



SCHOOL
DESIGN • BRAND • BUSINESS

Ethics, Fast Fashion, and Green Marketing: Connecting the Dots

by

Helen Giesela Matthee

*A research project submitted in fulfilment of the requirements for the BCom Honours in
Strategic Brand Management*

at the

Independent Institute of Education: Vega School

Student ID: [REDACTED]

Supervisor: Samuel Enow

Submission date: 29 November 2021

Word Count: 12 154

ABSTRACT

Purpose – Literature exists surrounding the behaviour of Millennials towards fast fashion, but little exists on the attitude and behaviour of their younger generational counterpart, Generation Z. To address this absence, this research study discovers the ethical decision-making processes that young South African consumers—Millennials *and* Generation Z—experience when purchasing apparel. This research study also considers green consumer purchasing behaviour when studying and understanding the attitude-behaviour gap, which is explored in more detail in the literature review. For this reason, the application of the attitude-behaviour-context theory to achieve the purpose of this study is made clear as fast fashion is explored from a sustainable viewpoint and holistically linked to consumer ethics.

Methodology – This research study adopted an interpretivist paradigm as the researcher aimed to gain a deeper understanding of consumers' opinions on the fast fashion phenomena. Consequently, a qualitative research approach was applied in the collection and analysis of data in the form of semi-structured interviews and thematic analysis, respectively. Because of the phenomenological research design of this research study, a small sample of 6 participants from the City of Cape Town was chosen by the researcher in an attempt to deeply understand the complexity between ethics, fast fashion, and green marketing.

Findings – The findings from this research study proved the validity of the attitudinal-behavioural-context theory as the majority of participants displayed an eagerness to consume and support eco-friendly fashion items, however, this attitude towards eco-friendly fashion items is often not acted upon due to unaffordability and inconvenience. When provided with the option to purchase an eco-friendly fashion item and a fast fashion item, all of the participants would ideally purchase the eco-friendly fashion item, but due to external situational factors, this choice is seldom chosen. Furthermore, there appeared to be no distinct difference between the Millennial and Generation Z generations groups' viewpoints on fast fashion; age, therefore, did not play an important role in this research study's findings.

Limitations and implications – The limitations of this study lie in its small sample size and specific target population. The use of purposive sampling also makes the sampling method less generalisable to the public and broader Millennial and Generation Z consumers. All participants were also educated and held a tertiary qualification, thus not representing the South African population well. For this reason, future research should aim to collect data from more participants from all educational backgrounds. However, many bodies of literature

targeting the fast fashion phenomena were available to the researcher which allowed for them to formulate a clear direction of this research study's contribution to science.

Key terms – consumer behaviour; fast fashion; green marketing; slow fashion; sustainability.

DECLARATION

I, Helen Giesela Matthee, hereby declare that the research report submitted for the BCom Honours in Strategic Brand Management to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

Signature:

Date: 29 November 2021

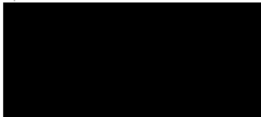


TABLE OF CONTENTS

ABSTRACT	I
DECLARATION.....	III
CHAPTER 1: INTRODUCTION.....	1
1.1 Contextualisation	1
1.2 Rationale	2
1.3 Problem Statement.....	2
1.4 Purpose Statement.....	3
1.5 Research Questions	3
1.5.1 Primary Question.....	3
1.5.2 Secondary Questions	3
1.6 Research Objectives	3
1.6.1 Primary Objective	3
1.6.2 Secondary Objectives	4
CHAPTER 2: LITERATURE REVIEW.....	5
2.1 Conceptualisation	5
2.1.1 Consumer Behaviour.....	5
2.1.2 Green Marketing.....	5
2.1.3 Fast Fashion.....	5
2.1.4 Slow Fashion.....	6
2.1.5 Sustainability	7
2.2 Theoretical Framework	7
2.2.1 Theory of Reasoned Action and Theory of Planned Behaviour.....	7
2.2.2 Attitude-Behaviour-Context Theory	8
2.3 Literature Review.....	9
2.3.1 Fast Fashion and Consumer Behaviour	9
2.3.2 Fast Fashion and the Environment.....	10
2.3.3 Fast Fashion and Green Marketing	12

CHAPTER 3: METHODOLOGY	14
3.1 Research Paradigm	14
3.1.1 Interpretivism.....	14
3.2 Research Approach.....	15
3.3 Research Design	15
3.4 Population	16
3.4.1 Unit of Analysis.....	16
3.4.2 Target Population	16
3.4.3 Accessible Population	16
3.4.4 Population Parameters	17
3.5 Sample.....	17
3.5.1 Non-Probability Sampling	17
3.5.2 Purposive Sampling	17
3.5.3 Sample Size	18
3.6 Data Collection	18
3.6.1 Semi-Structured Interviews	18
3.6.2 Application of Semi-Structured Interviews	19
3.7 Data Analysis	20
3.7.1 Thematic Analysis	20
3.7.2 Application of Thematic Analysis	21
CHAPTER 4: FINDINGS AND INTERPRETATION	23
4.1 Key Questions and Relevant Answers	23
4.2 Key Themes and Sub-Themes.....	25
4.3 Interpretation of Findings	26
4.3.1 Theme 1: Consumer Attitude Towards Fast Fashion	26
4.3.2 Theme 2: Ethical Intention and Fashion Purchase Behaviour	26
4.3.3 Theme 3: Effect of Green Marketing on Millennials and Generation Z	27
4.4 Findings in Context	27

4.4.1 Literature	27
4.4.2 Theory	28
4.5 Trustworthiness of Findings	28
4.5.1 Credibility.....	28
4.5.2 Transferability.....	29
4.5.3 Dependability.....	29
4.5.4 Confirmability.....	29
CHAPTER 5: CONCLUSION	30
5.1 Research Questions and Objectives	30
5.1.1 Research Questions.....	30
5.1.2 Research Objectives	30
5.2 Research Problem	31
5.3 Anticipated Contribution.....	31
5.4 Ethical Considerations.....	32
5.5 Limitations	32
REFERENCES	33

LIST OF TABLES

Table 1: Key Themes and Sub-Themes	25
--	----

LIST OF APPENDICES

Appendix 1.....	38
Appendix 2.....	39
Appendix 3.....	40

CHAPTER 1: INTRODUCTION

In this chapter, the background and contextualisation of topics regarding the fast fashion industry and slow fashion movement are presented. A rationale follows outlining the goal of this research study, followed by the problem and purpose statement, respectively. Lastly, the research questions and objectives are illustrated, each consisting of five targeted points.

1.1 Contextualisation

According to Maiti (2020), the fashion industry is the world's second-biggest polluter—second only to the oil industry—yet is continuing to grow at a rapid pace with few signs of slowing down its harmful production methods. Consequently, the fashion industry is facing increasing global scrutiny of its supply chain operations (Dahlbo, Gwilt, Niinimäki, Perry, Peters and Rissanen, 2020). The continued growth of the fashion industry is partly due to the rise of fast fashion—a highly successful business model focused on cheap manufacturing methods, fast-paced consumption, and short-lived garment usage (Dahlbo *et al.*, 2020).

Moreover, the fashion industry produces over 92 million tonnes of waste per year and contributes 10% of global carbon dioxide emissions (Dahlbo *et al.*, 2020). This colossal amount of pollution is due to global apparel consumption reaching 62 million tonnes annually, which is predicted to rise to 102 million tonnes by 2030 if the fashion industry remains unchanged (Dahlbo *et al.*, 2020). These consumption and environmental statistics outline the need for fundamental changes in the fashion industry—such as decreased manufacturing levels and increased sustainable practices (McFall-Johnsen, 2019). Most importantly, a shift in consumer behaviour is needed to curb the high global demand for fashion apparel. This shift favours the slow fashion movement, which aims to minimise the detrimental environmental impact of the current fashion industry in favour of the long-term sustainability of fashion (McFall-Johnsen, 2019).

Individuals showcasing an increased awareness of this slow fashion movement belong to the Millennial and Generation Z generation groups (Smollan, 2018). Millennials are individuals born between 1981 and 1996, and individuals belonging to Generation Z are born between 1997 and 2012 (Smollan, 2018). In South Africa, Millennials make up 66% of

the population and thus have increased purchasing power, indicating their influence on purchasing fast- and slow fashion items (Moodly, 2020). However, the up-and-coming Generation Z is also slowly entering the workforce, and their increasing purchasing power within South Africa indicates that they are consumers worth studying (Pillay, 2020). These two generations position themselves as the leaders of South Africa's apparel consumption, and thus researching their consumption attitudes and behaviours is imperative in understanding the future of the fashion industry in South Africa (Pillay, 2020).

1.2 Rationale

Previous research has proven that the fast fashion business model harms the environment, yet shows few signs of slowing down, despite increasing consumer awareness of environmentally-friendly organisational practices (Dahlbo *et al.*, 2020; McFall-Johnsen, 2019). This research topic was selected because there appears to be a gap between consumer willingness to adopt sustainable fashion purchasing decisions and actual consumer purchasing behaviour towards this willingness (Joshi and Rahman, 2015). This gap is known as the attitude-behaviour gap and must be addressed to understand consumer behaviour towards the fashion industry. Therefore, this research study aims to understand consumer attitudes and behaviours surrounding this gap.

Furthermore, the goal of this research study is to understand existing consumer attitudes, behaviours, and ethics towards the fast fashion phenomenon, as well as the role of green marketing in shaping these perceptions. This study will also contribute to the existing body of knowledge regarding fast fashion and consumer behaviour and to what extent the two phenomena are interconnected. Lastly, fashion businesses will have access to this research study to utilise green marketing to steer consumer demand towards sustainable fashion.

1.3 Problem Statement

In an age where over-consumption has become the norm, it is important to research the fast-paced fashion industry driving consumer demand for fashionable apparel (Maiti, 2020). This study will attempt to fill the attitude-behaviour gap present in young consumers concerning green purchasing behaviour to provide relevant information that will assist businesses in making positive green marketing choices. Overall, this assignment aims to find a solution to the research problem: *The disconnect between Millennial and Generation Z's inclination to be sustainable and their consumption of fast fashion.*

1.4 Purpose Statement

The purpose of this research study is to understand consumer attitudes, behaviours, and perceptions towards fast fashion from an ethical standpoint. Moreover, this research study aims to discover the ethical decision-making processes that young South African consumers experience when purchasing apparel. This research study will also consider consumer green purchasing behaviour when studying and understanding the attitude-behaviour gap, which will be explored in more detail in the literature review. For this reason, the application of the attitude-behaviour-context theory to achieve the purpose of this study is made clear as fast fashion will be explored from a sustainable viewpoint and holistically linked to consumer ethics.

1.5 Research Questions

1.5.1 Primary Question

How do Millennial and Generation Z consumers in the City of Cape Town view fast fashion in the world as it is today?

1.5.2 Secondary Questions

1. Can fast fashion ever be both ethical and affordable?
2. What are the beliefs of Millennials and Generation Z surrounding ethics and affordability in fashion?
3. Why is consumer demand for fast fashion so high?
4. Is green marketing a useful tool to influence consumer behaviour away from fast fashion?

1.6 Research Objectives

1.6.1 Primary Objective

To discover how Millennial and Generation Z consumers in the City of Cape Town view fast fashion.

1.6.2 Secondary Objectives

1. To understand the reasoning behind engaging in fast fashion behaviour despite growing global environmental and social concerns.
2. To uncover how many Millennial and Generation Z consumers make conscious fashion purchasing decisions.
3. Understanding the lifecycle of fashion items in Millennials' and Generation Z's closets.
4. The role of green marketing in shaping consumer purchasing behaviour of fashion items.

CHAPTER 2: LITERATURE REVIEW

In this chapter, five key terms are conceptualised to form a deeper understanding of the forthcoming literature review. Moreover, a theoretical framework is introduced consisting of two theories to guide and support the literature review, as well as the overall research report. Finally, the literature review evaluates existing literature addressing this research study's questions and objectives. The literature review is divided into three categories, each addressing key components to support the purpose of this research study.

2.1 Conceptualisation

2.1.1 Consumer Behaviour

Consumer behaviour is a complex theory (Zhang, Zhang and Zhou, 2021) exploring how consumers make purchasing decisions. In more detail, it refers to the actions of consumers in the marketplace—consumers being individuals, groups, and organisations—and the underlying motives for their actions; so how they select, buy, use, and dispose of goods and services (Zhang *et al.*, 2021). Consumer behaviour is applied in this research study within the reference of the purchasing of fashion items.

2.1.2 Green Marketing

Green marketing is a marketing tactic incorporating environmentally safe manufacturing processes, differentiating, pricing, and promotion of goods and services into marketing strategies to satisfy consumers' pro-environmental needs (Govender and Govender, 2016). Govender and Govender (2016) further state that both companies and society have shifted their focus to green marketing as an important area for consumer behaviour and development. Green marketing is integral to this research study as the researcher aims to examine the role that green marketing plays in influencing consumer attitude and behaviour toward, or against, fast fashion.

2.1.3 Fast Fashion

Fast fashion is a highly profitable business model based on rapidly replicating catwalk trends and high-fashion designs and mass-producing them at a low cost to bring inexpensive styles

to the general public (Zhang *et al.*, 2021). The brand names of Zara and H&M, two of the world's largest international fashion companies, are synonymous with fast fashion and are well-known for translating fashion ideas into items within as little as two weeks. For this model to be successful, a globalised supply chain must exist to respond to changes in fashion trends and styles as quickly as possible to ensure fashion items are available and ready for purchase to satiate consumer demand (Zhang *et al.*, 2021). Rauturier (2020) agrees that the high rate of production and consumption in the fashion industry is a toxic system—one that has resulted in the fashion industry being labelled as the world's second-largest polluter.

Additionally, the emergence of online shopping has only worsened the fast fashion phenomenon as young, working-class female consumers flock to online fashion stores to fulfil their desire for new fashion items (Zhang *et al.*, 2021). This high demand for online fashion, coupled with the rapidly fast production rate of new styles, has resulted in consumers wearing fashion items for only a few wears before throwing the garments away; this is known as 'throwaway fashion' and is highly criticised by the more ethical consumer yet positions itself as the backbone of the fast fashion business model (Rauturier, 2020).

Above all, fast fashion forms the crux of this research study, and the researcher will be using this term consistently throughout their research.

2.1.4 Slow Fashion

The term 'slow fashion' was coined by activist and professor Kate Fletcher, and she defines this term by linking it to ethics, sustainability, and the promotion of slow fashion production (Stanton, 2018). Slow fashion is not a business model like its fast fashion counterpart, but rather an awareness and approach to fashion that considers the processes and resources required to manufacture and produce apparel (Stanton, 2018). It advocates for buying better-quality garments that will last longer and values the fair treatment of people, animals, and the planet. Ultimately, slow fashion combines a brand's practices with consumer purchasing behaviour to encourage consumers to rethink their relationship with fashion (Stanton, 2018).

Slow fashion will be present in this research study as it is viewed as the opposite of fast fashion and thus the ideal model to reduce the fashion industry's harmful activities. Lastly, the appeal of slow fashion amongst young consumers will be explored in greater detail in this research study.

2.1.5 Sustainability

The term sustainability has its origins in 1987, where the Brundtland report explained it as “satisfying the needs of current generations without compromising future generation’s needs” (Zhang *et al.*, 2021). Zhang *et al.* (2021) further summarise sustainability as the relationship consumers and communities have with each other and their environment. This research study will examine ethical consumer attitudes and practices through the lens of sustainability.

2.2 Theoretical Framework

2.2.1 Theory of Reasoned Action and Theory of Planned Behaviour

The theory of reasoned action (TRA) was developed by Martin Fishbein and Icek Ajzen (LaMorte, 2019) and explains the relationship between attitudes and behaviours existing in human action (Nguyen, Hens, MacAlister, Johnson, Lebel, Nguyen and Nguyen, 2018). Similarly, Okumah, Martin-Ortega, Novo and Chapman (2020) agree that there are two main factors within the TRA directly affecting people’s intentions to act in a certain way: attitude and subjective norms. Where attitude reflects the way people think or feel about a phenomenon (Nguyen *et al.*, 2018), subjective norms refers to people’s perceptions surrounding whether people they care about think they should or should not perform the behaviour (Okumah *et al.*, 2020). Additionally, Nguyen *et al.* (2018) state that the TRA is a useful tool in predicting human intention and behaviour, especially relating to studies exploring sustainability. For this reason, the application of the TRA to achieve the purpose of this research study is made clear as fast fashion is explored from a sustainable viewpoint and holistically linked to consumer ethics and preferences.

However, Ajzen (1991:181) argues that the TRA has “...limitations in dealing with behaviours over which people have incomplete volitional control.” Accordingly, the theory of planned behaviour (TPB) was established as an extension of the TRA in response to these limitations (Okumah *et al.*, 2020). The TPB thus acknowledges people’s ‘intentions to behave’ that integrates a person’s perceived control over their behaviour into the TRA model (Okumah *et al.*, 2020). Moreover, to analyse a person’s intentions to behave in a particular way, one must understand the motivation driving these intentions; this serves as an indicator of how far people are willing to go to achieve a certain behaviour (Ajzen, 1991). The TRA and TPB models are intrinsically linked, and thus the researcher mindfully employs both

theories into their research study to uncover corresponding influential factors in human behaviour.

In light of the abovementioned facts, Okumah *et al.* (2020) state that both the TRA and TPB models do not provide a clear view of the cognitive and normative facets of human behaviour. In other words, although a person might have a positive intention to perform a specific behaviour, it will not necessarily end in the person following through on their positive intention as situational factors like financial status, time, and accessibility to resources plays a determining role in this endeavour (Okumah *et al.*, 2020). Consequently, the researcher will be analysing participants' accessibility to—and knowledge about—fast fashion and its impact on the planet.

2.2.2 Attitude-Behaviour-Context Theory

Paul Stern created the attitude-behaviour-context (ABC) theory in an attempt to address and understand the 'intention-behaviour gap' (earlier referenced as the 'attitude-behaviour gap') present in modern-day consumers (Okumah *et al.*, 2020). The gap indicates that a major change in a person's intention, like wanting to support environmentally-friendly businesses, often only leads to a small change in the person's behaviour. Furthermore, the ABC theory showcases behaviour (B) as the outcome of attitudinal (A) variables and circumstantial (C) elements (Okumah *et al.*, 2020). The strength of this theory lies in its attempt to address the complex and dynamic relationship between consumer attitudes and the situational factors affecting them. This theory further argues that where situational factors play a weak role, a person's attitude-behaviour link is strong, but when situational factors are strong, the link is non-existent or weak at best. Thus, situational factors serve as the deciding factor between a person's attitude and resulting behaviour (Okumah *et al.*, 2020). In this study, the assumption can thus be made that pro-environmental behaviour will be acted upon more readily if situational factors play a weak role in deciding a person's consumeristic behaviour.

As proven above, the ABC theory fills the gap that the TRA and TPB models fail to address. Together, these three models formulate a cohesive theoretical framework that allows for the researcher to deeply analyse and understand the research topic.

2.3 Literature Review

2.3.1 *Fast Fashion and Consumer Behaviour*

Joshi and Rahman (2015) conducted an extensive quantitative review of 53 articles surrounding global consumer purchasing behaviours. The reviewed articles in the study proved that consumers tend to have positive attitudes towards protecting their environment and have expressed a demand for green¹ products to various companies (Joshi and Rahman, 2015). Joshi and Rahman (2015) put forward the idea that although there has been an increase in pro-environmental consumer attitudes, there is little evidence to suggest that the actual purchase of green products has increased alongside this increase in positive consumer attitudes. This evidence suggests that although consumers harbour attitudes of environmental concern, it plays a small role in green consumer purchasing behaviours (Joshi and Rahman, 2015). Lastly, the study revealed that consumer emotion and company advertising are the least explored topics within green consumer purchasing behaviour, and thus there is a gap for future research studies to fill.

On the other hand, Moodly (2020) conducted a study in which she analysed South African Millennials' perception, attitude, and awareness regarding slow fashion consumption. In South Africa, Millennials make up 66% of the population—making it a strong indicator that Millennials have the most purchasing power in the country and thus heavily influence the fashion market. Moodly's (2020) study was qualitative in nature and focused on female Millennials between 22 and 36 years of age residing in Johannesburg, South Africa. All eleven participants were involved in the fashion sector either through tertiary education or full-time employment, therefore limiting this research study to individuals who have advanced knowledge of the fashion industry. Moreover, the interviews conducted by Moodly (2020) yielded results that rival Joshi and Rahman's (2015) findings. She deduced that consumers only require a basic understanding of societal and environmental issues to change their purchasing attitudes and behaviours. Moodly (2020) argues that when a consumer is aware of the negative impact of the fast fashion industry on the planet, it will encourage responsible clothing consumption. However, because of the niche nature of this study, it does not apply to the general Millennial consumer bracket within South Africa, and thus, the widespread acceptance of slow fashion is slow indeed.

¹ Green products and services are made from natural or renewable resources, readily recycled, and non-toxic (Penn University, 2021).

Additionally, Zhang *et al.* (2021) conducted a quantitative study in 2020—in the form of an online questionnaire—to analyse consumer attitudes towards the sustainability of fast fashion items in the United Kingdom (UK). The sample size consisted of 128 university students and university alumni living in Wales, UK. Zhang *et al.* (2020) found that employment status contributed greatly to consumer attitudes and behaviours towards green purchasing intentions but did not automatically translate to green purchasing behaviour. Zhang *et al.* (2021) further observed that age did not play a determining factor in sustainable consumer attitudes and behaviours and that a sample of Millennials and Generation Z is homogenous and separate studies for each generation need not be conducted. Despite the importance that employment status plays in a consumer's sustainable behaviour towards fashion, there continues to be a rising trend in young generations to value sustainability when making fashion purchases. Zhang *et al.* (2021) found that for consumers of fast fashion products, claimed knowledge of sustainability was higher than their actual knowledge of sustainability, which is largely based on over-confidence; this is partly due to the lack of knowledge—or outdated knowledge—that an individual has of the fashion industry.

There are, of course, limitations to this study: COVID-19 led to restraints on data coverage, and the sample size was smaller than expected. The sample was only conducted in Wales, UK and thus cannot be generalised, yet it still provided valuable insight into young consumers' fashion attitudes and behaviours, with young university students and professionals being the biggest supporters of fast fashion.

Where Joshi and Rahman (2015) argue that consumer concern over environmental and societal issues hardly influences green consumer purchasing behaviour, Moodly (2020) and Zhang *et al.* (2020) state that consumer knowledge regarding these issues serves as a strong motivating factor in influencing green consumer purchasing behaviour towards fashion items. In light of the above information, the researcher supports Joshi and Rahman's (2015) study over Moodly's (2020) and Zhang *et al.* (2020) as it signifies the need for research in consumer emotion relating to green consumer purchasing behaviour, linking to the research objectives of this study.

2.3.2 Fast Fashion and the Environment

In Saito's (2018) article, *Consumer Aesthetics and Environmental Ethics*, she describes the relationship between the consumer's need for aesthetic clothing and their environmental ethics. Importantly, she recognises that increasing consumer preferences regarding fashion

trends and styles tend to have a severe negative impact on the environment. That is to say, increasing consumer demand for fashion items places increasing pressure on the fashion industry, causing harm to the planet and people involved in the form of waste pollution and human rights violations, respectively (Saito, 2018).

To emphasise her point, Saito (2018) claims that slow fashion is considered aesthetically inferior to its fast fashion counterpart. She argues that for slow fashion to be widely accepted, it must be stylish and aesthetically pleasing as people focus more on the look and feel of fashion items and less on the ecological footprint of the fashion item (Saito, 2018). Consumers' desire for new and stylish fashion control their purchasing behaviour, triggering long-term negative effects on the environment. This constant, insatiable desire has resulted in consumers being consumed by 'stuff'—often characterised as 'stuffocation'—leading to an increase in fashion waste ending up in landfills and dumpsites (Saito, 2018). To meet this desire, fast fashion brands like Zara and H&M release new fashion items almost daily, causing social pressure amongst consumers to keep up with fashion trends. This accelerated fashion production further jeopardises workers' safety and well-being. Because of this cheap production, fast fashion items are cheap and easily accessible but lack in quality, leading to consumers buying more clothing and creating a never-ending, vicious cycle (Saito, 2018).

Quirós (2019) agrees with Saito (2018) that the fast fashion industry caused the rapid introduction of new fashion trends around the globe, leading products to become prematurely replaced with newer, more fashionable alternatives. In his research study, Quirós (2019) attempted to fill the gap in the environmental sustainability status of Irish retailers and their consumption practices (Quirós, 2019). His study utilised semi-structured interviews with 10 participants, revealing a slight increase in consumer awareness regarding fast fashion and sustainability but acknowledged that a gap continues to exist between consumer attitudes and behaviours towards fast fashion alternatives.

Saito and Quirós' studies draw parallels in that both recognise the low level of consumer behaviour in supporting slow fashion items. But, where Saito (2018) argues that fast fashion must become ethical to create more consumer buy-in, Quirós (2019) states that there is a growing awareness amongst young consumers on the issue of fast fashion and its lack of sustainability, indicating that more and more consumers are questioning, and even going against, the fast fashion business model. Quirós (2019) reiterates that although consumers may partake in fast fashion practices, it is how they dispose of their fashion items that prove equally important. Once again, this is parallel to Saito's (2018) worry regarding the unethical

manner in which fashion pollutes nature. To answer this growing concern, Quirós (2019) proposes the recycling of old clothing as a solution to reduce fashion waste, as well as establishing clothing rental businesses to support a no-waste clothing model.

The researcher agrees with both authors as their research study is heavily focused on consumer behaviour and ethical viewpoints, as well as how these elements shape consumer perceptions of fast fashion. It is thus important to note Saito's (2018) 'stuffocation' reference and incorporate it into the research study to further analyse the consumers' subconscious attachment to fashion items and trends.

2.3.3 Fast Fashion and Green Marketing

The gap in past literature addressing fast fashion is the attitude-behaviour gap existing in green consumer purchasing behaviour (Grubor and Milovanov, 2016). In the article titled *Brand Strategies in the Era of Sustainability*, Grubor and Milovanov (2016) explore the role of sustainability in the successful implementation of green values within brands, specifically tailored to the role of green marketing. Grubor and Milovanov (2016) further recognise that there has been an increasing interest [agreeing with Saito (2018) and Quirós (2019)] in environmentally-friendly product alternatives and, although the attitude-behaviour gap exists, sustainable product alternatives are slowly gaining popularity to become a competitive consumer purchasing behaviour factor.

Grubor and Milovanov (2016) concluded that green marketing allows a company to show responsibility for their eco-footprint, which indirectly helps a company's strategic and economic objectives. In turn, green marketing efforts were proven to successfully influence consumers to support sustainable products. The statement can thus be made that consumers support brands they trust (Grubor and Milovanov, 2016). This provides insight to the researcher regarding consumer tendencies to purchase items from brands they know and trust.

Additionally, observation of consumer behaviour in different markets was conducted by Lippincott (Howard and Glynn, 2007) analysing sustainable consumer behaviour as a result of green marketing efforts and six consumer sustainability archetypes were recognised: (i) campaigners (accept the issue and want to contribute, but are pessimistic about the change), (ii) optimists (accept the issue, want to contribute and believe in change), (iii) followers (ready to change, but do not fully accept the issue), (iv) confused (neutral and confused, but open-minded), (v) unwilling (accept the issue, but not ready to change), and

(vi) rejecters (informed, but don't want to change). Howard and Glynn's (2007) consumer sustainability archetypes will be useful for the researcher to use in their study to understand consumer attitudes and behaviours concerning fast fashion and its surrounding concepts.

Furthermore, Govender and Govender (2016) conducted a quantitative study exploring the influence of green marketing on the purchasing behaviour of South African consumers. The sample size consisted of 100 consumers and, overall, the results indicated that South African citizens have high levels of knowledge regarding environmental and societal issues. Moreover, a large percentage of respondents preferred supporting environmentally and socially responsible retailers and it can be concluded that these respondents support green products over non-green alternatives. However, as proven in Moodly's (2020) study, South African consumers are price sensitive which greatly affects their purchasing decisions. That being said, Govender and Govender (2016) found that there was no significant difference between low- and high-income consumers in terms of price sensitivity towards green products, as well as no major difference in lower and higher qualified respondents in terms of knowledge of environmental degradation and green marketing.

As previously mentioned, Govender and Govender's (2016) study consisted of 100 participants, 50 male and 50 female, between the ages of 25 and 34 years—falling under the Millennial generation. In summary, 97% of respondents agreed that green marketing motivates them to change their consumption behaviour. However, the majority of respondents hold tertiary qualifications indicating that they are educated and thus more likely to be aware of green marketing and the effect it has on influencing pro-environmental consumer purchasing decisions. Similar to Moodly's (2020) study, this statistic does not accurately represent the majority of South Africa's population and thus implies that the majority of the population would be unaware of green marketing due to low education levels.

To conclude Govender and Govender's (2016) study, it was found that respondents felt that green marketing strongly influenced their purchasing behaviour towards eco-friendly products that are beneficial for the environment. However, they are not reasonably priced within the South African market and are not easily accessible nor promoted—making green consumers a niche market in South Africa.

The above studies prove that green marketing is a useful tool in influencing consumer behaviour and will be used in this research study to bring awareness to the fast fashion industry. Green marketing will also be used to advocate slow fashion amongst South African consumers.

CHAPTER 3: METHODOLOGY

This chapter includes the research paradigm, research approach, research design, and population and sampling methods adopted in this research study. Additionally, the process of collecting and analysing data is outlined, and the application thereof is provided.

3.1 Research Paradigm

3.1.1 Interpretivism

An interpretivist research paradigm was chosen by the researcher to further the development of this study. According to Dudovskiy (2017), the interpretivist paradigm is commonly used to understand human interests based on the belief that each humans' reality is wholly subjective and moulded by their external environment. In addition, interpretivism focuses on assigning meaning to a specific phenomenon (Dudovskiy, 2017). Using the interpretivist paradigm as a guide, the researcher will attempt to understand consumer attitudes, behaviours, and ethics unto and towards the fast fashion phenomenon, as well as the impact of green marketing on consumer purchasing decisions.

Epistemology

The epistemological interpretivist approach of this research study will follow subjectivist epistemology (Dudovskiy, 2017). This approach ensures that people are not separated from their subjective knowledge and worldview, thereby making the link between the researcher and the research participant clear (Dudovskiy, 2017). Taking this into consideration, the researcher of this study will utilise this approach to gain extensive knowledge from the research participants through interactive participation that is specific to this study's research question (du Plooy-Cilliers, Davis and Bezuidenhout, 2014).

Ontology

Similarly, a relativist ontological interpretivist approach will be utilised in this research study to observe social and experiential levels of reality (Dudovskiy, 2017). This approach will assist the researcher to ascribe meaning to each participants' social reality (du Plooy-Cilliers *et al.*, 2014) and further understand participants' varying perspectives regarding the fast fashion phenomenon.

3.2 Research Approach

Denzin and Lincoln (2005:2) describe qualitative research as ‘...multimethod in focus, involving an interpretative, naturalistic approach to its subject matter.’ This provides the notion that qualitative researchers study phenomena in their most natural settings to interpret and understand the meaning that people ascribe to phenomena (Denzin and Lincoln, 2005). Thus, qualitative research involves understanding people’s experiences of the world around them and assigning meaning to these experiences.

The researcher chose a qualitative research approach to their research study as this approach is dedicated to studying and understanding the lived human experience that will assist the researcher in answering the research questions and objectives as set out in the introduction of this research report (Bhandari, 2020). Seeing as this research study addresses the presence of an attitude-behaviour gap amongst Millennial and Generation Z consumers in South Africa towards the adoption of slow fashion, a qualitative research approach will assist the researcher in gaining an in-depth understanding of the complex phenomena of fast fashion.

3.3 Research Design

The researcher adopted a phenomenological research design to guide their research study. According to Welman and Kruger (1999), phenomenology is ‘concerned with understanding social and psychological phenomena from the perspectives of people involved.’ Groenewald (2004) further states that phenomenology is how ordinary members of society attend to their everyday lives. Therefore, the purpose of a phenomenological research design is to describe the lived experience of individuals pertaining to a specific phenomenon. Furthermore, this type of research design attempts to forego biases regarding the human experience and instead focuses on the honest emotions, feelings, and thoughts of individuals (Deakin University, 2021). This leads to the phenomenological research design involving a small sample to gain as much in-depth information from research participants as possible.

This study aims to adopt the phenomenological research design to truly understand consumer attitudes and behaviours of the fashion industry and its effect on the environment. The reason is that the researcher seeks not to predict relationships between data, but rather to understand consumer experiences and ethical viewpoints of this phenomenon (Bhandari, 2020). A phenomenological research design is thus well-fitted to this research study.

3.4 Population

3.4.1 Unit of Analysis

The unit of analysis in this research study includes individuals belonging to the Millennial and Generation Z generation groups aged between 18 and 30 years old residing in the City of Cape Town in South Africa. The researcher chose this population as she had easy access to people falling within this demographic. Additionally, the Millennial and Generation Z generation groups, according to Kaneko and Yamane (2021:292), are more committed than any other generation to adopt sustainable behaviours and lifestyles when they become knowledgeable about sustainability and the Sustainable Development Goals². In Kaneko and Yamane's (2021) study, evidence was provided that Millennials and Generation Z prefer a more sustainable lifestyle than their older generation counterparts. Thus, the researcher chose this demographic as they were proven to be more susceptible to the influence of sustainability and would help in answering the research questions provided.

3.4.2 Target Population

The target population, also known as the theoretical population, contains varying characteristics and attributes and is the population that a researcher hopes to understand (ELITE Institute, 2019; Chron, 2020). The target population of this research study includes all people belonging to the Millennial and Generation Z generation groups between, and of, the ages 18 to 30 years old residing in the City of Cape Town in South Africa.

3.4.3 Accessible Population

The accessible population, also known as the study population, is the population from which the researcher drew their sample (ELITE Institute, 2019). Additionally, the accessible population is a group within a population that the researcher has access to measure (Chron, 2020). In this research study, the accessible population included any individual from the target population who was able and willing to participate in this research study.

² The Sustainable Development Goals were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity (United Nations Development Programme, 2021).

3.4.4 Population Parameters

The population parameters of this research study include:

1. Participants had to be aware of the fast fashion business model.
2. Participants had to have a minimum education level of a National Senior Certificate.
3. Participants had to be between the ages of 18 and 30 years old.
4. Participants had to be living in the City of Cape Town and hold permanent residency in South Africa.

The participants of this research study fit the profile of the target population; however, the majority of participants were students and thus results are skewed towards this demographic.

3.5 Sample

3.5.1 Non-Probability Sampling

According to Lewis, Saunders, and Thornhill (2009:212), non-probability sampling is a method of sampling where the probability of each case being selected is unknown. Non-probability sampling methods are used for in-depth research studies focusing on small, often niche, samples taken from a population for a particular purpose or to answer a specific research question (Lewis *et al.*, 2009:213). The researcher chose a non-probability sampling method to gain in-depth insights into the proposed research questions on Millennial and Generation Z consumer perceptions and behaviours toward fast fashion and green marketing (Bhandari, 2020).

3.5.2 Purposive Sampling

A non-probability sampling method of purposive sampling was employed in this research study (du Plooy-Cilliers *et al.*, 2014). Purposive sampling enabled the researcher to use her judgement when selecting a sample that shares specific characteristics (Lewis *et al.*, 2009:213; du Plooy-Cilliers *et al.*, 2014; Dudovskiy, 2012). Within the purposive sampling method, the researcher adopted a heterogeneous, or maximum variation, sampling method which allowed the researcher to collect data and describe key themes presented in the data (Lewis *et al.*, 2009:213). The researcher chose purposive sampling as this method of sampling is best used when working with a small sample. Additionally, a small sample provided the researcher with the opportunity to ask in-depth questions which helped in

collecting useful data relevant to the study (Lewis *et al.*, 2009:213). Moreover, the purposive sampling method proved cost-effective, saved the researcher time, and was appropriate in the context of this research study as there were a limited number of people who would contribute to this research study (Dudovskiy, 2012). Because of the small sample, the researcher had complete control over who would partake in the study to best answer the research questions (Lewis *et al.*, 2009:236). This assisted the researcher in drawing an information-rich sample that helped yield unique insights.

3.5.3 Sample Size

This research study made use of a sample size of six participants who adhered to the previously mentioned population criteria. Because of the phenomenological design of this research study, the smaller the sample, the more in-depth the research findings will be (Bhandari, 2020). Six participants were chosen as the researcher aimed to gain an in-depth understanding of the attitude-behaviour gap surrounding the fast fashion phenomena present in young consumers in South Africa. Purposive sampling further assisted the researcher in drawing an information-rich sample that yielded insightful findings.

3.6 Data Collection

3.6.1 Semi-Structured Interviews

A qualitative data collection method of semi-structured interviews was employed in this research study to gain an in-depth understanding of consumer perceptions surrounding the fast fashion industry in the modern world. Semi-structured interviews are considered non-standardised and often referred to as qualitative research interviews (Maree, 2020). A semi-structured interview is characterised by a series of open-ended questions that can be probed and clarified by the researcher to further understand the participant's understanding of the phenomenon in question (Maree, 2020). These open-ended questions were developed by the researcher in advance to have a clear line of conversation during the interview (the questions are available under Appendix 2). Additionally, semi-structured interviews allow for the researcher to stay on track during the interviews and not get easily distracted by other topics of conversation (Maree, 2020). Semi-structured interviews were chosen by the researcher as it created a conversational flow between her and the research participants (Bhandari, 2020). The use of open-ended questions in the semi-structured interviews also

allowed the researcher to go-with-the-flow of the conversation and ask additional questions as she saw fit to further explore the research topic when the opportunity arose.

3.6.2 Application of Semi-Structured Interviews

The semi-structured interviews were conducted in-person, following COVID-19 protocols, as it allowed for the researcher to properly engage and understand the participant's answers and point of view. A semi-structured interview of 12 questions, including 13 sub-questions, was established to help guide the flow of conversation to ensure that the researcher stayed on track and did not veer off into questions that did not aid in answering the research questions and objectives.

Before conducting the interview, the researcher asked the participant to sign an audio and participatory consent form. Once this was signed, the researcher began the interview and recorded the interview on her cell phone to later be transferred to her laptop using the MS Word transcribe function to automatically transcribe the interview recordings into a Word document. This helped make the collection of data easier and saved the researcher plenty of time. However, the researcher went through the collected data afterwards and edited anything that might have been transcribed wrong. Additionally, the researcher made notes on examination paper that highlighted a specific theme or viewpoint that came through strongly during an interview. These themes and viewpoints were collected throughout the interview process to be analysed and grouped during the data analysis phase. The interview took the form of a casual conversation.

During the semi-structured interview, the researcher used three probing techniques that helped her gain more information from the participant when asking open-ended questions (Maree, 2020). The three probing strategies were as follows:

1. The first is detail-oriented probing which aimed to understand the 'who', 'where', and 'what' of the participants' given answer (Maree, 2020).
2. Secondly, elaboration probing asked the participant to provide the researcher with more information about a given answer (Maree, 2020).
3. Lastly, clarification probing was used by the researcher to check if their understanding of the participants' answer was correct. Clarification probing was also used to ask the participant if their answer was being properly recorded by the researcher (Maree, 2020).

3.7 Data Analysis

The researcher used a deductive approach to data analysis. A deductive approach to data analysis is based on a structure that is pre-determined by the researcher (QuestionPro, 2021). This approach was used when the researcher had an idea about the possible responses they were going to receive from participants (QuestionPro, 2021).

3.7.1 Thematic Analysis

A thematic analysis method was applied to analyse the findings derived from the semi-structured interviews. Thematic analysis is a popular qualitative data analysis method commonly used to categorise phrases and ideas into themes (Bhandari, 2020). This type of analysis is best for this research study as the findings were neatly organised to accurately showcase different participants' opinions and views. Additionally, the thematic analysis includes an attempt to identify themes or, if possible, make generalisations about how a particular phenomenon is perceived or experienced (Deakin University, 2021). The most popular way to analyse semi-structured interviews is through thematic analysis which strives to identify patterns or themes in the collected data. Below are the six steps the researcher applied to conduct a thematic analysis:

Familiarisation

If the researcher did not take active notes during the data collection process, the researcher must revisit all recorded interviews and write notes on the respondents' answers. In this step, the researcher must also familiarise themselves with the data they collected (Mortensen, 2020).

Assign Preliminary Codes to Describe Data Content

Preliminary codes are brief descriptions of what was said in the interviews (Mortensen, 2020). This step is the beginning of organising data into meaningful groups. The researcher will note down anything interesting that was said and categorise it into groups (Mortensen, 2020).

Search for Themes

The researcher will now actively interpret and ascribe meaning to the codes and data that were analysed (Mortensen, 2020). The codes will be grouped according to themes that are relevant to the research topic.

Review Themes

The relevant themes identified in step four will be reviewed and refined in this step (Mortensen, 2020). The themes will be streamlined and checked for errors, such as if there are any contradicting or overlapping themes (Mortensen, 2020). The researcher will also be editing themes to become more concise, coherent, and detailed. Lastly, these themes need to represent the data collected from the interviews and must be displayed in an interesting way (Mortensen, 2020).

Define Themes

The researcher will then name and describe each theme that was identified in the previous step (Mortensen, 2020). The theme names should be accurate to the information displayed and showcase why it is interesting and relevant to the study. Each theme will tell a story and may even have subthemes for further clarification (Mortensen, 2020).

Write Report

When writing the data analysis report, the researcher must include quotes from the participants to paint a detailed picture of the participants' views on the subject (Mortensen, 2020). The purpose of quotes in the findings report will make the data come alive.

3.7.2 Application of Thematic Analysis

Familiarisation

In the first stage of data analysis, the researcher revisited all interview transcripts and made notes on valuable insights that arose during the interview process. The researcher also looked at all data holistically instead of as separate pieces of data or separate interviews, this helped the researcher analyse and make notes on the collected data, thus familiarising herself with the data to prepare for further analysis.

Assign Preliminary Codes to Describe Data Content

After the researcher familiarised herself with the data and made notes on important points, she began writing preliminary codes of the data in preparation for organising the data into groups. Similar groups of information were identified. Any patterns of interest to the researcher were also identified to be grouped into key themes later on.

Search for Themes

Halfway through the data analysis, the researcher began to sort through all information that was similar and began to search for possible themes present in the data. Three themes were identified that corresponded with the literature and research question posed. The researcher then interpreted the grouped data and codes that were previously analysed and organised them into the relevant themes. Meaning was attached to the data and helped with interpreting the final findings.

Review Themes

The three themes identified in step three were then refined and reviewed by the researcher. The researcher checked for any errors—such as contradicting or overlapping themes. In this step, the researcher edited the themes identified to make the data more clear-cut and detailed. The researcher ensured that the data gathered in the semi-structured interviews was an accurate representation and represented the correct themes to make the data easy to locate and understand.

Define Themes

The themes identified in step four were then given titles and descriptions. The researcher chose suitable names for the themes that accurately showcased the information it provided. Themes were then further analysed for any subthemes that could exist or provide more clarity to the data.

Write Report

When the themes were analysed and edited, the researcher then went back to the collected data to look for useful quotes from the interviews to include in the final report to give a greater background on the participants' perception of the research topic. The use of quotes will be present in the findings report and make the data come alive.

CHAPTER 4: FINDINGS AND INTERPRETATION

In this chapter, the data collected during the field research is presented. The findings begin with the key questions that yielded the most insightful answers, followed by the key themes and sub-themes discovered. Next, the key themes and sub-themes are interpreted. The findings are then placed in context of the theories and literature previously mentioned in Chapter 2 of this research study. Finally, the trustworthiness of the findings is calculated.

4.1 Key Questions and Relevant Answers

The six participants of this research study were aged between 21 and 28 years old, thus falling under the Millennial and Generation Z generation group—three participants fell under the Millennial generation, and three participants fell under the Generation Z age category; this resulted in an equal divide between the two generations. Four of the six participants were full-time university students whilst the other two participants were working full-time jobs. Moreover, all the participants fell under the female sex demographic and have completed, or are currently pursuing, tertiary education and are considered part of the educated population. The following eight questions formed the basis of the six interviews that were conducted, and the participants' answers were summarised accordingly.

1. Do you consider yourself an eco-conscious person?

This question was asked to gain insight into the participants' level of environmentally-friendly consumer behaviour. Two participants, one Millennial and one Generation Z, consider themselves environmentally-friendly as they make active choices that do not harm the environment whilst three participants considered themselves moderately environmentally-friendly—two Millennials and one Generation Z—and one Generation Z participant claimed to not make environmentally-friendly choices.

2. Do you purchase fast fashion and what is your reasoning behind it?

None of the participants claimed to be purchasing fast fashion apparel regularly. However, this was due to participants either supporting more ethical fashion businesses or opting to refrain from buying fashion apparel too often. If participants did end up buying a fast fashion apparel item it was due to the cheaper price and easy access to fashionable, modern styles.

3. What is your process when purchasing clothing items? Which factors do you look at most?

Linked to the above question, four of the participants—two Generation Z and two Millennials—weighed the price of a fashion item as the biggest factor to consider when purchasing clothing. The fit and comfort of the fashion item were deemed the second-most important factor, with the ethical footprint and sustainability of the fashion item ranking third. For the other two participants, the ethical footprint and sustainability of a fashion item were ranked first in importance when considering a purchase, with price ranking second.

4. How do you dispose of clothes?

All six participants claimed that they do not throw clothes away (unless it is undergarments) as they would rather donate them to charities or give them away to someone they know. One participant—Generation Z—mentioned that she tries to repurpose her old clothing by altering the design and style to be more on-trend.

5. Do you believe that green marketing influences your decision to buy certain clothing items?

Three participants—one Generation Z and two Millennials—stated that green marketing would influence them to purchase environmentally-friendly fashion items that actively make a positive impact on the planet and the people involved in making the item. Two participants—Generation Z—claimed that they would be impartial to green marketing efforts towards environmentally-friendly fashion items as these items are usually associated with a higher price. However, there was one participant—Millennial—who stated that she would not be affected by green marketing at all as she is not particularly interested in purchasing environmentally-friendly fashion items.

6. Do you believe that making ethical and sustainable purchasing decisions will make a positive difference in the world?

Once again, the first three participants in the above question believed that their pro-environmental purchasing decisions make a difference in the world, whilst the other three participants said that they do not believe that their purchasing decisions make a difference in the world because fast fashion companies will continue to produce fast fashion to sate global consumer demand.

7. What do you think of the slow fashion movement?

All six participants believe that the slow fashion movement is sustainable in the long run, with two participants—Generation Z—actively partaking in the movement through thrifting and renting clothes. Furthermore, two participants—one Generation Z and one Millennial—said that they will not go out of their way to thrift or rent clothes, despite acknowledging that slow fashion is beneficial to the environment. The last two Millennial participants claimed that if a thrift or clothing rental store were situated close to their homes, they would make the effort to support these businesses, but because it is too far from their homes, it becomes an inconvenience.

8. Would you change your clothing purchasing behaviour to become more sustainable?

The same three participants in questions 4.1.5 and 4.1.6 stated that they have already made changes in their clothing purchasing behaviour to become more sustainable, whilst the other three participants stated that they will not go out of their way to make changes due to inconvenience and higher pricing, but will try and make changes if it suits these external factors.

4.2 Key Themes and Sub-Themes

The research findings were placed under three key themes with two sub-themes each to create categorical differences to better differentiate between the research findings and explore each theme in more depth.

Table 1: Key Themes and Sub-Themes	
Key Themes	Sub-Themes
Consumer attitude towards fast fashion	- Current level of sustainability - Willingness
Ethical intention and fashion purchase behaviour	- Affordability - Convenience
Effect of green marketing on Millennials and Generation Z	- Green marketing - Greenwashing

4.3 Interpretation of Findings

The research findings are interpreted according to three key themes and sub-themes as per the thematic analysis method. These key themes address the research problem of *the disconnect between Millennial and Generation Z's inclination to be sustainable and their consumption of fast fashion*.

4.3.1 Theme 1: Consumer Attitude Towards Fast Fashion

Three of the six participants do not partake in fast fashion consumption due to personal reasons, such as fast fashion stores not having the clothing style they desire or simply because they do not enjoy shopping as much. Two participants remained impartial to fast fashion and disinterested in the fast fashion business model. For one participant, fashion and personal style played a big role in her individuality and portrayal of self. For others, comfort and functionality were more important. Thus, it can be surmised that fast fashion does help people to achieve a more stylish look and fashion presence. However, three participants see fast fashion as unnecessary and are not involved enough to become active shoppers. These participants would rather shop when they need to, not when they want to.

4.3.2 Theme 2: Ethical Intention and Fashion Purchase Behaviour

As mentioned above, the participant most invested in fashion is also heavily invested in sustainability and slow fashion. She often shops at thrift stores and local charity stores, yet she did note that she also supports fashion outlets that can be considered fast fashion, but then she would rather support fast fashion stores like Cotton On and Woolworths that have a good ethical reputation. The other participant who claimed she is not invested in fast fashion said that when she buys clothes she would much rather attend a clothing drive and buy clothes there, or she would also support fashion retailers who have a greener footprint. Price weighed heavily on this theme, and the price of ethically produced garments were considerably more than its fast fashion or retail counterparts, and seeing as four participants were students, this would play a big factor in their fashion purchasing decisions. The other participant claimed that she would not go out of her way to buy environmentally-friendly garments, however claimed that she does want to improve her green footprint, but will opt for convenience over the environmental footprint.

4.3.3 Theme 3: Effect of Green Marketing on Millennials and Generation Z

Overall, participants claimed that green marketing efforts are scrutinised due to the heavy amount of greenwashing in today's society as more and more companies want to be eco-friendly to appeal to the masses. Thus, green marketing does not seem to affect participants' purchasing behaviour as they view it as greenwashing and capitalising from something that is meant to have a good purpose. However, all participants did claim that if they walked into a store and were confronted with a normal, not specifically green product, and an environmentally-friendly fashion item, they would gravitate more towards the environmentally-friendly item—depending on the price. That being said, environmentally-friendly products tend to be more expensive, and this sees the participants wanting to support eco-friendly products but choosing not to due to high prices and often having to go out of their way to find these items.

4.4 Findings in Context

4.4.1 Literature

Joshi and Rahman's (2015) research study found that although consumers may harbour attitudes of environmental concern, this attitude only plays a small role in green purchasing behaviour. However, Moodly's (2020) study revealed that consumers only need a small amount of knowledge of environmental concerns and wellbeing to change their behaviour in favour of pro-environmental. This study's participants were also mainly students and educated individuals, thus being particular to the educated segment of the South African population. With regards to green marketing, Govender and Govender (2016) analysed the effect of green marketing on South African consumers' purchasing behaviour and deduced that green marketing positively affects green purchasing decisions. However, their study also mentioned that South African consumers are sensitive to the pricing of products. Govender and Govender (2016) also state that although green marketing is effective in persuading people to purchase eco-friendly products, it is not easily accessible nor properly promoted in South Africa. In this research study, green marketing appears to be ineffective to get people to purchase eco-friendly fashion items over its lesser eco-friendly counterpart, thereby negating the findings in Govender and Govender's (2016) research study.

4.4.2 Theory

In this research study, two theories of consumer behaviour were assigned to analyse the empirical findings—the TRA/TPB theory and the ABC theory. The TPB theory acknowledges people's 'intentions to behave' and examines the motivations behind these intentions, measuring how far a person is willing to go to achieve a certain behaviour (Okumah *et al.*, 2020; Ajzen, 1991). On the other hand, the ABC theory indicates that an attitudinal-behaviour gap exists between a person's perceived attitude and actual behaviour—such as a person displaying interest in supporting environmentally-friendly businesses, but only a small change in the person's behaviour towards this attitude is documented (Okumah *et al.*, 2020). The strength of this theory lies in its attempt to address the complex and dynamic relationship between consumer attitudes and behaviours and the situational factors affecting these choices.

In this research study, the assumption can be made that pro-environmental behaviour will be acted upon more readily if situational factors play a weak role in deciding a person's consumeristic behaviour. On that account, situational factors include the cost of a fashion item and the effort placed in purchasing the clothing item, such as the location of the store.

4.5 Trustworthiness of Findings

To ensure that a qualitative research study is trustworthy, four criteria need to be considered:

4.5.1 Credibility

The credibility of a research study addresses the quality of the research in reality—how accurately the research study describes reality (Maree, 2020). To ensure credibility, the researcher must ensure that their research methods and research design suit the research question. In this research study, the phenomenological research design underpins the essence of this qualitative research study as it attempts to gain a deep understanding of people's lived realities (Maree, 2020). Furthermore, the research question supports the research design as it desires to gain in-depth insights from the data findings. Credibility is further enhanced by studying the phenomena in great detail—a characteristic of a phenomenological research design. Lastly, the researcher could contact the research participants to double-check if the information collected is correct and true (Maree, 2020).

4.5.2 Transferability

Transferability leans away from the notions of generalisability and instead puts forward the idea that research can be transferred to suit different environments and contexts (Maree, 2020). To ensure transferability, the researcher must focus on how specific the participants are to the study at hand and the context in which the findings will be applied. The transferability of this study will likely be able to apply to a similar context in another environment or country. The issue of fast fashion is a global one, and thus can be transferred to multiple situations.

4.5.3 Dependability

The dependability of a research study is achieved by keeping a detailed description of the research process (Maree, 2020). This is done so that another researcher may see the decisions that this researcher made to better understand the research process and the resulting choices within this process. To ensure dependability, the researcher highlighted their research methodology in Chapter 3 of this research study, detailing the process of collecting and analysing data, and providing insight into the population and sample of this research study.

4.5.4 Confirmability

Confirmability relates to the degree to which the research study is shaped by the participants' views and is void of any researcher bias (Maree, 2020). Triangulation is a strategy to increase confirmability and aims to reduce researcher bias. Researchers need to be aware of their own bias in a qualitative study, as they oftentimes form relationships with the participants which can easily become clouded by bias. Providing enough information to formulate a well-rounded view of the research study is imperative to prevent bias (Maree, 2020). The researcher refrained from bias by asking the participants follow-up questions and ensuring that they have all of the necessary information from participants to answer the interview questions properly. Additionally, if the researcher was confused during the analysis of findings from the interviews, they contacted the participants for clarification on their answers.

CHAPTER 5: CONCLUSION

This chapter provides answers to the research questions and research objectives posed in Chapter 1 of this research study. Next, the research problem is also addressed and analysed. Lastly, the anticipated contribution, ethical considerations, and limitations of this research study are presented.

5.1 Research Questions and Objectives

5.1.1 Research Questions

This study's research findings reveal that Millennials and Generation Z, relative to this small-scale sample, view fast fashion as an unsustainable business model, with half of the sample showing a disconnect between their attitude and actual behaviour. The issue of fast fashion being expensive stems from the use of organic materials and processes being used that are considerably more costly, yet kinder to people and the environment. Thus, because the sample mainly consisted of students, they cannot always afford to buy clothes that are 100% sustainable, albeit expressing a desire to do so. Green marketing also proved to be a useful tool to get people who are already environmentally conscious to purchase eco-friendly fashion items, but in this research study, green marketing does not appear to have a big impact on changing consumer behaviour to become more sustainable and ethical in nature.

5.1.2 Research Objectives

The research objectives were met in this research study as the view of Millennials and Generation Z on the fast fashion business model was discovered to be either negative or impartial, but not positive. The participants also revealed that they are aware of more sustainable and ethical clothing options available for purchase, but due to lack of affordability and access, half of the participants do not believe that it is available for them to purchase.

The findings of this research study provide valuable insight into the City of Cape Town's Millennial and Generation Z generation groups and their attitudes and behaviours towards fast fashion and green marketing. These research findings aim to help local fashion businesses market better to young consumers in the City of Cape Town and create a more sustainable fashion community that is affordable without compromising on ethical standards.

5.2 Research Problem

As a reminder, this research study's problem reads as follows: *The disconnect between Millennial and Generation Z's inclination to be sustainable and their consumption of fast fashion.*

The findings from this research study proved the validity of the ABC theory as the majority of participants displayed an eagerness to consume and support eco-friendly fashion items, however, this attitude towards eco-friendly fashion items is often not acted upon due to unaffordability and inconvenience. When provided with the option to purchase an eco-friendly fashion item and a fast fashion item, all of the participants would ideally purchase the eco-friendly fashion item, but due to external situational factors, this choice is seldom chosen. Furthermore, there appeared to be no distinct difference between the Millennial and Generation Z generations groups' viewpoints on fast fashion; age, therefore, did not play an important role in this research study's findings. Overall, the researcher is satisfied with the findings of this research study and how it answers the research problem posed.

5.3 Anticipated Contribution

Not enough recent studies focus on consumer attitudes, behaviours, and emotions regarding the fast fashion phenomenon, and this research study will fill that gap. The TRA, TPB, and ABC models form a strong theoretical foundation for this study to guide and strengthen the research findings. The literature review analysed three categories important to this research study, which yielded impressive insight into consumer behaviour, environmental impact, and green marketing—all concerning fast fashion. It was proven that not many studies adopt a qualitative approach to examine the fast fashion phenomena, and thus there is a gap in this literature category. Additionally, the majority of research studies focus on the Millennial consumer as the main supporters of fast fashion but fail to take the next generation, Generation Z, into consideration despite their growing numbers in the workforce. For this reason, this research study aims to determine the reasoning behind consumer behaviour in the fashion industry and provides a unique insight into not only Millennials views of the fashion industry, but also the underrepresented Generation Z. Furthermore, this research study aims to contribute to the existing body of knowledge which addresses consumer attitudes and behaviours towards the fast fashion phenomenon. Lastly, this research study will further contribute to fashion businesses in and around Cape

Town as it will provide insight into consumer purchasing attitudes and behaviours which will help these businesses make smart green marketing choices to appeal to these consumers.

5.4 Ethical Considerations

Throughout the data collection phase of this research study, the researcher employed a series of ethical considerations to ensure that the data is collected honestly and with consent.

Before beginning the data collection phase, the researcher made sure that each chosen participant was fully informed about the research study and its purpose. Participants were also made aware of how the findings will be used to draw conclusions and interpret past theoretical and literature works. By doing this, the researcher was able to gain informed consent from the participants before collecting data. Participants also remained anonymous within this research study, and thus no written consent was necessary. However, the researcher did obtain verbal consent from the participants' as all interviews were recorded.

Furthermore, the researcher did not display bias or rudeness during the interviews, respecting each participant equally. The researcher also provided participants with the right to withdraw from the study at any time, for whatever reason. Lastly, the contact details of the researcher was shared with the participants for if they required any further information about the research study or for any future queries.

5.5 Limitations

The limitations of this study lie in its small sample size and specific target population. Due to this research study having a small sample size of 6 participants, specific to the City of Cape Town region in South Africa, the study is not generalisable to the wider South African population, nor the rest of the world. The use of purposive sampling also makes the sampling method less generalisable to the public and broader Millennial and Generation Z consumers. All participants were also educated and held a tertiary qualification, thus not representing the South African population well. For this reason, future research should aim to collect data from more participants from all educational backgrounds. However, many bodies of literature targeting the fast fashion phenomena were available to the researcher which allowed for them to formulate a clear direction of this research study's contribution to science.

REFERENCES

- Ajzen, I. 1991. The Theory of Planned Behaviour. *Organisational Behaviour and Human Decision Processes* [Online] 50(2):179–182. Available at: https://www.researchgate.net/publication/272790646_The_Theory_of_Planned_Behavior [Accessed 15 May 2021]
- Aspers, P. and Corte, U. 2019. What is Qualitative in Qualitative Research. *Qualitative Sociology* [Online] 42:142. Available at: <https://link.springer.com/content/pdf/10.1007/s11133-019-9413-7.pdf> [Accessed 17 June 2021]
- Bhandari, P. 2020. What is Qualitative Research? [Online] Scribbr. Available at: <https://www.scribbr.com/methodology/qualitative-research/> [Accessed 12 April 2021]
- Charpail, M. 2017. Environmental Impacts of the Fashion Industry. [Online] SustainYourStyle. Available at: <https://www.sustainyourstyle.org/old-environmental-impacts> [Accessed 20 August 2021]
- Chron. 2020. What is the Difference Between the Target Population and the Experimentally Accessible Population? [Online] Available at: <https://smallbusiness.chron.com/difference-between-target-population-experimentally-accessible-population-70637.html> [Accessed 18 August 2021]
- Dahlbo, H., Gwilt, A., Niinimäki, K., Perry, P., Peters, G. and Rissanen, T. 2020. The Environmental Price of Fast Fashion. *Earth & Environment* [Online] 1(1):189. Available at: https://www.nature.com/articles/s43017-020-0039-9.epdf?sharing_token=f3OL_90j-J6i3-RhBulHuNRgN0jAjWel9jnR3ZoTv0NrTOAvTiqFxn1nfvyRGyHkE4yF_jq14qyqvZZR_f1nYcp0dHRa9mDfKB4m8mVn197Sd5hcOjilJ0eAk6yitgphX3nBz9HOB1qRzPDHxnzRpUcWYg-CTaD-9u22qnukr93lCn638PDNSU0QuTOSRyyVORieRn_Y6oRaQXNP4hFt_Hbsx0139RODHPeEYITBeD08QMNInCyQ4IP3mlj510a5xYBK0gzNaOdoCfDsf3dQ-QL_fpLBBCD-zBK687P1UpRjj3dzF72_BqsW9WCxxhjOmhjXwpH7CzBjzIW7lqKI6iw%3D%3D&tracking_referrer=www.theguardian.com [Accessed 17 June 2021]

- Deakin University. 2021. LibGuides: Qualitative Study Design: Phenomenology. [Online]
Available at: <https://deakin.libguides.com/qualitative-study-designs/phenomenology>
[Accessed 17 June 2021]
- Denzin, N. K. and Lincoln, Y. S. 2005. Introduction. *The Discipline and Practice of Qualitative Research*. The Sage Handbook of Qualitative Research, pp.2. Thousand Oaks: SAGE Publications.
- Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R., and Bohlen, G. M. 2003. Can Socio-Demographics Still Play a Role in Profiling Green Consumers? A Review of the Evidence and an Empirical Investigation. *Journal of Business Research*, 56(6):465–480.
- du Plooy-Cilliers, F., Davis, C. and Bezuidenhout, R-M. 2014. *Research Matters*. 1st ed. Claremont: Juta and Company Ltd, pp.28,29.
- Dudovskiy, J. 2012. Purposive Sampling. [Online] *Research Methodology*. Available at: <https://research-methodology.net/sampling-in-primary-data-collection/purposive-sampling/> [Accessed 17 June 2021]
- Dudovskiy, J. 2017. Interpretivism (Interpretivist) Research Philosophy. [Online] *Research Methodology*. Available at: <https://research-methodology.net/research-philosophy/interpretivism/> [Accessed 15 May 2021]
- ELITE Institute. 2019. Target Population Differs From an Accessible Population. [Online] Available at: <http://www.elitemv.com/2019/09/target-population-differs-from.html> [Accessed 18 August 2021]
- Govender, J. P. and Govender, T. L. 2016. The Influence of Green Marketing on Consumer Purchase Behaviour. *Environmental Economics*, 7(2), pp.77–84.
- Groenewald, T. 2004. A Phenomenological Research Design Illustrated. *International Journal of Qualitative Methods*, 3(1), pp.42–55.
- Grubor, A. and Milovanov, O. 2016. Brand Strategies in the Era of Sustainability. *Interdisciplinary Description of Complex Systems*, 15(1), pp.78–80,84.
- Howard, S. and Glynn, S. 2007. *Consumers, Brands and Climate Change*. [eBook] London: Lippincott, pp.8,9. Available at: http://actrees.org/files/Research/green_branding07.pdf [Accessed 19 May 2021]

- Joshi, Y. and Rahman, Z. 2015. Factors Affecting Green Purchase Behaviour and Future Research Directions. *International Strategic Management Review* [Online] 4(1), pp.128,129,132,139,140. Available at: <http://dx.doi.org/10.1016/j.ism.2015.04.001> [Accessed 18 May 2021]
- Kaneko, S. and Yamane, T. 2021. Is the Younger Generation a Driving Force Toward Achieving the Sustainable Development Goals? Survey Experiments. *Journal of Cleaner Production*, pp.292.
- LaMorte, W. W. 2019. The Theory of Planned Behavior. [Online] Boston University School of Public Health. Available at: <https://sphweb.bumc.bu.edu/otlt/mph-modules/sb/behavioralchangetheories/BehavioralChangeTheories3.html> [Accessed 15 May 2021]
- Lewis, P., Saunders, M. and Thornhill, A. 2009. *Research Methods for Business Students*. 5th ed. Harlow: Pearson Education, pp.212,213,236,239.
- Maiti, R. 2020. Fast Fashion: Its Detrimental Effect on the Environment. [Online] Earth.Org. Available at: <https://earth.org/fast-fashions-detrimental-effect-on-the-environment/#:~:text=Among%20the%20environmental%20impacts%20of,amounts%20of%20water%20and%20energy.&text=Additionally%2C%20cotton%2C%20which%20is%20in,not%20environmentally%20friendly%20to%20manufacture.> [Accessed 12 April 2021]
- Maree, K. 2020. *First Steps in Research*. 3rd ed. Pretoria: Van Schaik Publishers, pp.108–110,144–146.
- McFall-Johnsen, M. 2019. The Fashion Industry Emits More Carbon Than International Flights and Maritime Shipping Combined. Here are the Biggest Ways it Impacts the Planet. [Online] Business Insider. Available at: <https://www.businessinsider.com/fast-fashion-environmental-impact-pollution-emissions-waste-water-2019-10?IR=T> [Accessed 18 May 2021]
- Moodly, C. 2020. *The Millennial Slow Fashion Consumer's Perception, Attitude and Awareness Regarding Slow Fashion Consumption in South Africa*. Postgraduate (MA). University of South Africa.
- Mortensen, D. H. 2020. How To Do a Thematic Analysis of User Interviews. [Online] The Interaction Design Foundation. Available at: <https://www.interaction->

design.org/literature/article/how-to-do-a-thematic-analysis-of-user-interviews
[Accessed 17 June 2021]

- Nguyen, Q. A., Hens, L., MacAlister, C., Johnson, L., Lebel, B., Nguyen, H. M. and Nguyen, T. N. 2018. Theory of Reasoned Action as a Framework for Communicating Climate Risk: A Case Study of Schoolchildren in the Mekong Delta in Vietnam. *Sustainability* [Online] 10(6), pp.1–3. Available at: <https://www.mdpi.com/2071-1050/10/6/2019> [Accessed 15 May 2021]
- Okumah, M., Martin-Ortega, J., Novo, P. and Chapman, P. J., 2020. Revisiting the Determinants of Pro-Environmental Behaviour to Inform Land Management Policy: A Meta-Analytic Structural Equation Model Application. *Land* [Online] 9(135), pp.5,6. Available at: <http://dx.doi.org/10.3390/land9050135> [Accessed 18 May 2021]
- Penn University. 2021. Green Products and Services. [Online] Available at: <https://cms.business-services.upenn.edu/purchasing/sustainable-purchasing/green-products-and-services.html> [Accessed 28 November 2021]
- Pillay, S. 2020. #BizTrends2020: Retail and Gen Z in 2020—Who They Are and What They Want. [Online] Bizcommunity. Available at: <https://www.bizcommunity.com/Article/196/731/199463.html> [Accessed 17 June 2021]
- QuestionPro. 2021. Qualitative Data. [Online] Available at: <https://www.questionpro.com/blog/qualitative-data/> [Accessed 17 June 2021]
- Quirós, D. I. E. 2019. The Impact of Fast Fashion on the Environment: Perspectives from Consumers and Retailers in Ireland. Postgraduate (MSc). National College of Ireland.
- Rauturier, S. 2020. What is Fast Fashion? [Online] Good On You. Available at: <https://goodonyou.eco/what-is-fast-fashion/> [Accessed 19 May 2021]
- Saito, Y. 2018. Consumer Aesthetics and Environmental Ethics: Problems and Possibilities. *The Journal of Aesthetics and Art Criticism*, 76(4), pp.429–431.
- Stanton, A. 2018. What is Fast Fashion, Anyway? [Online] The Good Trade. Available at: <https://www.thegoodtrade.com/features/what-is-fast-fashion> [Accessed 17 May 2021]

- United Nations Development Programme. 2021. Sustainable Development Goals. [Online]
Available at: <https://www.undp.org/sustainable-development-goals> [Accessed 20 August 2021]
- Vos, L. 2019. What is Green Marketing? [Online] Learn Hub. Available at:
<https://learn.g2.com/green-marketing> [Accessed 20 August 2021]
- Welman, J. C. and Kruger, S. J. 1999. Research Methodology for the Business and
Administrative Sciences. Johannesburg, South Africa: International Thompson.
- Zhang, B., Zhang, Y. and Zhou, P. 2021. Consumer Attitudes Towards Sustainability of
Fast Fashion Products in the UK. Sustainability [Online] 13(1646), pp.1,3–5,18,19.
Available at: <https://doi.org/10.3390/su13041646> [Accessed 17 May 2021]

Appendix 1

Vega Ethics checklist: RESE8419/p/w

Student Details												
Title	Prof	☐	Dr	☐	Ms	☒	Mrs	☐	Mr	☐	Mx	☐
First name(s)	Helen Giesela											
Last name(s)	Matthee											
Title of study	Ethics, Fast Fashion, and Green Marketing: Connecting the Dots											
Qualification	BCom (Hons) Strategic Brand Management											

Supervisor Details												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☒	Mx	☐
First and last names	Samuel Enow											

Co-supervisor Details (if applicable)												
Title	Prof	☐	Dr	☐	Ms	☐	Mrs	☐	Mr	☐	Mx	☐
First and last names	Click or tap here to enter text.											

Explaining your research process						
Philosophical paradigm	Positivism	☐	Interpretivism	☒	Constructivism	☐
	Realism	☐	Objectivism	☐	Pragmatism	☐
	Functionalism	☐	Subjectivism	☐	Humanist	☐
	Other:					
Research design:	Interview	☒	Questionnaire (self-administered)	☐	Focus group	☐
	Ethnography/ Observation	☐	Artefact analysis/website/ social media analysis	☐	Action Research	☐
	Case Study	☐	Design Research (Practice based)	☐		☐
	Other (if so, state)		☐	Click or tap here to enter text.		
Brief explanation of the population and number of participants/items	The population of this research study includes all Cape Town CBD residents between the ages of 18 and 35 years old. The sample size will consist of 10 people who will partake in semi-structured interviews.					
Target group sampling methods/artefact (No under 18's or vulnerable groups allowed)	Purposive	☒	Random	☐	Snowball	☐
	Convenient	☐	Stratified	☐	Census	...
	Explain selection process		The researcher will personally select each individual for this study as they must meet the required population parameters.			

Ethics		
Documentation submitted with proposal	Gatekeeper's letter (institutional consent)	☐
	Completed Annexure E if you conduct research on IIE sites/students/staff	☒
	Instrument(s) (interview schedule or questionnaire)	☒
	Participant or respondent consent form	☒
	Audio-visual consent form (if applicable)	☒

Campus ethics committee recommendation	
Proposal has been reviewed by the supervisor and necessary ethics considerations have been included. ☐ Accepted as is and provide letter ☐ Accepted with provisions: Nature of provision: e.g. Instrument is not sufficient / included and need to be signed off by the supervisor ☐ Major issues: Student should not continue with fieldwork. Actions to be taken: Click or tap here to enter text.	
Supervisor signature	
	Click or tap to enter a date.
Co-supervisor/Campus ethics panel member signature	
	Click or tap to enter a date.

Appendix 2

QUESTIONS FOR SEMI-STRUCTURED INTERVIEW

1. Would you consider yourself an eco-conscious person?
 - a. Why? / Why not?
2. What is your view on the fast fashion business model?
3. Do you purchase apparel that can be considered fast fashion?
 - a. Why? / Why not?
 - b. Why?
4. When purchasing clothing items, what is your thought process / mental checklist when looking for a clothing item? Price, quality, current fashion trends, comfort, sustainability, ethics, does the clothing have to be from a specific brand?
 - a. Why are these factors important to you?
5. Building on the previous question: which fashion brands do you support the most?
 - a. Why these brands?
6. Do you support any environmentally conscious fashion brands?
 - a. Why? / Why not?
7. How influenced are you by green marketing to purchase environmentally-friendly apparel?
 - a. Do you believe that it is effective?
 - b. Why?
8. How long do you keep clothing items until you dispose of them?
 - a. Why?
9. How do you dispose of your clothing items?
 - a. Donate, throw away, sell, keep in storage, give away to family / friends?
 - b. Why this method of disposal?
10. Do you believe that you could make a difference in the environment and society at large if you purchase apparel from brands who practice ethics and sustainability?
 - a. Why? / Why not?
11. Do you believe that the slow fashion movement is present in Cape Town / could become popular in Cape Town?
12. How do you believe businesses can market slow fashion/ responsible consumption to target GenZ and young Millennials better?
 - a. Example: through social media, campaigns, etc.

Research Purpose	Primary Research Question	Research Rationale	Seminal Authors	Key Literature	Paradigm	Research Approach	Data Collection Method	Ethics	Findings
Understand consumer attitudes, behaviours, and perceptions towards fast fashion from an ethical standpoint	How do Millennial and Generation Z consumers in the City of Cape Town view fast fashion in the world as it is today?	There is a gap between consumer willingness to adopt sustainable fashion purchasing decisions and actual consumer purchasing behaviour towards this willingness	Martin Fishbein & Icek Ajzen Paul Stern	Fast fashion and the environment: Saito Quirós Fast fashion and green marketing: Grubor & Milovanov Howard & Glynn Governder & Governder	Interpretivism	Qualitative	Semi-structured interviews	Signed agreement of consent	Attitude towards eco-friendly fashion items is often not acted upon due to unaffordability and inconvenience
Research Problem	Primary Research Objective	Key Concepts	Key Theories			Population and Sampling	Data Analysis Methods	Limitations	Anticipated contribution
The disconnect between Millennial and Generation Z's inclination to be sustainable and their consumption of fast fashion	To discover how Millennial and Generation Z consumers in the City of Cape Town view fast fashion.	Consumer behaviour Fast fashion Green marketing Slow fashion Sustainability	The Theory of Reasoned Action and the Theory of Planned Behaviour The Attitudinal-Behavioural-Context Theory		Population: between 18–30 years old living in the City of Cape Town Sampling: 6 individuals (purposive sampling)	Thematic analysis	Small sample size Educated sample Not generalisable	Contribute to existing body of knowledge surrounding fast fashion and consumer behaviour, specifically tailored towards Generation Z	

Appendix 3