

INVESTIGATING THE
INFLUENCE OF
SUSTAINABLE PRACTICES
ON YOUNG CONSUMER
CHOICES IN THE FUR
FASHION INDUSTRY

AGENDA

- **Part 1**

- Introduction
- Objectives
- Theoretical Framework
- Methodology

- **Part 2**

- Strengths
- Weaknesses
- Limitations

- **Part 3**

- Alternative Research Methodology

- **Part 4**

- Expected Findings/Results

- **Part 5**

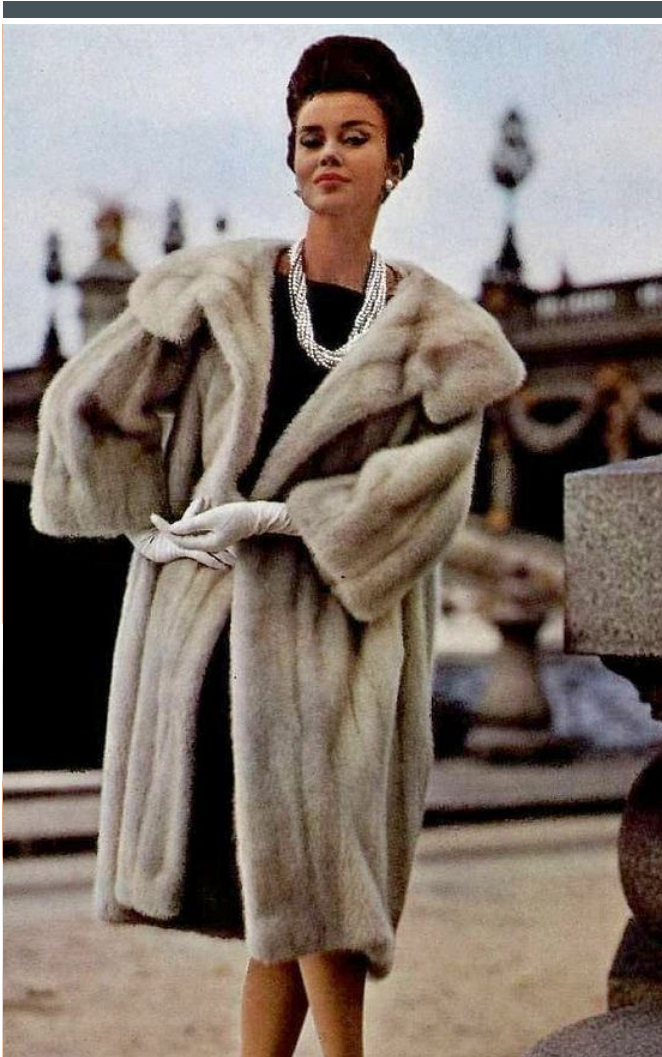
- Q & A

INTRODUCTION

SUSTAINABLE DEVELOPMENT GOALS



- Introduction to Sustainability
 - The United Nations in 2006 launched the Sustainable Development Agenda for 2030
- Focus on fashion and apparel industry
 - According to Thakker & Sun (2023), the textile and fashion industry is central to the SDGs due to its significant contribution to global pollution, demanding for immediate actions to enhance sustainability in the industry (Thakker and Sun, 2023).
 - "...Fashion and apparel industry is considered as the largest contributors to environmental pollution" (Sachs et al., 2022)



PART I: INTRODUCTION

- History of Fur Industry
 - In the ancient times, fur coats were served as a necessity against cold weather
 - Today it serves as a symbol of wealth and power
- Farming methods
 - Historically, fur only come from trapped wild animals
 - Today, approximately 85% of fur production uses fur farming methods (Wong et al., 2018)

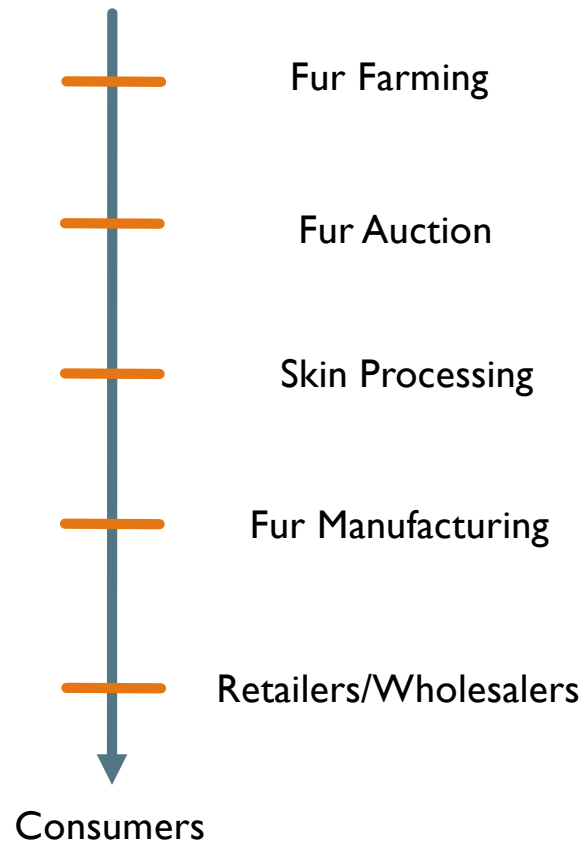


THE FUR INDUSTRY

- In 1977, US retail sales of fur reportedly surpassed \$600 million
- Anti-fur Campaigne
 - In 1980s anti-fur campaigns protested against the ethics in using fur
 - “I’d rather go naked than wear fur” (Faiers, 2020).
 - Trans Species Unlimited (TSU) and the Coalition to Abolish the Fur Trade (CAFT) initiated protest against animal products at US department store
 - Despite the negative comments, fur product still remain within the fashion industry as the ultimate luxury items (Wong et al., 2018)
- The fur industry still plays a significant economic role by providing jobs opportunities and the contribution to the gross national product (GNP) in multiple countries including Denmark and Finland (IFF,2024).
- Provides over one million full-time jobs globally (Wong et al., 2018).



FUR SUPPLY CHAIN AND ANIMAL WELFARE





ANIMAL WELFARE PROGRAMME



WELFUR

- Founded by European Fur Breeders' Association (EFBA)
- Focuses on fur farm inspection
- Raising farm animals ethically
- 4 four core principles:
 - Good feeding
 - Good housing
 - Good health
 - Appropriate behavior



FURMARK

- Certification programme supervised under the International Fur Federation (IFF)
- Promotes responsible and ethical treatment of animals
- Enhances sustainable practices within the fur industry
- Educates and provides support for fur animal farmers
- Increases traceability of fur products



MILLENNIALS AND GENERATION Z CONSUMERS

- Millennials (1981-2006) and Generation Z (2007-2012)
- Millennials and Generation Z will be the most significant consumer groups for luxury fashion products in the next decade (Burnasheva, GuSuh and Villalobos-Moron, 2019; Muralidhar, 2019; Kapferer and Michaut-Denizeau, 2020; Arta and Qastharin, 2022; Cho, Kim-Vick and Yu, 2022).
- Inclined to choose brands that commit to sustainability
- Valuable insights for fur companies to align with the sustainability values

RESEARCH GOAL

Research Question:

"How do various sustainability practices implemented by stakeholders in the fur industry influence Millennials and Gen Z consumer purchasing decisions?"

- Primary Aim
 - Investigate how sustainability efforts in the fur industry influence the buying choices of young consumers.
- Research Focus
 - Determine the sustainability practices implemented by fur organization stakeholders
 - Identify the key sustainability challenges within the fur industry
 - Evaluate the effectiveness of existing sustainability policies towards young consumers

THEORETICAL FRAMEWORK

BUSINESSES

- **Triple Bottom Line (TBL) Theory**
 - Centers on three dimensions:
 - 1 - People (social)
 - 2 - Planet (environmental)
 - 3 - Profits (economic)
 - A framework for measuring and reporting on sustainability performance across the three dimensions.

(Ahi & Searcy, 2013)
- **Stakeholder Theory**
 - Interactions and relationships between the business and its stakeholders.

(Wong et al., 2018)

CONSUMERS

- **Theory of Planned Behavior (TPB)**
 - Focuses on psychological factors influencing behavior
 - Includes attitudes, subjective norms, and perceived behavioral control

(Ajzen, 1985, 1991).
- **Value-Belief-Norm (VBN) Theory**
 - Emphasizes the role of values, beliefs, and norms
 - Explains how these factors drive behavior

(Stern et al., 1999)

HYPOTHESIS

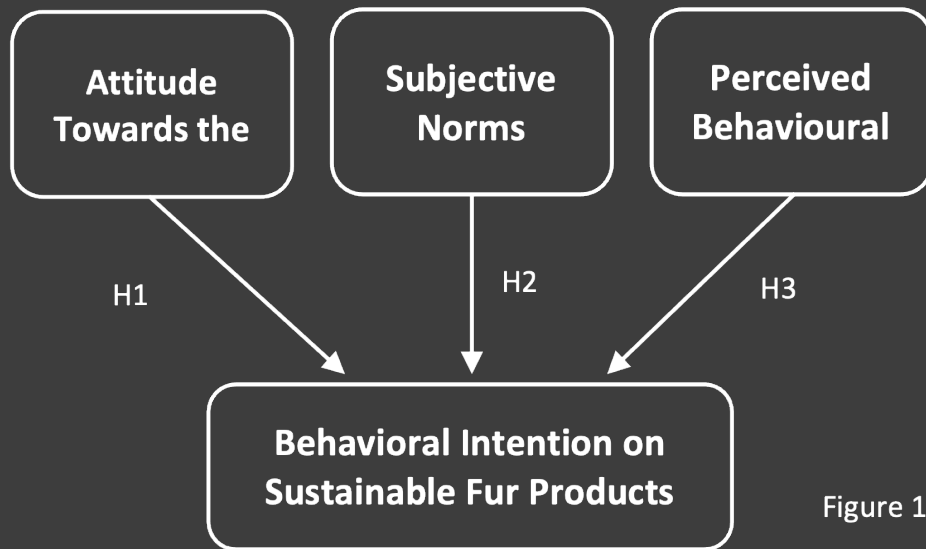


Figure 1

H1: There is a significant relationship between Attitudes Toward Behavior towards sustainable fur products and purchasing behavior of Millennial and Generation Z consumers.

H2: There is a significant relationship between Subjective Norms towards sustainable fur products and purchasing behavior of Millennial and Generation Z consumers.

H3: There is a significant relationship between Perceived Behavioral Control towards sustainable fur products and purchasing behavior of Millennial and Generation Z consumers.

METHODOLOGY

- INDUCTIVE EXPLORATORY RESEARCH
- MIXED-METHODS APPROACH
 - Combination of Qualitative and Quantitative Methods
 - Qualitative: Interviews with stakeholders
 - Quantitative: Surveys with young consumers

MIXED-METHODS APPROACH

- Combination of Qualitative and Quantitative Methods
 - Qualitative: Semi-Structured Key-Informant Interviews
 - Managerial positions provide in-depth insights
 - Quantitative: Surveys offer statistical data
- Holistic perspective:
 - Multiple perspectives on the research question
 - Improved reliability of findings

METHODOLOGY – THE 3 PHASES



Phase One: Gathering secondary data on current condition of the fur industry and its environmental effects.

- Phase One: Secondary Data Collection
 - Focus on current state of the fur industry
 - Animal Welfare: Welfur, Furmark
 - Analyze environmental impacts: Government Reports



Phase Two: Conducting key informant interviews with key stakeholders

- Phase Two: Semi-Structured Key-Informant Interviews
 - Engage with key stakeholders in the fur supply chain
 - Understand sustainability strategies and challenges



Phase Three: Conducting surveys with young consumers to examine purchasing attitudes towards sustainable fur products.

- Phase Three: Consumer Surveys
 - Target young consumers
 - Analyze purchasing behaviors and attitudes towards sustainable fur products

A woman with short brown hair, wearing a denim jacket and a white tote bag, is looking at a rack of clothes. The rack is filled with various jackets, including a plaid one and a light-colored trench coat. In the background, there are colorful triangular flags strung across the area, suggesting an outdoor market or festival setting. The image is dimmed to serve as a background for the text.

PART 2 STRENGTHS, WEAKNESSES AND LIMITATION

STRENGTHS

- Relevance to Current Issues
 - Focus on sustainability in the fur fashion industry
 - Addresses increasing young consumer demand for ethical practices
- Access to Data:
- Mixed-Methods Approach and

Intergration of Theoretical Framework

STRENGTHS

Key-Informant Interview

- Triple Bottom Line
- Stakeholder Theory

Sustainable
Practices Influencing
Young Consumers
Decisions in Fur
Fashion

Consumer Survey:

- Theory of Planned Behavior
- Value-Belief-Norm (VBN) Theory

Industry Background
and Secondary Data

WEAKNESSES

■ Definition of Sustainability

- Lack of a standardized definition of "sustainability"
- Can be multi-dimensional as definition of sustainability is varied based on different aspects (Gordon and Hill, 2015)
- Public are unable to translate sustainability into actions despite understanding the term (Gunder, 2006)
- Ambiguity in understanding sustainability in fashion due to complex supply chain (Wong et al., 2018; Choi et al., 2019)
- Businesses and Consumers have different definition on Sustainability

WEAKNESSES

- Potential Bias in Interviews:
 - May present a more favorable view of their organization's sustainability practices
 - Insights might not fully represent the perspectives of consumers or lower-level employees
- Geographic Scope
 - Limited geographic diversity of participants
 - Unable to understanding how cultural or regional differences influence consumer behavior towards sustainable fur products

LIMITATION

- Evolving Nature of Sustainability
 - Reliance on Current Data may not reflect future consumer attitudes
 - Managers may have a vested interest in positive portrayal
- Consumer Sampling
 - The survey distribution method
- Complexity of Consumer Behavior
 - Can be Limited acknowledgment by numerous factors, including cultural, social, financial and education elements

ALTERNATIVE RESEARCH

■ Ethnographic Study

- Provide greater scope in consumer purchasing behavior in fur products
- Ethnography allows researchers to directly engage with diverse consumer groups beyond existing fur buyers.
- Observe and interview consumers in various retail settings
- Provides richer data about actual consumer behaviors and motivations

ALTERNATIVE RESEARCH

- **Longitudinal Study**

- Observe trends and shifts in both businesses and consumer behavior in response to changing market conditions and to new sustainability initiatives
- Provides updated insights into evolving perceptions of sustainability

ENHANCING KNOWLEDGE, PRACTICE, AND MANAGEMENT

- Informing Stakeholder Strategies
 - Insights into consumer preferences regarding sustainability
 - Guide stakeholders in developing targeted marketing strategies
 - Align product offerings with consumer values
- Policy Development
 - Provide evidence-based recommendations for policymakers
 - Promote responsible practices in the fashion industry
- Educational Initiatives
 - Inform educational campaigns to raise awareness about sustainability
 - Foster a more informed consumer base
 - Encourage ethical purchasing
- Benchmarking for Other Industries
 - Animal-based industry
 - Luxury industry

CONCLUSION

- Significant Contribution to Sustainability Discourse
 - Influences academic understanding
 - Affects practical applications in the fashion industry



REFERENCES

- Ajzen, I. (1985) 'From Intentions to Actions: A Theory of Planned Behavior', in J. Kuhl and J. Beckmann (eds) *Action Control*. Berlin, Heidelberg: Springer Berlin Heidelberg, pp. 11–39. Available at: https://doi.org/10.1007/978-3-642-69746-3_2.
- Ajzen, I. (1991) 'The theory of planned behavior', *Organizational Behavior and Human Decision Processes*, 50(2), pp. 179–211. Available at: [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T).
- Ajzen, I. (2011) *Attitudes, personality and behavior*. 2. ed., reprint. Maidenhead: Open Univ. Press (Mapping social psychology).
- Arta, P. and Qastharin, A. (2022) 'Factors Affecting Generation Z Attitudes and Purchase Behavior towards Buying Luxury Fashion Product', in *Proceedings of the 4th International Conference on Economics, Business and Economic Education Science, ICE-BEES 2021, 27-28 July 2021, Semarang, Indonesia*. *Proceedings of the 4th International Conference on Economics, Business and Economic Education Science, ICE-BEES 2021, 27-28 July 2021, Semarang, Indonesia*, Semarang, Indonesia: EAI. Available at: <https://doi.org/10.4108/eai.27-7-2021.2316913>.
- Burnasheva, R., GuSuh, Y. and Villalobos-Moron, K. (2019) 'Factors Affecting Millennials' Attitudes toward Luxury Fashion Brands: A Cross-Cultural Study', *International Business Research*, 12(6), p. 69. Available at: <https://doi.org/10.5539/ibr.v12n6p69>.
- Cho, E., Kim-Vick, J. and Yu, U.-J. (2022) 'Unveiling motivation for luxury fashion purchase among Gen Z consumers: need for uniqueness versus bandwagon effect', *International Journal of Fashion Design, Technology and Education*, 15(1), pp. 24–34. Available at: <https://doi.org/10.1080/17543266.2021.1973580>.
- Faiers, J. (2020) *Fur: a sensitive history*. New Haven: Yale University Press.
- Gordon, J.F. and Hill, C. (2015) *Sustainable fashion: past, present, and future*. London New York: Bloomsbury Academic.
- Gunder, M. (2006) 'Sustainability: Planning's Saving Grace or Road to Perdition?', *Journal of Planning Education and Research*, 26(2), pp. 208–221. Available at: <https://doi.org/10.1177/0739456X06289359>.
- Kapferer, J.-N. and Michaut-Denizeau, A. (2020) 'Are millennials really more sensitive to sustainable luxury? A cross-generational international comparison of sustainability consciousness when buying luxury', *Journal of Brand Management*, 27(1), pp. 35–47. Available at: <https://doi.org/10.1057/s41262-019-00165-7>.
- Muralidhar, A. (2019) 'Understanding the purchase intention characteristics of Gen Y and Gen Z and introspecting the modern demand variables in fashion industry', 10(12).
- Sachs, J. et al. (2022) *Sustainable Development Report 2022*. 1st edn. Cambridge University Press. Available at: <https://doi.org/10.1017/9781009210058>.
- Stern, P.C. et al. (1999) 'A Value-Belief-Norm Theory of Support for Social Movements: The Case of Environmentalism', *Human Ecology Review*, 6(2).
- Thakker, A.M. and Sun, D. (2023) 'Sustainable Development Goals for Textiles and Fashion', *Environmental Science and Pollution Research*, 30(46), pp. 101989–102009. Available at: <https://doi.org/10.1007/s11356-023-29453-1>.
- Wong, T.C.C., Ng, R. and Cai, L.M. (2018) 'Sustainability in the Fur Industry', in C.K.Y. Lo and J. Ha-Brookshire (eds) *Sustainability in Luxury Fashion Business*. Singapore: Springer Singapore (Springer Series in Fashion Business), pp. 133–152. Available at: https://doi.org/10.1007/978-981-10-8878-0_8.