii. Probably
 - iii. Not really
 - iv. Not at all
17. Motivation to Choose Ethical Brands

- a. Which of the following would make you more likely to purchase from sustainable or ethical brands? (Select all that apply)
- i. Seeing more friends or influencers wear sustainable brands
 - ii. Increased availability of trendy sustainable options
 - iii. Information on the positive impact of sustainable brands
 - iv. Rewards or incentives for choosing eco-friendly options
 - v. If sustainable brands offered better pricing
 - vi. Other: [Text Entry]

Environmental and Social Responsibility

18. Importance of Brand Values in Purchase Decisions
- a. How important is it to you that clothing brands care about the environment and social issues?
- i. Very important
 - ii. Important
 - iii. Neutral
 - iv. Not very important
 - v. Not important at all
19. Willingness to Change Habits for Environmental Reasons
- a. How willing are you to change your fashion habits to reduce environmental or social impact?
- i. Very willing
 - ii. Somewhat willing
 - iii. Neutral
 - iv. Not very willing
 - v. Not willing at all
20. Preference for School-Based Sustainability Education
- a. Do you think it would be valuable to have more education on sustainable fashion and its impact in school?
- i. Definitely, it would be helpful and informative
 - ii. Maybe, but I'm not sure how much it would influence me
 - iii. Neutral, it wouldn't make a big difference
 - iv. No, I don't think it's necessary

v. Other: [Text Entry]

Shopping Behavior and Brand Loyalty

21. Loyalty to Specific Fashion Brands
 - a. Are you loyal to any particular fashion brands?
 - i. Yes, I prefer to buy from specific brands regularly
 - ii. Somewhat, but I am open to new brands
 - iii. No, I shop from a variety of brands
22. Factors for Repeated Purchases from the Same Brand
 - a. If you are loyal to a particular brand, what factors contribute to this loyalty? (Select all that apply)
 - i. Consistently low prices
 - ii. Trendy designs and frequent new releases
 - iii. High-quality materials
 - iv. Convenient shopping experience
 - v. Positive brand values (e.g., sustainability, fair labor)
 - vi. Rewards or loyalty program
 - vii. Other: [Text Entry]