

HOW THE TREND OF SUSTAINABILITY IS INFLUENTIAL IN WOMEN’S FASHION IN THE UK?

AIMEE BALLARD

Fashion Research Project
BSc (Hons) Fashion Buying & Merchandising



RESEARCH PROBLEM & GAP	<p>The existing literature on sustainable fashion reveals conflicting findings about consumer attitudes and behaviors, particularly regarding willingness to pay and accessibility of sustainable products.</p> <p>However, a clear research gap exists in the lack of studies focusing specifically on Gen Z women, despite them being the largest group of fashion e-commerce consumers. Addressing this gap could help retailers better align sustainability strategies with the values and expectations of this key demographic.</p>	RESEARCH METHOD	<p>The selected research approach for this project is quantitative which was applied to establish an understanding of how consumption of Gen Z women may be influenced by sustainability. Data was collected from 118 participants. The questionnaire’s initial section asked about the respondents’ socio-demographic details. 100% of the questionnaire respondents all fit within the 18-28 age demographic as Generation Z and identified as female.</p>
RESEARCH AIM & OBJECTIVES	<p>The aim of this research is to provide insight into the influence of sustainability trends on women’s fashion in the UK by examining how sustainable practices impact Gen Z women’s fashion consumption. This will be achieved through clearly defined research objectives (RO) that focus on brands, consumers, and their respective perspectives, ensuring a comprehensive analysis of the subject.</p> <p>R01: Understand consumer buying behaviours by investigating how Gen Z women are currently influenced by sustainability in the current fashion landscape.</p> <p>R02: Identify key motivators and research factors that affect Gen Z women to choose a sustainable brand.</p> <p>R03: Investigate on current consumer awareness and willingness to comply with current sustainable practices.</p> <p>R04: Understand how brand influence through marketing and supply chain transparency effects consumers trust in brands.</p>	FINDINGS & DISCUSSION	<p>The research findings suggest that Gen Z females are generally well-educated regarding sustainability and are influenced by how transparent brands are, focusing on ethical sourcing, production practices, and supply chains. While many participants expressed a willingness to pay more for sustainably produced clothing, price still emerged as a key deciding factor, highlighting a gap between sustainable intentions and actual consumer purchasing behaviour.</p> <p>The study also found that most Gen Z consumers do not actively research brands before purchasing, yet they are inclined to trust sustainability claims when clearly communicated by the brand itself. Highlighting that brand transparency is an influencing factor regarding consumer trust.</p>
		FUTURE RESEARCH DIRECTION	<p>Limitations to this study such as time and recourse constraints limited aspects of the research and reduced the studies overall depth and scope. Further data may be collected such as a comparative study of a different genders, generations and qualitative studies to provide a wider perspective on the collected results.</p> <p>Developing on this study, it may be suggested that future research focus on ‘How price impacts fashion purchasing as it is a driving factor’. In doing so, this would provide a more comprehensive understanding of ‘How the trend of sustainability is influential in women’s fashion in the UK’.</p>