

Abstract

People perceive and approach fashion in many ways. Each of these ways is characterized by different aspects and expectations, such as price, how much product fits fashion trends or sustainability of a product and familiarization with it. Consumers take these attributes into an account when they make decisions while shopping. Bachelor's thesis research question is: "How does the process of decision making between shopping for fast fashion or its sustainable alternatives take place?". I have reached the answer for the research question by conducting a literature review and a data analysis with a questionnaire survey representative for a population of the Czech Republic. As shown in the literature, fast fashion and slow fashion customers are deciding to a different extent based on the price of a product, its trendiness and its sustainability. All these factors are also connected to characteristics of customers, such as gender, age, education, income or interest about products sustainability. The goal of the data analysis was to explain if respondents bought at least some ecologically certified clothing during a certain period of time. For the data analysis, a binary logistic regression was chosen, to which were added more sociodemographic variables (size of place of residence, region and number of persons in the household) and also attitude variables. Everything was researched in connection with whether respondents bought ecologically certified fashion during a certain time period. The results of the data analysis showed that attitudes of respondents are more important than sociodemographic characteristics. These attitudes include agreeing to the ecological certificate for clothing as a guarantee of quality, agreeing to the moral obligation to buy ecologically certified clothing. Ecologically certified clothing was also bought by people, who always and often buy ordinary products according to environmental friendliness.