The Potential of Sustainability in the Fast-Fashion Industry

Studying the Sustainability Impact on Brand Loyalty in the Fast-Fashion Industry as Perceived by Generation Z

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Description

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Abstract

This research paper is about studying the impact of sustainability of Fast-Fashion brands on generation Z brand loyalty. Indeed, it is a topic that seems relevant to me as sustainability is one of the main issues today. Moreover, by being part of this generation, I found also relevant to study this generation specifically as they are going to be the consumers of tomorrow. To conduct this investigation, a quantitative survey questionnaire was used to collect data among 18–29-year-old respondents corresponding to the Generation Z. Moreover, a mono-method was chosen in form of a survey questionnaire. The time horizon was cross sectional as the data were collected only once for each respondent. Furthermore, the research approach chosen is deductive and the philosophy is the realism. The results reveal that not every concept used in the questionnaire is having a significant impact on brand loyalty. Indeed, in a social media context only social media brand engagement is having a significant impact on social media brand loyalty with a ratio of <.001. Meanwhile, in a website context, the website brand trust and website brand engagement are both having a significant impact on website brand loyalty with respective ratios of .002 and <.001. Furthermore, results unveil that website brand loyalty and social media brand loyalty are impacting brand loyalty. Indeed, as their ratios are respectively <.001 and .083, we can consider that they are significant enough in their impact on brand loyalty. Future studies could reach more people and maybe ask for their nationality. With this information, a concrete analysis could be done and analyze the eventual differences among different regions.

Keywords/tags (subjects)

See Project Reporting Instructions, section 4.1.2

Miscellaneous (Confidential information)

For example, the confidentiality marking of the thesis appendix, see Project Reporting Instructions, section 4.1.2

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Introduction

1.1 Background, motivation, and purpose

I've always been interested in the green development and the Earth in general. Nowadays, the green development is more and more important.

We often talk about fast-food waste and pollution, but I found interesting to have a look on what we call fast-fashion brands. Indeed, for the younger generations such as the generation XYZ, these brands are part of our daily life. We, for the most of us, all bought one clothe from these brands. In this paper, I didn't want to point some issues that they can have, but I wanted to have a look on the impact of their communication about sustainability on the generation XYZ, because as we know, sustainability is, nowadays, one of the major issues in our modern world.

I'm motivated in this subject because tomorrow I will be working and I'm really attracted by the communication's field, by the marketing and even more the digital marketing. For me, these fields

are going to be more and more important in our tomorrow's world are we are going to be more and more connected. That's why having a look on how these companies, with originally a bad CSR approach, managed to change it and thanks to their communication, turned it into a positive or at least neutral approach.

I wanted to conduct my research on this topic as for me CSR, global warming and fashion are interesting topics for me. That's why the purpose of this research paper is to investigate on the impact of the sustainability information shared by the fast fashion brands on the generation Z brand loyalty and to see what is impacting them the most. In order to conduct this research, the author used a quantitative survey, composed of different constructs which are divided in several questions, among generation Z people.

1.2 Research objectives, questions and approach

The objectives of this paper are, for the author, to analyze the impact of the communication about sustainability efforts of Fast-Fashion brands on generation Z consumers. But also, thanks to a careful analysis, to try to understand why a concept is so important compared to another. Furthermore, thanks to previous research and the data collected in this quantitative data collection by the mean of a quantitative questionnaire, the author wonders to see an evolution in the mindset of this generation about sustainability.

The use of several research questions allows the author to cover a more important area of this topic. Indeed, the use of three main research questions which for two of them are divided into four sub-research questions, permits to cover a wilder part of this topic and understand it more precisely.

RQ1. What is the combined impact of social media information, satisfaction, trust and engagement about sustainability efforts by fast-fashion brands on brand loyalty as perceived by generation Z?

RQ 1.1. How does information about sustainability efforts by fast-fashion brands available on social media sources affect brand loyalty as perceived by generation Z?

RQ 1.2. How does satisfaction from sustainability efforts by fast-fashion brands available on social media sources affect brand loyalty as perceived by generation Z?

RQ 1.3. How does trust in sustainability efforts by fast-fashion brands available on social media sources affect brand loyalty as perceived by generation Z?

RQ 1.4. How does engagement in sustainability efforts by fast-fashion brands available on social media sources affect brand loyalty as perceived by generation Z?

RQ2. What is the combined impact of websites information, satisfaction, trust and engagement about sustainability efforts by fast-fashion brands on brand loyalty as perceived by generation Z?

RQ 2.1. How does information about sustainability efforts by fast-fashion brands available on web-sites sources affect brand loyalty as perceived by generation Z?

RQ 2.2. How does satisfaction from sustainability efforts by fast-fashion brands available on web-sites sources affect brand loyalty as perceived by generation Z?

RQ 2.3. How does trust in sustainability efforts by fast-fashion brands available on websites sources affect brand loyalty as perceived by generation Z?

RQ 2.4. How does engagement in sustainability efforts by fast-fashion brands available websites sources affect brand loyalty as perceived by generation Z?

RQ3. What is the overall impact of websites and social media information, satisfaction, trust and engagement about sustainability efforts by fast-fashion brands on brand loyalty as perceived by generation Z?

In this empirical study, the author used a deductive approach and test the proposed conceptual model presented in section 2.12 of the Literature Review. Moreover, a quantitative survey ques-tionnaire has been used to conduct this study, which survey design is presented in section 3.3 of the chapter 3.

1.3 Thesis structure

This study investigates the impact of sustainability on generation Z in the fast-fashion industry. In the first chapter, you can read about a general introduction, background of this study but also the motivation, the purpose and the different research objectives and questions that were answered.

The second chapter is about the literature review, which presents a critical review of different concepts such as the companies' behavior, customers' behavior, the brand information, brand trust, brand loyalty, brand engagement, brand satisfaction and the causal effect of sustainability information of fast fashion brands on brand loyalty. They are all useful concepts to be able to carry out this study. As a conclusion of this chapter, identified research gaps are discussed and the proposed conceptual model is presented for carrying out this investigation.

The third chapter is presenting the methodology of this empirical study. Different aspect of the research design are discussed for building this study. In this chapter, I present my choices while discussing their relevance for my study. The next chapter is about the analysis of the results of the survey used for this study. In this part, the results of the survey are unveiled. This survey has been answered by 99 participants. The fifth chapter presents the limitations of this study. In this part we discussed about different topic which are relevant for future research papers and for my study. The last chapter of this thesis is the conclusion. In this part we discuss about the key findings of this empirical study and also provide different recommendations for future studies.

2 Literature review

2.1 Introduction

Climate change, natural disasters and CO2 emission are part of the, probably, biggest issue of humanity nowadays, the global warming. Since now few years, scientists all agree on the fact that we have to change our behavior regarding the Earth, because we're near of the no-return point. In

fact, there are more and more disasters each year, but nothing has really changed. One of the main issues is the ice melting, every day, every week, every month, every year it's getting worst and worst. The deforestation has a big impact on the global warming too, because as you probably know the trees and flowers help us to reduce the CO2 thanks to the photosynthesis.

These issues are referring in what we call today, sustainability. Indeed, sustainability as the UN defined it in 1987, is consisting of "meeting the needs of the present without compromising the ability of future generations to meet their own needs.". In a brand context, we can talk about the CSR approach, corporate social responsibility approach, which refers to all the actions, communications taken in account by a company about social, economic or environmental issues. As we all know, we are more and more connected and so more and more present on social media. Brands are also more and more connected. The use of digital marketing is now omnipresent in our daily life. Thanks to this digitalization, customers can see clearer into brand's activities, and judge from his point of view if they should trust it or not. Nowadays, and more than never, brands have to include a CSR approach into the life of their company, as people are more and more regarding about it.

Indeed, by being more and more connected, people get a lot of information from all around the world and can see what is happening in other countries. That's why they are feeling more and more concerned by sustainability. It is important for brands to understand that, because they can lose a lot of customers because of that. Moreover, some international organizations and governments are putting in place more and more rules and laws in order to make companies do it. Most of the big companies, in the fast fashion area, started to put in place a CSR approach.

But putting a CSR approach is not enough for the customers. Indeed, companies have to communicate on it and it has to be easy to find for the customers, relevant and precise also. Otherwise, he could think about a sort of brainwashing, which is when a brand claims false actions or information in order to have a better brand image. That's why a good communication about it is the key for your customers.

2.2 Frame of literature

To answer those research questions, the following theoretical concepts are the chosen ones: consumer's behavior, companies' behavior, brand loyalty, brand satisfaction, brand trust and brand engagement.

By looking at the consumer's behavior and its evolution we can understand why and how he is choosing this brand. This information can help us to understand later some concepts such as brand loyalty. Companies' behavior, here is a part focused on the second sector especially on the fast-fashion brands. It is going to give us some general information about these companies in our today world. Brand loyalty, thanks to the information about the consumer's behavior and other relevant information, can help to understand why a brand is that successful, and why do people like it. Here, we're going to look at this concept in a general way and with sub-sections in order to get it in the context of social media and the website. Brand satisfaction is described as one of the main concepts of brand loyalty. Indeed, this concept is, as important for the customer as for the companies. To describe it in an easier way, a satisfied customer is more inclined to be a loyal customer. Here, brand satisfaction will have subsections. The brand satisfaction in the social and in the website context. The two next concepts used here are brand trust and brand engagement. These two keywords are main factors to brand satisfaction.

2.3 Consumer's Behavior

In our day-life, we're not aware of everything about each product. Not because we don't have the information but mainly because we are too lazy to look carefully at the instructions, the provenance about a product. And this is going to go like this more and more if we don't change or if we don't show the example for the next generation.

Nowadays, we have more and more choices for every product. It makes the choice and the research on a product harder because people are just going to be lazy and took the product that they are used to buy. But if we want to have a greener behavior, we must change this attitude because it's the wrong one. We have to look deeper on each product and find the most appropriate one between the green impact and the price of this one. The fact is that people mostly think that

greener product cost more than “normal” ones. It’s not the truth, we can easily find greener product for the same price or with a small difference.

Indeed, if every people start to do some research and look carefully at what they buy, it will improve our way of consuming and make our world greener. They also have to recycle more carefully. In fact, recycling is very important because it permits to reduce the waste. People have to watch attentively how they sort their trashes.

Furthermore, we are facing, in our today word, a new way of promotion. Indeed, the role of influencers is now more and more recognized. Influencers are public people, which are going to give their opinions, recommendations about different products, and can get paid for that. In their work, McQuarrie et al., (2013), pointed out this new way of promoting a product and discussed about these influencers build their audiences.

This evolution is becoming more and more notable for the generations XYZ, which are the youngest generation. Indeed, the millennials are facing these issues daily, as everyone else, but are the ones which are going to consume and work in the future. That’s why they have to take these issues in account and start to change their mindset and ways of consumption in order to be more and more sustainable.

We saw that consumer’s behavior is far of being perfect and now let’s have a look on the company’s one.

2.4 Companies Behavior

With the time, companies are more and more modern, and they are constantly looking for technical and technological progress to make it quicker with less charges. Companies have generally one goal, being the most rentable possible. Nowadays, we can find more and more companies which are involved in the green development, and government too because they are submitting a lot of laws especially to companies to make them greener. The fact is that they are focusing principally on the secondary sector, which is the industry’s sector.

As I say before companies are very pollutant, but they are going on a good way. Thanks to governments, sometimes, which are putting in place laws, their CO2 emissions should go down with the time. We needed that as a beginning, but it won't be enough we have to go further, but we're going to see that later.

The secondary sector is pollutant because of all the packaging it uses before products are bought by consumers. Moreover, in this sector, we can find very polluting activities like construction of cars, textiles, ... As we know it costs a lot to produce our clothes, and the products that we're using to do it are generally not green. But as we say some companies are on the good way and try to be the most responsible, like Patagonia for example. In addition, as Chen et al., (2006), pointed out that companies adding a green process in conceiving a product are developing a competitive advantage. Indeed, as we mentioned, people are more and more regarding about it, that's why it creates this advantage, which is the kind of advantage that a company should be looking for.

As described earlier, producing clothes is not sustainable at all for most of the companies, especially for the fast-fashion brands such as Zara, H&M, etc.… This is one of the major issues that these companies are facing. As we said previously, the habits of consumption are slowly changing to a more sustainable way. These brands must take it in account and work on this transition in order to survive. Moreover, as we discussed earlier, governments and organizations are putting in place more and more laws and rules to control the pollution, the working conditions, etc.

2.5 Brand Loyalty

According to Aaker (1991), brand loyalty can be seen as "the attachment that a customer has to a brand" (p39). This observation has been confirmed in 1997 by Oliver, « a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior" (p392). In 2000, the researchers McIlroy and Barnett also validate this observation. Recently, Huang (2017) define brand loyalty as "Customers' continuous purchases of a brand, as well as their repeated intention of purchase in the future." (p917). To summarize, brand loyalty can be defined as "the customers repeated purchase, and repeated intention to purchase, from a brand to which they hold a relationship to and are also willing to recommend it" Wilberg A., 2018, (p. 9).

From Deng et al., (2010) point of view, brand loyalty is the most important concept for the perennity of a brand in a competitive market. A brand that has more satisfied customer than its rivals, can create more brand loyalty. This advantage is one of the most important competitive advantages that a company can have. Indeed, there are a number limited of customers and potential customers and for a company customer are one of the most important resources for a company since they have a direct impact on the company's results.

Thanks to different research, brand loyalty has been seen as useful for the customer and for the company. Indeed, for a company, it has a financial good impact as the customer is going to re-buy your products. And for the customer, it's more about the time spent to find alternative products or to get used to a new brand and its product.

2.5.1 Brand Loyalty in a social media and fast fashion context

Social media can be used, nowadays as powerful marketing tools. Indeed, according to Forbes, it has three main reasons, "Hyper-Target customers", "Build Audiences", "Track ROI", Durante J., 2021, (p1), Three Reasons You Should Be Advertising on social media. As different researches have shown in the past, social are considered as an important information tool and that they can be influencing the relationship between a customer and a brand. Moreover, people, by looking at the social media of a brand, can find information easily. But this easy access can have a negative impact. Indeed, if there are too much information on it, that the customer can't find it in the middle of all other information, it will have a negative impact on the relationship.

Followers of a brand on social media, are not always loyal customer to this brand but they can become, are interested in the brand. Indeed, by looking at information, or at the life of the company, it can show an interest to the brand. Moreover, each post, about their product, their sustainability effort, etc. will have a positive or a negative impact on the relationship with the customer. It has been shown that information about the brand's sustainability effort have a positive impact for the customer point of view.

2.5.2 Brand Loyalty in a website and fast fashion context

As we mentioned before, loyalty is a key factor for the perennity of a brand. We have seen that social media can be an important tool in terms of communication and marketing for a brand to create loyalty, but websites are also important. Indeed, the websites are, according to Mukherjee and Nath in 2003, an interface having an important role in the trust relationship between a customer and the brand. This trust relationship is a key factor of loyalty relationship. If you trust somebody or a brand, you are more willing to be loyal to this person or this brand. The transparency and the information shared on the websites are the factors that are going to build this trust between these two actors.

Indeed, nowadays, all the websites of fast-fashion brands are built almost identically. The only differences are the products and the information shared on. As we have discussed about information about sustainability effort and actions can be an important information to mention on the website as it, most of the time, has a positive impact on the relationship.

2.6 Brand Satisfaction

In 1980, Oliver said that by increasing the expectations on a service or a product, the satisfaction will increase as well. This affirmation has been validated in 1989 by Oliver and Swan. Satisfaction is one of the key factors driving customer to loyalty. As we have mentioned earlier, a satisfied customer is more willing to re-buy or re-purchase your product. With the time, many researchers studied brand satisfaction and it has always been described as it's the level to which expectations and performances are met.

As for the brand loyalty, it has, for both point view, its usefulness. For the customer, it will allow him to judge and rate the value of the product or the service provided thanks the satisfaction he got from that. And for the company it will be useful for the retention of your customer. According to Deng & al., 2010, if the customer already has a good experience with the brand, so is satisfied, and that he perceived the activity on the website and social media as positive activities, he will have cumulative brand satisfaction. Companies need to pay a careful attention to customer satisfaction because it is an important competitive advantage.

2.6.1 Brand satisfaction in a social media and fast fashion context

According to Rialti et al., in 2017, a good experience on social media, thanks to precise and well-aimed content, is important in the customer retention process. Indeed, if on the social media you find an interesting product, that the reference of the product is written or that there is a link to the product on the website to purchase it, your experience will be great and so you will have a satisfied customer.

As we have seen before, customers are limited, and all the followers of a fast-fashion brand are not loyal to it. With billions of accounts on social media, knowing that it is impossible to reach all of them and to make everyone a loyal customer to your brand, it is important to focus on the people following your activity, showing a willingness to be loyal to your brand. And, to reach new customers. Creating loyal customer thanks to a good experience on social media, is an important key for the fast-fashion brands.

2.6.2 Brand satisfaction in a website and fast fashion context

In 2002, Gefen was saying that a higher quality in terms of online services on the websites lead to an increase the customer satisfaction. Sharing important information, having a great technical support and a well-built website is important for a brand as it is also very important for the customer. The longer the buying process is, the less satisfied your customer will feel. Nowadays, people and even more the youngest generations want everything to go fast. If something is similar or better, faster and not more experience on another fast fashion brand website, your customer will leave. That is why it is important to have a simple buying process with accurate information.

The buying process is not the only point to fulfill in order to create satisfied and then loyal customer. A great technical support is mandatory. To be available for your customer, answer to his question and give him more information if needed, is important for a company as it will increase the satisfaction of your customer by having a better experience.

2.7 Brand Trust

According to Chaudhuri & Holbrook in 2001, brand trust can define as the willingness of a customer to rely on a brand to run its functions. In 2010 Deng et al, mentioned that, gaining the trust of your consumer can help to reduce the risks of any situation in which the brand could be in the future. There are different ways to create trust from your customer. The first here is to interact with them thanks to social medias for example. The second option, being transparent for a brand allows its customers to trust it more because they will have the information before and so be more predictable.

These two options can be included in a big part of the brand's marketing which is the communication. Several studies, such as in 2012 by Lee et al., or Stanisavljevic in 2017, show that brands communicating about sustainable actions in which they are involved are more likely to create trust with its customer and customer are more willing to trust this brand. Communicating and promoting sustainable actions that support the brand or in which the brand is involved can be done on the website and on the different social media accounts that belong to the brand.

Interactions between the brand and its customers are important. Indeed, the more a customer will be able to interact with a brand the more comfortable he will be to promote or talk well about the brand. It's like using influencers, they are followed by hundreds of thousand, millions of people. It can attract you a lot of people. According to Zhang et al. in 2017, an active customer on social media can share his experiences and feelings about it and if the experience was good, he could promote the brand. Which would automatically have a good impact for the brand. The better opinions a brand have from its customers, the more the customers and new customers are going to trust this brand.

2.8 Brand engagement

According to Zhang et al., 2017, brand engagement is referring to the willingness and active participation into the brand's communities such as on social media in order to create added value for himself but also for the others. In addition, Dessart et al., in 2015, is saying that brand engagement has a close link with brand satisfaction. Indeed, if a customer is satisfied of its experience, then

there are more probabilities that he will share his good experience and create a long-term relationship with the brand.

For this to work, the brand doesn't only have to provide a good experience to the customer. As we have mentioned before, it has to interact with them. It will the customer to feel more comfortable with the brand and reinforce the link between them. But it is not only profitable to the customer. The brand also has added value doing that. Indeed, to interact with its customer is highly recommended for a brand as it will help the company to understand the needs of its customers.

According to Laroche et al., in 2013, by interacting with their customers, brands are looking to create a stronger relationship between them and their customers which could lead to brand loyalty which is, as we have mentioned before, one of the key factors for the perennity of a company especially in this context of fast fashion.

Social medias are the most famous way to interact, for a brand, with its customer. But they are many platforms on which they can comment and interact with the brand. Moreover, they can just relate about their experiences between them. The interaction between customers can have a good impact for the company. For example, if they both had a good experience with the brand, they are, by sharing their experience, giving willingness to each other to re-purchase. People seeing that, interacting or not them, will get a good image of the brand about it, which would lead to a potential new customer. In other words, this can help to promote the brand, according to Nisar and Whitehead, in 2016. It is a kind of word of mouth.

2.9 Brand Information

Brand information are all the announcements, information, details, etc., shared by a brand in order to promote, declared Chow and Shi in 2015. In addition, Andersson and Öhman stated, in 2017, that social medias have been the most used way by consumer to get information about a brand. Thanks to some previous research, we have noticed that customer tend to trust more information directly shared by the brand.

All this information provided by the brand can help the customer in his decision process. Moreover, it can create expectations which, as we've stated before, can create a higher satisfaction

(Chen-Yu et al., 2017; Chow & Shi, 2015). The satisfaction provided by the information, according to Limpasirisuwan and Donkwa in 2017, is going to be higher if the information is precise and easy to find. Indeed, if the information is too hard to find or is not accurate enough, the customer will get lost in all the information provided.

2.9.1 Sustainability

Sustainability, nowadays, is one of the main issues of our modern world. Indeed, according to Yang et al., in 2017, many business areas are now well preoccupied by it. Thanks to more and more laws from governments or organizations, almost every company must have sustainable plan, which is more likely what we call CSR, corporate social responsibility. The CSR approach of a company can be about, the workers, the environment and the economic part of the company. It is, in our today world, a strong competitive advantage for a company to have a good and well in place CSR approach. According to the UN (United Nations), sustainability in general can be defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs." (1987). In a corporation context, the approach of sustainability is a bit different. Indeed, in this context, as we have defined earlier with the CSR approach of a company, sustainability can be related to preserving the environment, the social and the economic performance as well, as Kim et al., in 2015 and Garcia Torres et al., in 2017, confirmed.

2.9.2 Sustainability in a fast-fashion industry context

As we call them fast-fashion brands, are focused on their production and the amount of clothes that they produce and sell. According to de Lenne & Vandenbosch, in 2017, this kind of brands weren't sustainable. In 2013, Arigo shown us the bad working conditions of their workers. Working conditions are one the pillars of the CSR approach of company. Thanks to some researchers, such as de Lenne & Vandenbosch, 2017, we can now observe that these fast-fashion brands are more and more integrating sustainability into their companies. The fact of being more transparent, communicating more and interacting more with their customers are some examples of the reason of these improvements. Indeed, by promoting some environmental issues or social issues and acting to solve them, help the customers to trust the brand, as we have explained before. Moreover, even if these companies are known as fast-fashion brands, the mindset that they are promoting which is more about recycling, according to de Lenne & Vandenbosch, 2017. Companies have to

communicate efficiently, and it has been easy for the customer to find this kind of information, as he will be the one looking for it.

Some consumers still need more. Indeed, as stated de Lenne & Vandenbosch, 2017, some consumers are still doubting about the communication made by the brands, as in the past they had an experience with false information from a company. That is why brands have to make it easy to find and precise for its customers. Moreover, they should not lie to them, and the sources used by the companies should be as easy to find as the information provided. Otherwise, some people could think that they are just claiming false information in order to do a sort of brainwashing. The brainwashing is one of the most important fears, for a customer, about the brand's communication. This move aims to claim falsehood or false information, in order to get a better brand image. Brainwashing can be very dangerous and is, nowadays, controlled by some organizations.

2.10 Causal effect of Fast Fashion Brands sustainability information on brand Loyalty

Sustainability is, nowadays, one of the main issues in the world and every sector, company, human beings are trying to be more and more responsible for it. Many laws and sector's changes has been made already but there are still a lot to do in order to see a significant change. According to a survey made Yotpo in 2022 "84% of global respondents said they are more inclined to buy from a brand whose values align with their own. The world is prioritizing brand values, even more so among future consumers. Over 90% of global Generation Z respondents based their brand loyalty on shared values" (Katie McKeever, How Does Sustainability Drives Brand Loyalty in 2022, p. 1), the results of this survey show us that there is an important change on the consumer's behavior. Moreover, according to another survey from Yotpo, more than 60% of consumers are willing to be more loyal to a brand if this one share loyalty programs.

Many companies already start to put in place this kind of program. And it shows great result on the loyalty of its customer. Indeed, by interacting with its customers, the company can adapt and personalized its loyalty program which will make the customer more satisfied, he will feel more in touch with the brand which will make him more willing to re-buy or re-purchase or having a new experience with this brand. All these effects are drivers to brand loyalty.

Sustainability, as we said previously, is one of the main centers of interest for the consumer. Information, actions about it can be added in their loyalty program such as planting trees, cleaning the beach as the company Girlfriend collective is doing. These types of missions increased the impact of their loyalty programs on their customer. According to Katie McKeever, in 2022, “By making sustainability a central part of their program, these brands drive shopper engagement and action” (p1). Brand engagement is an important step in the brand loyalty process. By making their customers engage into their actions, into the company in general, the customer will feel more important, more valued by the company which will lead to a loyal customer for the brand.

2.11 Identified Research gaps

The research gap is showing differences and missing points in different research papers. Indeed, as described below, you can observe and understand, what makes my research different. Divided in four parts (Figures 1-4.), it justifies my investigation.

It has four different parts. The first one is the General Information review, in this one you can find information about studies of different authors which have a more or less strong link with mine. As you can see in Figure 1., four texts seemed relevant for me according to my study.

The second part of this research gap is the Theoretical Review (Figure 2.). In this part, you can find information about the constructs used, the theory, the theoretical framework and the different concepts used to write this thesis.

The third part of this table is the methodological review (Figure3.). This part is summarizing as précised as possible the methodology used to build this thesis. Some information was not provided in the original text but thanks to a careful read and the way the paper has been built we can assume some information.

The last and fourth part of the research gap is the contextual review (Figure 4.). In this part, information about the context, year, sample, the sector is described. This part is describing the main differences between my paper and the four other papers as the sample is not the same, the year of the study and neither the sector.

Literature Review Table

	General Information Review							
No	Author/s Name/s	Year	Number of citations	Databse/link	Google Scholar Search (The exact key words that you use in your google scholar search)	Search Date	Title	Key Words
1	Anna Wiberg	2018	1	https://www.c	"Impact", "Sustainability	nov-22	examining the effects of brand information regarding sustainability efforts on brand loyalty and its antecedents in the fast-fashion industry	sustainability efforts, sustainability, brand loyalty, brand satisfaction.
2	Rizky Saputra, Citra K. Dewi	2015	26	http://www.ta	"Impact", "Sustainability","brand loyalty"	janv-22	The impact of brand trust on brand loyalty mediated by customer satisfaction: Case of Tokobagus.com (now OLX.co.id)	Brand trust Customer satisfaction Brand loyalty
3	Chuan Huat Ong, Heng Wei Lee & T. Ramayah	2018	207	xts1xzle7.cloudfront.net/56104692/Impact_of_brand_experience_on_loyalty-libre.pdf?1521504939=&re	"Impact", "Sustainability","brand loyalty", "Industry"	janv-22	Impact of brand experience on loyalty	Brand experience; customer's brand loyalty; word of mouth; willingness to pay more; repurchase intentions; restaurant industry
4	Celina Hinzmann, Rebecca Stark-Nässlin	Spring 2020	0	https://www.diva-portal.org/smash/get/diva2:1450848/FULLTEXT01.pdf	"Impact", "Sustainability","brand loyalty", "Fashion Industry"	févr-22	Sustainability in the fast fashion Industry, A quantitative Study on consumer's brand attitude towards Green Brand Extensions and its Effects on Brand Loyalty	Fashion Industry, Sustainability, Consumer behavior, Brand extensions, Green brand extensions, Green line extensions, Green category extensions, Brand attitude, Brand

Figure 1. General Information Review

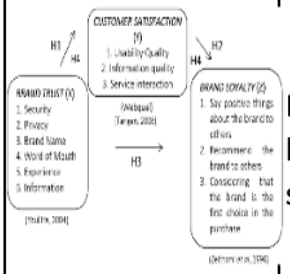
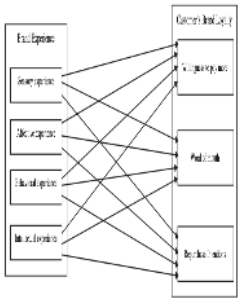
Theoretical Review			
Theory	Theoretical Framework	Constructs	Concepts
based on the theory of brand loyalty, brand satisfaction, and its antecedents		Brand information, brand satisfaction, brand trust, brand engagement, brand loyalty	All these contructs are studied as concepts in a social media context.
"According Ha (2004), brand trust may influence brand loyalty. Higher customer trust over a brand means a higher loyalty towards the brand. Besides		Brand trust; brand loyalty, customer satisfaction	All the constructs are studied as concepts in a client of Tokobagus context.
Value creation proposed by Reichheld (1996)		Brand Experience and Customer's Brand Loyalty	Sensory Experience, Affective experience, Behaviroal Experience, Intellectual Experience, Willingness to pay more, Word of Mouth, Repurchase Intention
		Fast Fashion Industry, Consumers in the Fast Fashion Industry, Brand Attitude	Environmental Sustainability in the Fashion Industry, Sustainable Branding in the Fast Fashion Industry, The Concept of Brands and Branding, Drivers for Sustainable Branding,

Figure 2. Theoretical Review.

Methodological Review						
Research Design - Methodology						
Purpose	Philosophy	Approach	Methods	Choices	Time-Horizon	Data Type
Descriptive	(Unespecified-Assumed Realism)	Deductive	Survey Structured Interview-Q	Mono Method	Cross-sectional	Quantitative-Primary Data
(Unespecified-Assumed Descriptive)	(Unespecified-Assumed Realism)	(Unespecified-Assumed Deductive)	Survey Structured Interview-Questionnaire	Mono Method	Cross-sectional	Quantitative-Primary Data
(Unespecified-Assumed Descriptive)	(Unespecified-Assumed Realism)	(Unespecified-Assumed Deductive	Survey Structured Interview-Questionnaire	Mono Method	Cross-sectional	Quantitative-Primary Data
Explanatory	(Unespecified-Assumed Realism)	Deductive	Survey Structured Interview-Questionnaire	Mono Method	Cross-sectional	Quantitative-Primary Data

Figure 3. Methodological Review.

Contextual Review					
Target Sample			Country of Origin	N=sample	Key Findings
Age	Ocupation/s	Gender			
Between -18 years old and 55 years old	Student, Employed, Unemployed, other	Male, female, others	all around the world	160	revealed that there is a positive relationship between brand information regarding sustainability efforts and brand loyalty, brand satisfaction, brand trust, and brand engagement. Further, the results indicated that the hypothesized antecedents brand trust and brand engagement were also accepted"
Not mentionned	Not mentionned	Not mentionned	Not mentionned	100	"The results show that the brand trust of Tokobagus.com is high, meaning that consumers are satisfied with the business. In parallel, the brand loyalty is high. In fact, brand trust directly affects customer satisfaction, while customer satisfaction directly affects brand loyalty. In addition, brand trust directly affects brand loyalty and, indirectly, brand trust
Between 18+ years old and +50 years old	Not mentionned	Male, female	Asia Pacific region	228	"The study has made the following contributions despite its limitations. First, this study demonstrates the validities of the brand experience scale in the Malaysian casual-dining restaurant context, which has received less research attention in the context of Southeast Asian countries. Second, this study departs from earlier work by demonstrating the inter-
Generation Y (Born between 1981-1996) Generation Z (Born in 1997 or later)	Not mentionned	Male, female	Living in Europe the major part of their lives	121	"The main results of the study are that the introduction of a GLE by a fast fashion brand generally leads to a more positive brand attitude and a slightly improved brand loyalty of consumers towards the parent brand. However, when introducing a GCE, the launch has rarely a positive effect on the brand attitude and brand loyalty of consumers towards the parent brand. The relationship

Figure 4. Contextual Review.

2.12 Research Framework

A proposed conceptual model is presented (Figure 5) in order to show the relationship between different independent and dependent variables that are used to find out the impact of sustainability information on brand loyalty through the two channels of SM variables related to sustainability and website variables related to sustainability. All these variables have been studied in the quantitative survey questionnaire and defined in the literature review.

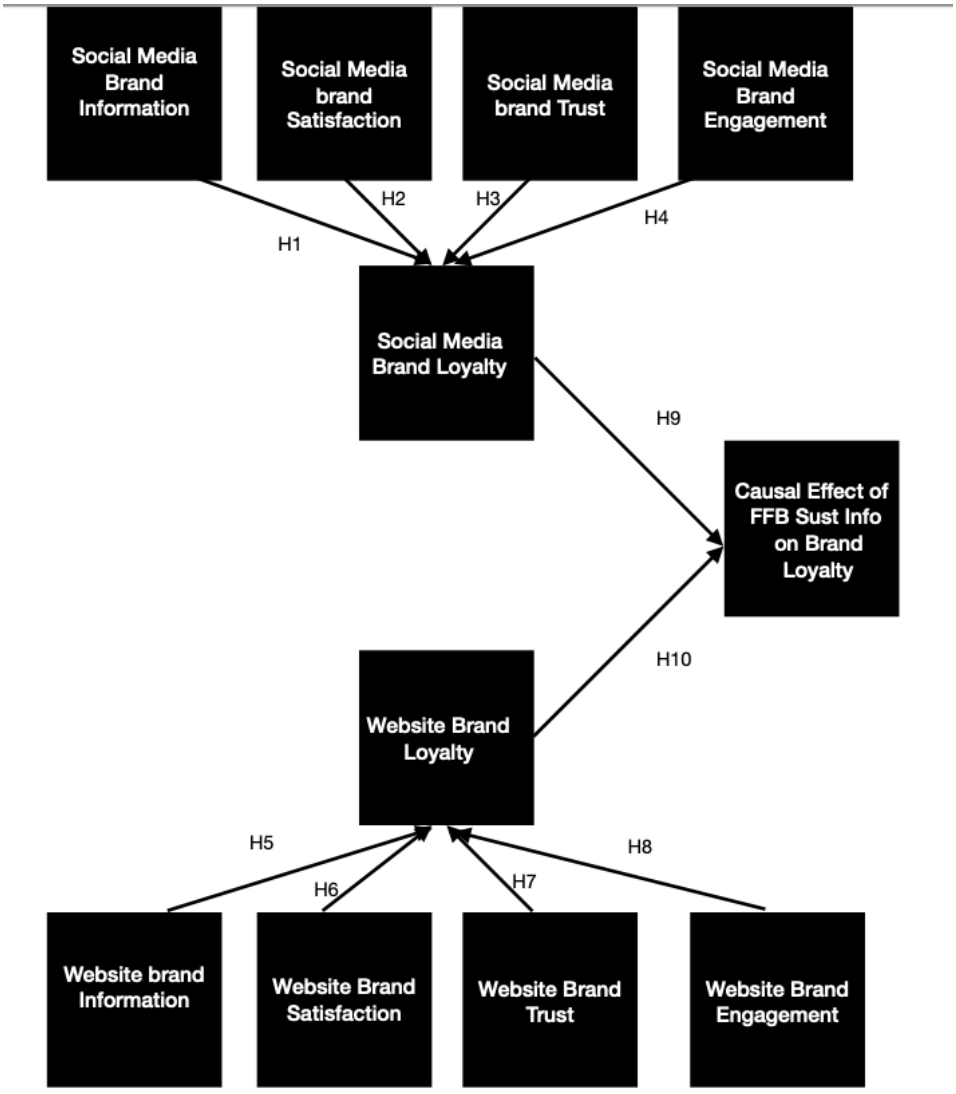


Figure 5. Proposed conceptual Model based on (source?)

This proposed conceptual model is then used in the design of the survey questionnaire described in the section 3.3 and for the linear regression analysis tool described in the section 3.4 and sub-section 3.4.1 in chapter 3.

3 Research methods and implementation

3.1 Research context

This study has been made during my bachelor's degree at Jamk University of Applied Science, in Jyvaskyla, in Finland. This study is about the impact of sustainability on the generation Z in a Fast-Fashion context. In order to realize this study, we used a survey. This survey has been answered by 99 international persons of the generation Z. This research has been realized in 2023 and you can find the survey in Appendix 1.

3.2 Research design

To describe the research design used in this thesis, we are using the research onion developed by Mark Saunders, Philip Lewis and Adrian Thornhill in 2009.

This research onion is helping us in defining which philosophy, approach, strategy, choice, time horizon and technique & procedure is the most accurate to build our thesis.

As you can find under, there is the research onion with the choice made to build my thesis rounded.

These choices are defined in the different sub-parts bellow.

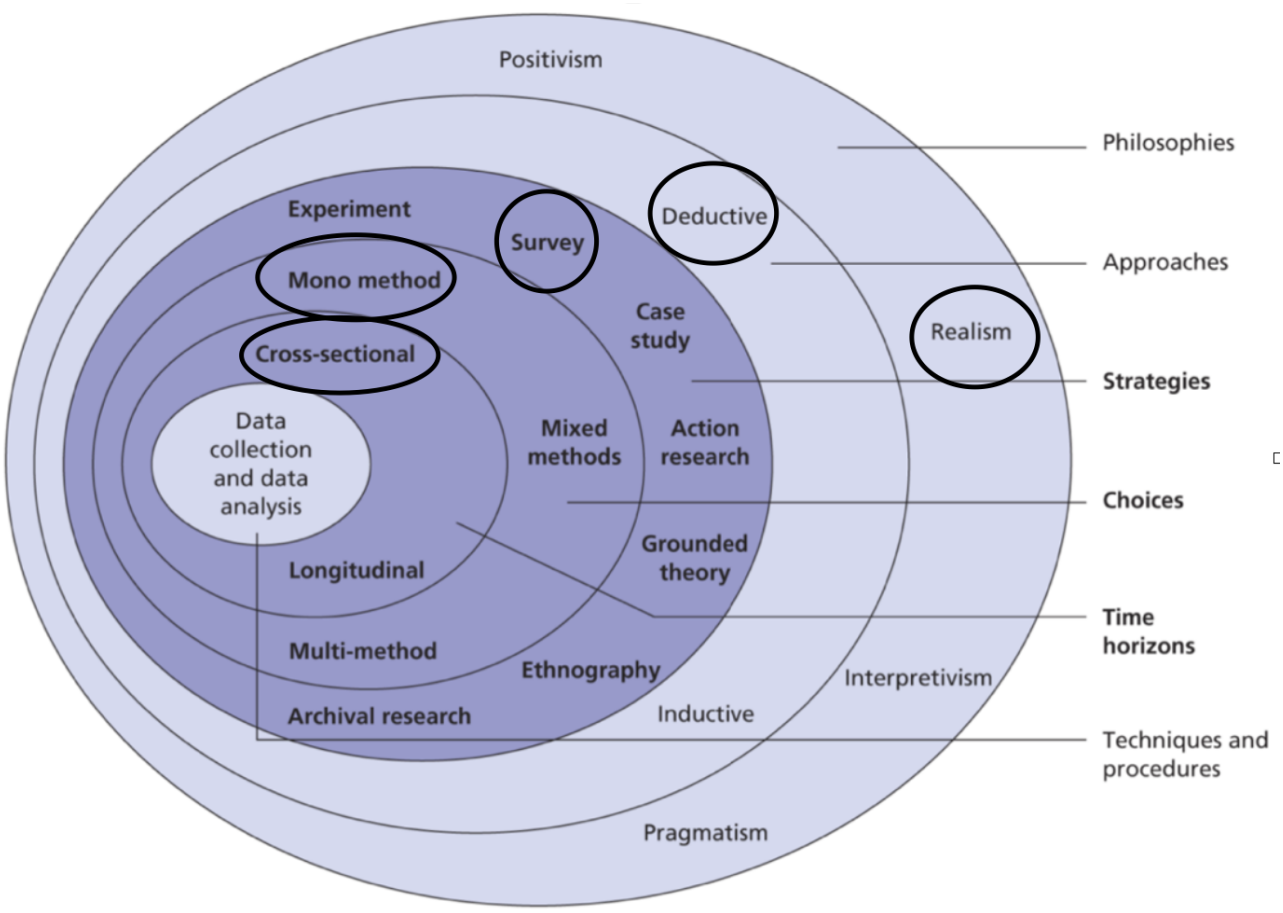


Figure 6. Research Onion.

3.2.1 Research philosophy

Realism is a research philosophy relating to a scientific study. This philosophy means that what our senses are making us experience is the reality. This philosophy is similar to positivism. A scientific approach is necessary in this philosophy as we explained earlier as we need to collect data.

There are two types of realism, the direct realism and the critical realism. The direct realism says that what we experience through our senses is describing the world precisely. The second one is developing the idea that what we experience aren't showing us the world directly but the image of the world.

As we are collecting data through a survey, this approach seems to be the most accurate for this study.

3.2.2 Research purpose

Explanatory studies are studies that show causal relationships between different concepts. The analysis of these relationships is made to make the concepts clearer and to understand in a deeper way the topic. For example, the social media brand information, brand trust, brand satisfaction, and brand engagement are linked to the social media brand loyalty, same for the website.

3.2.3 Research approach

Deductive approach is more oriented to a scientific study than another one. Indeed, for this approach you need to theorize and test these theories. In 2002, Robson created a list of the five different stages that you need to go through in order to test your theories.

The first step is to create hypothesis from your theory.

The second one is to describe how the concepts are going to be measured and to develop a relation between variables.

The next step is about testing this relation which means that you need at least one strategy.

The fourth step is to analyze the results of this test. It confirms or not your theory.

The last step of the process is to modify the theory in order for it to be accurate with the outcomes.

This structured methodology allows us to make the process easier.

In order to test the proposed conceptual model presented in the section 2.12, it was the most relevant approach. Indeed, different constructs and concepts have been used in this proposed conceptual model, the author presents relation between them and split it in three sub-models for testing them thanks to a linear regression quantitative analysis.

3.2.4 Research strategy/method/s

In order to realize this study, we used a survey in form of a quantitative questionnaire. It allows us to collect the data needed to answer to our hypothesis and theories.

3.2.5 Methodological choice

The methodological choice to realize this study was a survey as a quantitative questionnaire. This was the only way used to collect data. This paper is a quantitative study.

3.2.6 Time horizon

This study is a cross-sectional study as data was collected only once from the respondents. Moreover, the topic that we're observing in this paper has been studied in 2023 only. Moreover, as often, this method uses a survey.

3.3 Data collection

Survey Design

The data collection in this empirical study has been made through a survey in form of a quantitative questionnaire.

Zone Nom | B | C | D | E | F | G | H | I | J | K | L | M | N | O

Survey on Fast-Fashion Brand Published Information Related to Sustainability Efforts

Hello my name is Hugo Belgrand and I am writting my thesis at JAMK, Jyvaskyla in Finland.
The purpose of this survey is to collect data, from Generation Z, on information related to sustainability efforts in the Fast Fashion Industry.
Thanks per advance for giving your opinion about brands sustainability efforts/actions published on social media and on their respective website.
Fast-Fashion can be defined as an inexpensive and quick fashion.
Sustainability refers to actions, products and/or services having a positive environmental impact.
The survey requires 10minutes to fill it out.

Demographic Questions:

These questions aim to know who you are.

DQ1 - To w	15-19	20-24	25-29
DQ2 - Wha	Male	Female	Other

Profiling Questions:

These questions aim to know how engaged are you concerning fast-fashion brands wether it is on social media or on their websites?
If you answer is "No" to the question PQ1 or "Unconcerned" to PQ2 or "Unengaged" to PQ3 , then, you do not need to fill out the rest of the survey.

PQ1 - Are you a follower of the Fast-Fasion Brands?
PQ2 - How much do you feel concerned about Fast-Fashion Brands Sustainability?
PQ3 - How active on social media are you to find out informations about sustainability efforts of fast fashion brands ?
PQ4 - On which Social Media application do you follow Fast-Fashion Brands?
PQ5 - How often do you check the brands websites to find out informations about sustainability efforts of fast fashion brands?
PQ6 - How often do you check brands websites to find out information about sustainability efforts of fast fashion brands?

Brand Sustainability Information

The following affirmations aim to know your opinion on the sustainability efforts/actions of fast-fashion brands published on social media or their respective website for promotional purposes.

Social Media Brand Information:
SMQ1 - I believe fast-fashion brands should share information about their sustainability efforts with its customers on social media.
SMQ2 - It is important to me that fast-fashion brands share information about their sustainability efforts with its customers on social media.
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media are useful for me.
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would attract me.

Website Brand Information:
WQ1 - I believe fast-fashion brands should share information about their sustainability efforts with its customers on their websites.
WQ2 - It is important to me that fast-fashion brands share information about their sustainability efforts with its customers on their websites.
WQ3 - Information about their sustainability efforts with its customers on their websites are useful for me.
WQ4 - Information about their sustainability efforts with its customers on their websites would attract me.

Social Media Brand Satisfaction:
SMQ1 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me more satisfied of these fast-fashion brands.
SMQ2 - Information about fast-fashion brands sustainability efforts with its customers on social media would make them meet my expectations to a higher degree.
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me more satisfied the way they fit my needs.
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me more satisfied the way they fit my requirements.

Website Brand Satisfaction:
WQ1 - Information about fast-fashion brands sustainability efforts with its customers on stheir websites would make me more satisfied of these fast-fashion brands.
WQ2 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make them meet my expectations to a higher degree.
WQ3 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me more satisfied the way they fit my needs.
WQ4 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me more satisfied the way they fit my requirements.

Social Media Brand Trust:
SMQ1 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me think that these fast-fashion brands are honest.
SMQ2 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me believe in these fast-fashion brands.
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me feel more confident in these fast-fashion brands.
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me trust more these fast-fashion brands.

Website Brand Trust
WQ1 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me think that these fast-fashion brands are honest.
WQ2 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me believe in these fast-fashion brands.
WQ3 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me feel more confident in these fast-fashion brands.
WQ4 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me trust more these fast-fashion brands.

Social Media Brand Engagement:
SMQ1 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me interact more about these fast-fashion brands.
SMQ2 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me share informations about these fast-fashion brands.
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me comment more on these fast-fashion brands page's.
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me participate more in these fast-fashion brands communities.

Website brand Engagement:
WQ1 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me interact more about these fast-fashion brands.
WQ2 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me share informations about these fast-fashion brands.
WQ3 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me comment more on these fast-fashion brands websites.
WQ4 - Information about fast-fashion brands sustainability efforts with its customers on websites would make me participate more in these fast-fashion brands communities.

Social Media Brand Loyalty:
SMQ1 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me more loyal to these fast-fashion brands.
SMQ2 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me continue buying these fast-fashion brands.
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me choose to a higher degree these fast-fashion brands.
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me recommend these fast-fashion brands.

Website Brand Loyalty:
WQ1 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me more loyal to these fast-fashion brands.
WQ2 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me continue buying these fast-fashion brands.
WQ3 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me choose to a higher degree these fast-fashion brands.
WQ4 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me recommend these fast-fashion brands.

Causal Effect of FFB Sust Info on Brand Loyalty:
CQ1 - I feel convinced about Fast-Fashion Brands sustainability information to remain Loyal.
CQ2 - I feel satisfied about published information on Fast-Fashion Brands sustainability efforts to remain loyal.
CQ3 - I am willing to remain loyal to Fast-Fashion Brands that publish information about their sustainability efforts.
Fast fashion brands sustainability information: FFB Sust Info

This questionnaire has been sent to young persons from the generation Z. We collected ninety-nine answers through a Google Forms survey in which the above-presented survey design was implemented. This is the only data collection made for this study. (sample n=99).

The profiling questions all had their own answers. The following figure presents us the answers of PQ1., PQ2., PQ3., PQ4, PQ5. And PQ6.

Yes	No				
Unconcerned	Mostly Unconcerned	Neutral		Mostly concerned	Concerned
Unengaged	Mostly Unengaged	Neutral		Mostly Engaged	Engaged
Facebook	Intsagram	Twitter		Linkedin	Other
Not at all	Not so often	Regularly		Often	Very Often
Not at all	Not so often	Neutral		Often	Very Often

The Brand Sustainability Information's and Causal effect of FFB Sust Info on Brand Loyalty's questions can be answered thanks to a Likert scale from 1 to 7 (1=strongly disagree, 2=disagree, 3=Mostly Disagree, 4=Neutral, 5=Mostly Agree, 6=Agree, 7= Strongly Agree).

3.4 Data analysis

3.4.1 Quantitative data analysis

In order to allow a linear regression analysis, we decided to split the proposed conceptual model into three sub-models. The first proposed sub-model aims to show the strength of the relationship between social media brand information, social media brand satisfaction, social media brand trust and social media brand engagement with social media brand loyalty. (Table 5.) The second sub-model is used in order to show the impact of the website brand information, website brand satisfaction, website brand trust and website brand engagement on the website brand loyalty. (Table

6.) The last sub- model used in this section aims to show the impact of the website brand loyalty and the social media brand loyalty on the brand loyalty. (Table 7.)

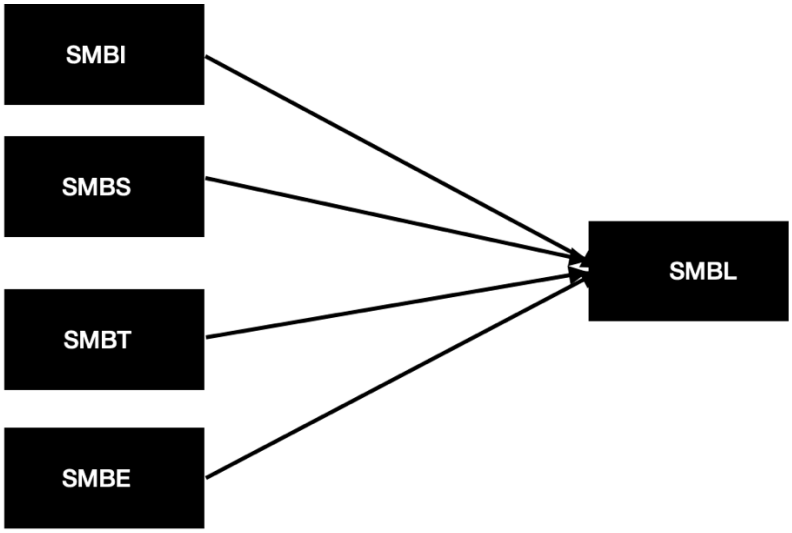


Figure 7. First sub-model about sustainability information in a social media context.

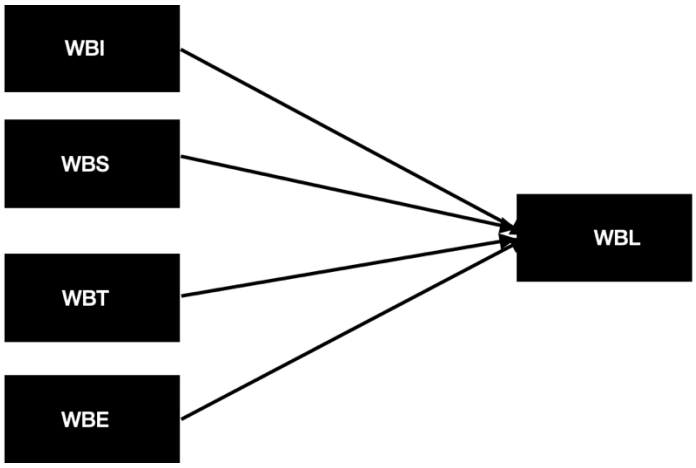


Figure 8.1. Secondsub-model about sustainability information in a website context.

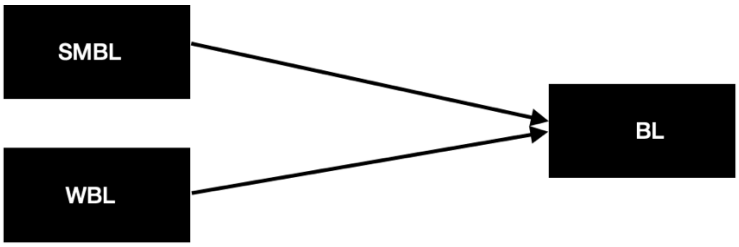


Figure 8.2. Third sub-model about the impact of the social media brand loyalty and website brand loyalty on the brand loyalty.

Abbreviations used in these three above-presented sub-models: (i) SMBI: Social Media brand Information; (ii) SMBS: Social Media brand Satisfaction; (iii) SMBT: Social Media Brand Trust; (iv) SMBE: Social Media Brand Engagement; (v) SMBL: Social Media Brand Loyalty; (vi) WBI: Website Brand Information; (vii) WBS: Website Brand Satisfaction; (viii) WBT: Website Brand Trust; (ix) WBE: Website Brand Engagement; (x) WBL: Website Brand Loyalty; (xi) BL: Brand Loyalty.

3.4.2 Qualitative data analysis

Qualitative data collection and analysis are beyond the scope of this thesis.

3.5 Ethical considerations

The results of the data collection are presented in aggregated form with no inclusion of individual records or responses. A due care was taken to represent accurately through literature review all the contributions based on which literature review, topic formulation, research design has been made with appropriate references of original sources.

4 Research Results

4.1 Demographic Questions

As this survey is having a look on the generation XYZ, most of the people in the survey are between 15 and 29 years old. There are 15.2% of the people who are between 15-19 years old, 69.7% are between 20-24 years old, 14.1% are between 25-29 years old and only 1% is 30-30+ years old (Figure 9).

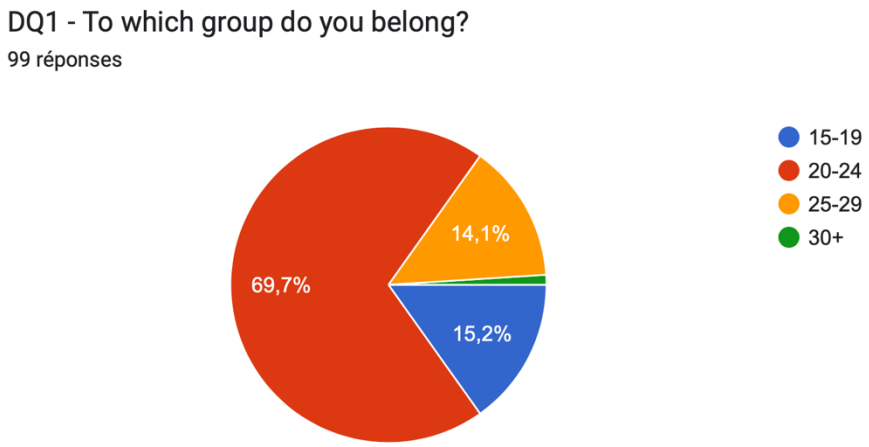


Figure 6. Group Age.

It is important for the research and the results that we get precise information about the sample answering the survey. Moreover, according to Bryman & Bell, 2015, depending on the survey and the subject of the research, differences between gender can appear. The sample that we are going to look at is composed of 99 respondents. It was composed of 53.5% of women and 46.5% of men (Figure 10).

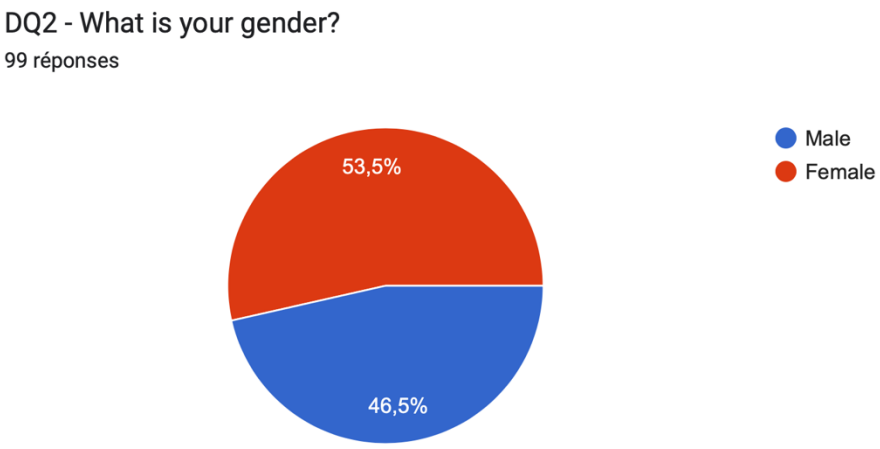


Figure 7. Gender.

4.2 Profiling question

As we learned the basics about our respondents, we know have to know their attraction to fast-fashion brands in the context of sustainability. That's why in this category, we are going to look at few questions about this topic on the social media and website.

The first question is to know if people are followers of fast-fashion brands or not. As we can see on the next table, 75.8% answered yes, so are fast-fashion brands followers, and 24.2% are not followers of fast-fashion brands (Figure 11).

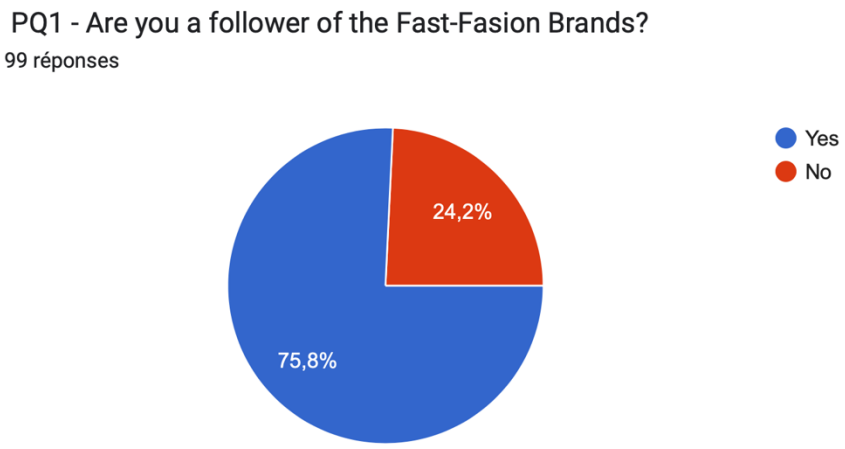


Figure 8. Follower of Fast-Fashion Brands.

The following question aim to know the degree to which they feel concern by this topic, fast-fashion brands sustainability. For this question we use a Likert scale, from Unconcerned (1) to Concerned (5), going by Mostly Unconcerned (2), Neutral (3), Mostly Concerned (4). The main results here are Mostly Agree with 46.5%, then Neutral with 30% (Figure 12).

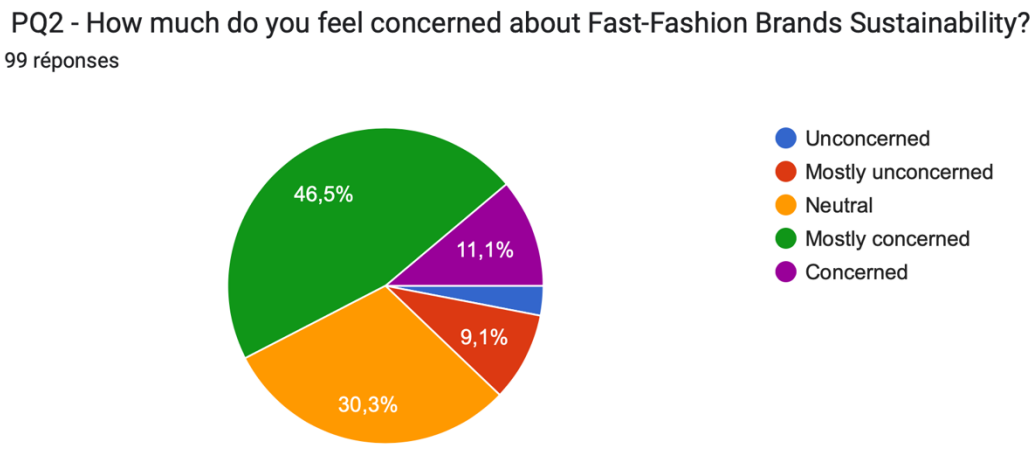


Figure 9. Concerned about Fast-Fashion Brands.

The next question had for goal to know the level of engagement they have about this topic. We used the same Likert scale from 1 to 5, which is Unengaged (1), Mostly Unengaged (2), Neutral (3), Mostly Engaged (4) and Engaged (5). Here the two main answers are Mostly Engaged with 43.4% of answers and then Neutral with 22.2% (Figure 13).

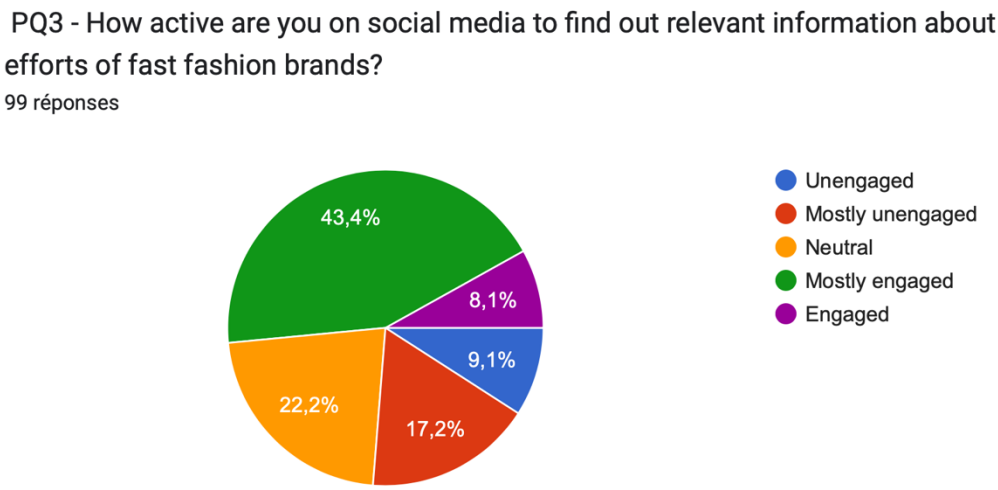


Figure 10. Activity on Social Media to find relevant information.

The fourth question aimed to know on which social media were they following these fast-fashion brands. Most of the answers are involving Instagram with 78,8%, Facebook 19,2%, Twitter 18,2%and LinkedIn 16,2% (Figure 14).

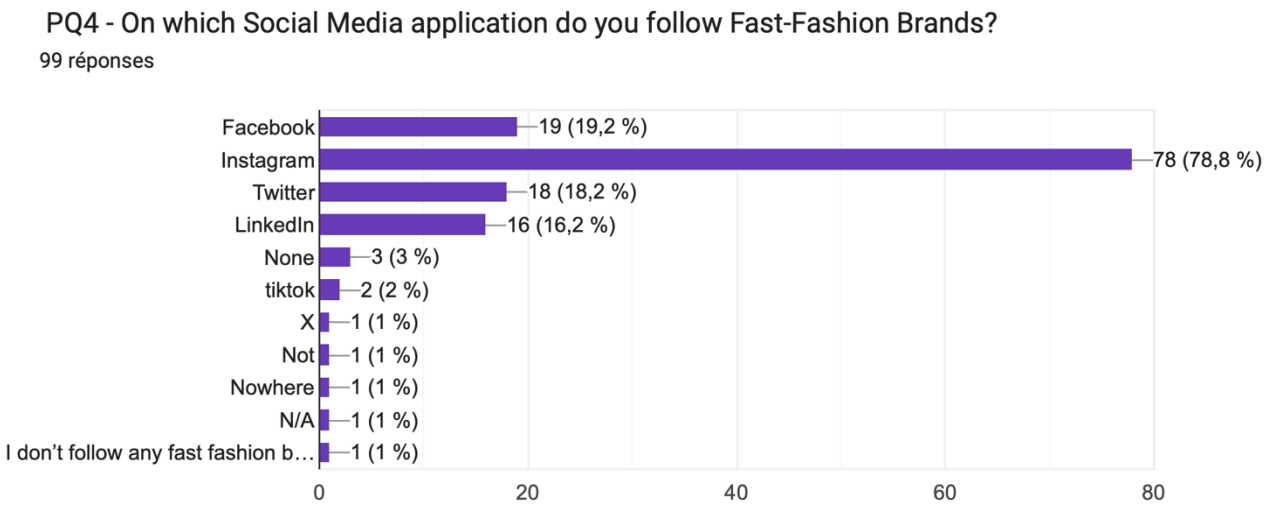


Figure 11. Main Social Medias.

The two following questions are about the frequency they check information of fast-fashion brands about sustainability. The first one is in a social media context. The second one is in a web-site context. For the first one, we used a Likert scale from 1 to 5, with Not at all (1), Sometimes (2), Regularly (3), Often (4), Very Often (5). For the social media context, most of the answers are “Sometimes” with 35.4% and “Often” with 23.2% (Figure 15).

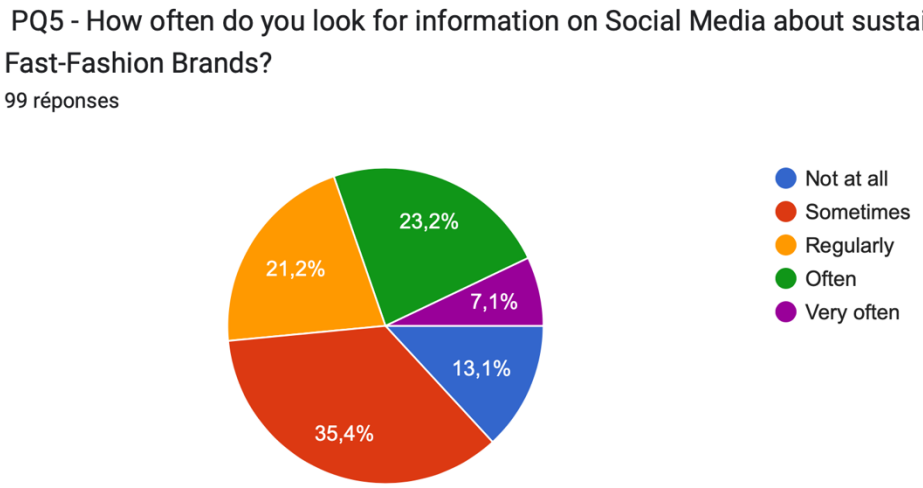


Figure 12. Activity on Social Media to find Information.

For the second one, we used a Likert scale from 1 to 5, with Not at all (1), Not so often (2), Neutral (3), Often (4), Very Often (5). For the website context, the two main answers were Often with 27.3% and Not so Often with 25.3% (Figure 16).

Figure 13. Activity on Websites to find Information.

4.3 Social Media Fast Fashion Brand Context

We did a linear regression in order to analyze the results of our quantitative questionnaire. To do so, thanks to the use of the Likert scale, our answers were between 1 and 7, so we took each answers part of the same construct and made an average for their answers for each respondent for each constructs. Once we had the average of each construct for every respondent, we used SPSS in order to have the ratio. This process has been repeated for the website fast fashion brand context and the brand loyalty. Thanks to SPSS and the linear regression analysis we can see the impact of Social Media Brand Information (SMBI), Social Media Brand Satisfaction (SMBS), Social Media Brand Trust (SMBT) and Social Media Brand Engagement (SMBE) on our dependent variable which is Social Media Brand Loyalty (SMBL). According to the results in the Table 8., and in Appendix 2., we can observe that only SMBE has a significant impact on SMBL as its value is <.001. The others, SMBI, SMBS and SMBT, have a less significant impact as their value is respectively 0.949, 0.562 and 0.208.

Table 1. SPSS Data analysis of Social Media answers.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,214	,260		,822	,413
	SMBI	-,005	,074	-,005	-,064	,949
	SMBS	,041	,070	,045	,582	,562
	SMBT	,082	,065	,094	1,267	,208
	SMBE	,850	,090	,797	9,389	<,001

4.4 Website Fast Fashion Brand Context

In the Table 9., we can observe the results of the linear regression analysis of the impact of Website Brand Information (WBI), Website Brand Satisfaction (WBS), Website Brand Trust (WBT) and Website Brand Engagement (WBE) on the Website Brand Loyalty (WBL). As we can see in the following table, WBT and WBE have a significant impact on WBL as their values are respectively .002 and <.001. Unlike in the social media context, in the website context the Brand Trust (BT) has a significant impact. But we can see that in both context, social media and website, Brand Information (BI) and Brand Satisfaction (BS) don't have a significant impact on their context respective Brand Loyalty (BL).

Table 2. SPSS Data analysis of website answers.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,600	,303		1,981	,051

	WBI	-,034	,078	-,034	-,436	,664
	WBS	,106	,084	,118	1,264	,209
	WBT	,237	,073	,286	3,238	,002
	WBE	,568	,102	,549	5,592	<,001

4.5 Brand Loyalty

The following table is presenting us the impact of Social Media Brand Loyalty and Website Brand Loyalty on Brand Loyalty. As we can see on the sig. ratio, WBL with a ratio of <.001 is having a significant impact. Furthermore, with a ratio of .083 we can consider that SMBL is also having a significant impact, even though the probability of being wrong by saying that is higher.

Table 3. SPSS Data analysis of Brand Loyalty answers.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,077	,363		,211	,833
	WBL	,692	,142	,613	4,884	<,001
	SMBL	,250	,143	,220	1,751	,083

4.6 Causal Effect of Fast Fashion Brand sustainability on Brand Loyalty

In this final part of the survey, we wanted to see the effect of fast fashion brands information about sustainability on the customer brand loyalty. For all affirmations in this part, we used a Likert scale from Strongly Disagree (1) to Strongly Agree (7), going by Disagree (2), Mostly Disagree (3), Neutral (4), Mostly Agree (5), Agree (6).

The first affirmation studied in this part aimed to show if people are convinced by information about sustainability efforts of a fast-fashion brand to remain loyal to these fast fashion brands. Almost a third agreed with this question (30.3%), and 20.2% had a neutral opinion and another 20.2% were mostly agreeing with this question. There were 9.1% mostly disagreeing with this question, 8.1% strongly agreeing and 6.1% were disagreeing or strongly disagreeing with it. These answers show us that sustainability information is convincing most people on remaining loyal.

The second affirmation was about the satisfaction of the information about the sustainability efforts published by these fast fashion brands in order to remain loyal. 25.3% of our respondents agreed and so feel satisfied by this information. Another 25.3% were mostly agreeing with this affirmation. 19.2% had a neutral opinion on this, while 12.1% were strongly agreeing with it. Only 7%, 6% and 5% were respectively mostly disagreeing, disagreeing and strongly disagreeing. These percentages show us that people are in for the majority of our respondents, they are satisfied by the information about their sustainability efforts in order to remain loyal.

The last one was to judge the willingness of people to remain loyal to a brand which share information about their sustainability efforts. 31.3% answered that they mostly agree with it, 28.3% are agreeing with it and 14.1% are strongly agreeing with this information. On the other hand, only 13.1%, 5.1%, 3% and 5.1% are respectively neutral, mostly disagreeing, disagreeing and strongly disagreeing with this affirmation. More than 70% of our respondents are agreeing with this information which shows us that sharing information about the sustainability efforts of a fast fashion brand are making its customers more willing to remain loyal.

5 Discussion

5.1 Limitations, reliability and validity

The main limitation of this study is the size of the sample (n=99). Indeed, as it has been collected only once on mainly people between 15-25 years old, the generation Z people, people from other age group are not represented and may are consumers of these fast-fashion brands. Moreover, by not asking the origin of the respondents, we can’t define precisely a demographic preference.

Secondly, by using this method to get answers we could have information on the answering ratio. The people answering to the survey could have a particular attraction to this topic or could have done it just to be part of the respondents, which would, in the end, biased the results of the survey.

Moreover, around 76% of the respondents answered that they were following fast fashion brands which left 24% who are not followers of fast fashion brands. The fact that not 100% are followers of fast fashion brands can make a difference on the results as they won't have the same perception, opinion regarding this information.

All these three reasons are limiting this study and can be a way of improvement for further research.

5.2 Answering the research questions

As presented in the beginning of this study, we had several research questions that we asked ourselves to conduct this paper. They can be divided in three different categories, the ones about social media, the ones about website and the last question are aiming to see the global impact of both social media and website on brand loyalty.

As mentioned above the first category is about the social media context. There is one main question which can be divided in four sub-questions. These four questions, aimed to know how impacting was the social media brand information, brand satisfaction, brand trust and brand engagement in sustainability efforts on social media brand loyalty. The results of our SPSS data analysis show that in a social media context, only social media brand engagement is impacting social media brand loyalty. Indeed, the impact of social media brand information, satisfaction and trust on social media brand loyalty, is not relevant enough for us to declare that they indeed influence brand loyalty.

The second category is about the website context. As the first part, it is one main question divided into sub-questions. The aim of these questions is to show if the impact of website brand information, satisfaction, trust and engagement on website brand loyalty is relevant or not. As shown

the results, only website brand trust and website brand engagement is having a relevant impact on the website brand loyalty.

The last research question we asked ourselves was about the impact of website brand loyalty and social media brand loyalty on brand loyalty. As the previous results shown us, we could imagine that only website brand loyalty is having a relevant impact, but the results have demonstrated that both, social media brand loyalty and website brand loyalty, do have a relevant impact on brand loyalty.

To summarize, to answer to RQ1, and its sub questions, we have observed thanks to the SPSS analysis that not all the relations between social media brand information, satisfaction, trust and engagement with social media brand loyalty, were strong enough to say that they do have an impact on it. Indeed, only RQ1.4, is showing a strong relation, which means that only social media brand engagement is positively impacting website brand loyalty. On the other hand, the other constructs don't have a strong enough relation according to the results to say that they positively impact social media brand loyalty. The second research question had the same purpose but in a website context. It was divided in four sub questions built the same way but relating to social media. The results shown that only website brand trust and website brand engagement can be told as positively impacting website brand loyalty. The last research question RQ3, had the goal to demonstrate if the social media brand loyalty and website brand loyalty were impacting brand loyalty. According to the results of the SPSS analysis, we can consider that they do, both, positively impact the brand loyalty of generation Z consumers.

5.3 Dialogue between key results and knowledge base

The results show us that our different variables, which are brand information, brand satisfaction, brand trust and brand engagement do not all have the same impact on brand loyalty.

To go further in our analysis let's compare our results with the information given previously. To do so, there are three possible situations, the first one is "In Agreement" which means that our results confirm the data found in different research, "In Disagreement" this is the contrary, our results are different than the data base made in the literature review. The last option is "Something New", which relates to something that hasn't been found yet, or not look in this point of view.

In this research paper, as stated Chow & Shi, 2015 and Chen-Yu et al., 2017, information can create expectations which, as we've stated before, can create a higher satisfaction. The results of our quantitative questionnaire have shown that brand information doesn't really have a relevant impact on generation Z consumer's brand loyalty. Our results disagree with the established knowledge base.

Brand satisfaction is an important point linked to brand loyalty. According to Rialti et al., 2017, a good experience on social media with aimed content is important in the customer's buying process. The results here are showing that, on our sample, brand satisfaction doesn't have a strong impact on brand loyalty in a social media context. In the website context it's the same. The results are disagreeing with the data base in the second chapter. As stated Gefen in 2002, a good website, with clear and relevant information is important nowadays.

Brand trust, according to Zhang et al., 2017; Lee et al., 2012 and Deng et al.,2010, can reduce risk in the future, communication can create a stronger relationship with the customers which will make them more willing to trust the brand and communicating them will involve them and make your customer active and so they will share their experience and/or feelings. Here the results of our survey are disagreeing for the social media context as the results show that it doesn't have a relevant impact, but it agrees for the social media context as its impact is relevant.

Brand engagement, according to Laroche et al., in 2013, is an important point part of brand loyalty and the process of making your customer loyal. In addition, as stated Dessart et al., in 2015, brand engagement has a close link with brand satisfaction. Indeed, Nisar and Whitehead, in 2016, said that it can help to promote the brand either on social media or on internet. The results, in both contexts, are agreeing with our data base from other research. Indeed, in both case it has a strong impact on brand loyalty and so it has its importance.

The results are showing that there is a relevant impact of website brand loyalty and social media brand loyalty on brand loyalty. The results of our quantitative questionnaire are agreeing with our knowledge base in chapter 2. Indeed, as stated Forbes in 2021, social medias are powerful tools of communication and marketing as a good website can be according to Mukherjee and Nath in 2003.

Thanks to some researchers, such as de Lenne & Vandenbosch, 2017, we can now observe that these fast-fashion brands are more and more integrating sustainability into their companies. This

integration is important as their customers are, nowadays, more and more regarding about it. Thanks to our results we can see that sustainability is having a relevant impact on brand loyalty which is agreeing with past research.

5.4 Compliance with research ethics guidelines

An extra care was taken to give credit for the authors of original sources that have been used in this publication. This thesis includes only aggregated figures and neither individual records nor information have been disclosed in order to protect privacy and confidentiality of the respondents.

6 Conclusions

The goal of this research paper was to observe the impact of information about sustainability issues of fast-fashion brands, shared on their websites and their social medias, on brand loyalty, brand satisfaction, brand trust and brand engagement.

The results have shown that in a social media context, brand engagement has an impact on brand loyalty while in a website context brand trust and brand engagement have an impact on brand loyalty. In the end, the website brand loyalty and the social media brand loyalty, both have a relevant impact on the customer's brand loyalty.

As we mentioned before, not all variables have a relevant impact on their contextual brand loyalty. But they do still have an impact. We can consider that sustainability efforts information matter to make your customer more loyal to your company. Which means that companies should share this kind of information and improve this communication in order to make the impact of each variable more relevant.

6.1 Key Findings

This research paper shows that sustainability is having a strong impact on the customer's brand loyalty in the generation Z. Indeed, even though the impact of each variable on brand loyalty is different, some of them still have a relevant impact. These impacts show us that people are more and more concerned by sustainability in this field, the fast-fashion brands. Some improvements can still be done as some variables don't have a relevant impact on brand loyalty. For example, by

improving the website brand satisfaction and information, companies could make their website brand loyalty stronger. Same for the social media brand loyalty, by improving the social media brand information, satisfaction and trust, it would be stronger.

6.2 Managerial implications

Regarding the results of this study, several implications can be taken in account by the managers of fast fashion brands.

Firstly, this study shows that information about sustainability efforts makes its customers more willing to remain loyal to this brand. Keeping your customer loyal can give you a serious competitive advantage among other companies. Moreover, results also show that create by both social media and website have an impact on the brand loyalty of a customer which is also a relevant information to take in account by the managers.

As we can see most of the respondents are using social media to find fast fashion brand sustainability information or use the website of the company. Companies have to take it in account, especially fast fashion brands which hesitate to use them to share information.

Thanks to the results presented above, we can see a strong relationship between Website brand trust, website brand engagement and website brand loyalty, it could be useful for these brands' managers to focus on these concepts while improving their website brand information and satisfaction. By improving and keeping on the same track these different variables, they are going to improve their website brand loyalty which would lead to an improvement on the brand loyalty of their customers.

On the other hand, results showed in the social media context that social media brand engagement have a strong impact on the social media brand loyalty. By improving, as in the website context, the other variables, the impact on the social media brand loyalty would be stronger which would lead to a better impact on brand loyalty as well.

Moreover, the profiling section shows us important results. Indeed, as we can see, Facebook, Twitter and Instagram are the most used social media to find information about the sustainability efforts of a fast fashion brands. Focus on one or two main social media could have a huge impact on the research of their customers as they are going to be located and focused on one or two social media. Moreover, this section presents us that about 70% of the people use the website regularly or less to find information. Increasing the visit rate on their websites to find information, they can increase the impact of the information shared on the website on the brand loyalty.

6.3 Recommendations for future research

The first recommendation for future research we could gave, is to represent more other group ages which are not represented in this study. For example, focusing on people over 30 years old, or on everyone in order to high light potential differences between these groups. Moreover, a deeper look on the concepts studied in the literature review would allow future research to understand more these concepts and the reasons of their impacts or the reason of the potential differences between social group.

The constructs used in the models used in this study could be improve by having a deeper look on these concepts. Moreover, by adding a potential category about the different type of advertisements, publications that a brand can share could be an interesting point, as it could reveal some fears of the customers like about brainwashing.

Having a look on a global sample is interesting but it doesn't allow us to reveal differences between populations and cultures. It could be interesting to look for different countries, cultures in order to find out differences between them as we know that all cultures have their specifies, preferences in term of consumption and a different buying behavior. Highlighting these differences could help managers, in the future, to understand what is working well and what is not, in order to improve the quality of their information shared and to aim this specific population well.

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Appendices

Appendix 1. Quantitative Questionnaire.

Survey on Fast-Fashion Brand Published Information Related to Sustainability Efforts

Hello my name is Hugo Belgrand and I am writting my thesis at JAMK, Jyvaskyla in Finland.
The purpose of this survey is to collect data, from Generation Z, on information related to sustainability efforts in the Fast Fashion Industry.
Thanks per advance for giving your opinion about brands sustainability efforts/actions published on social media and on their respective website.
Fast-Fashion can be defined as an inexpensive and quick fashion.
Sustainability refers to actions, products and/or services having a positive environmental impact.
The survey requires 10minutes to fill it out.

Demographic Questions:
These questions aim to know who you are.

DQ1 - To which age group do you belong ?	15-19	20-24	25-29
DQ2 - What's your gender ?	Male	Female	Other

Profiling Questions:
These questions aim to know how engaged are you concerning fast-fashion brands wether it is on social media or on their websites?
If you answer is "No" to the question PQ1 or "Unconcerned" to PQ2 or "Unengaged" to PQ3 , then, you do not need to fill out the rest of the survey.

PQ1 - Are you a follower of the Fast-Fasion Brands?	Yes	No			
PQ2 - How much do you feel concerned about Fast-Fashion Brands Sustainability?	Unconcerned	Mostly Unconcerned	Neutral	Mostly concerned	Concerned
PQ3 - How active on social media are you to find out informations about sustainability efforts of fast fashion brands ?	Unengaged	Mostly Unengaged	Neutral	Mostly Engaged	Engaged
PQ4 - On which Social Media application do you follow Fast-Fashion Brands?	Facebook	Intsagram	Twitter	Linkedin	Other
PQ5 - How often do you check the brands websites to find out informations about sustainability efforts of fast fashion brands?	Not at all	Not so often	Regularly	Often	Very Often
PQ6 - How often do you check brands websites to find out information about sustainability efforts of fast fashion brands?	Not at all	Not so oftzn	Neutral	Often	Very Often

Brand Sustainability Information
The following affirmations aim to know your opinion on the sustainability efforts/actions of fast-fashion brands published on social media or their respective website for promotional purposes.

Social Media Brand Information:							
SMQ1 - I believe fast-fashion brands should share information about their sustainability efforts with its customers on social media.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ2 - It is important to me that fast-fashion brands share information about their sustainability efforts with its customers on social media.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media are useful for me.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would attract me.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Website Brand Information:							
WQ1 - I believe fast-fashion brands should share information about their sustainability efforts with its customers on their websites.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ2 - It is important to me that fast-fashion brands share information about their sustainability efforts with its customers on their websites.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ3 - Information about their sustainability efforts with its customers on their websites are useful for me.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ4 - Information about their sustainability efforts with its customers on tgheuir websites would attract me.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Social Media Brand Satisfaction:							
SMQ1 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me more satisfied of these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ2 - Information about fast-fashion brands sustainability efforts with its customers on social media would make them meet my expectations to a higher degree.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me more satisfied the way they fit my needs.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me more satisfied the way they fit my requirements.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Website Brand Satisfaction:							
WQ1 - Information about fast-fashion brands sustainability efforts with its customers on theiir websites would make me more satisfied of these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ2 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make them meet my expectations to a higher degree.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ3 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me more satisfied the way they fit my needs.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ4 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me more satisfied the way they fit my requirements.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Social Media Brand Trust:							
SMQ1 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me think that these fast-fashion brands are honest.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ2 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me believe in these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me feel more confident in these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me trust more these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Website Brand Trust							
WQ1 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me think that these fast-fashion brands are honest.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ2 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me believe in these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ3 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me feel more confident in these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ4 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me trust more these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Social Media Brand Engagement:							
SMQ1 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me interact more about these fast-fashion brands.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ2 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me share informations about these fast-fashion brands.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me comment more on these fast-fashion brands page's.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me participate more in these fast-fashion brands communities.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Website brand Engagement:							
WQ1 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me interact more about these fast-fashion brands.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ2 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me share informations about these fast-fashion brands.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ3 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me comment more on these fast-fashion brands websites.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ4 - Information about fast-fashion brands sustainability efforts with its customers on websites would make me participate more in these fast-fashion brands communities.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree

Social Media Brand Loyalty:							
SMQ1 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me more loyal to these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ2 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me continue buying these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ3 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me choose to a higher degree these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
SMQ4 - Information about fast-fashion brands sustainability efforts with its customers on social media would make me recommend these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Website Brand Loyalty:							
WQ1 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me more loyal to these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ2 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me continue buying these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ3 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me choose to a higher degree these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
WQ4 - Information about fast-fashion brands sustainability efforts with its customers on their websites would make me recommend these fast-fashion brands.	Strongly Disa Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Causal Effect of FFB Sust Info on Brand Loyalty:							
CQ1 - I feel convinced about Fast-Fashion Brands sustainability information to remain Loyal.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
CQ2 - I feel satisfied about published information on Fast-Fashion Brands sustainability efforts to remain loyal.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
CQ3 - I am willing to remain loyal to Fast-Fashion Brands that publish information about their sustainability efforts.	Strongly Disagree	Disagree	Mostly Disagree	Neutral	Mostly Agree	Agree	Strongly Agree
Fast fashion brands sustainability information: FFB Sust Info							

Appendix 2. SPSS DATA

Regression

Notes

Output Created		21-FEB-2023 13:17:47
Comments		
Input	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT WBL /METHOD=ENTER WBI WBS WBT WBE.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

	Memory Required	4320 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	WBE, WBI, WBT, WBS[b]	.	Enter

a. Dependent Variable: WBL
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,864[a]	,746	,735	,67529

a. Predictors: (Constant), WBE, WBI, WBT, WBS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125,946	4	31,487	69,047	<,001[b]
	Residual	42,866	94	,456		
	Total	168,812	98			

a. Dependent Variable: WBL

b. Predictors: (Constant), WBE, WBI, WBT, WBS

Regression

Notes

Output Created		21-FEB-2023 13:12:27
Comments		
Input	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT SMBL /METHOD=ENTER SMBI SMBS SMBT SMBE.
Re-sources	Proces-sor Time	00:00:00,00
	Elapsed Time	00:00:00,03
	Memory Re-quired	4320 bytes
	Addi-tional Memory Re-quired for Re-sidual Plots	0 bytes

Variables Entered/Re-moved[a]

Model	Varia-bles En-tered	Varia-bles Re-moved	Method
1	SMBE, SMBT, SMBI, SMBS[b]	.	Enter

a. Dependent Variable: SMBL

b. All requested variables en-tered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,902[a]	,814	,806	,57257

a. Predictors: (Constant), SMBE, SMBT, SMBI, SMBS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135,115	4	33,779	103,035	<,001[b]
	Residual	30,817	94	,328		
	Total	165,932	98			

a. Dependent Variable: SMBL

b. Predictors: (Constant), SMBE, SMBT, SMBI, SMBS

Regression

Notes

Output Created		21-FEB-2023 13:19:41
Comments		
Input	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	99
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE

		/STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT BL /METHOD=ENTER WBL SMBL.
Re-sources	Proces-sor Time	00:00:00,00
	Elapsed Time	00:00:00,01
	Memory Re-quired	3216 bytes
	Addi-tional Memory Re-quired for Re-sidual Plots	0 bytes

Variables Entered/Re-moved[a]

Model	Varia-bles En-tered	Varia-bles Re-moved	Method
1	SMBL, WBL[b]	.	Enter

a. Dependent Variable: BL

b. All requested variables en-tered.

Model Summary

Model	R	R Square	Ad-justed R Square	Std. Error of the Es-timate
1	,814[a]	,663	,655	,868880596448005

a. Predictors: (Constant), SMBL, WBL

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Re-gres-sion	142,267	2	71,134	94,223	<,001[b]
	Re-sid-ual	72,476	96	,755		
	To-tal	214,743	98			

a. Dependent Variable: BL

b. Predictors: (Constant), SMBL, WBL