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Willingness to Buy Fashion Products 'Made in China'

- The Importance of Sustainability for Generation Z

verfasst von / submitted by

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Abstract

It is well known that the image of a country has a considerable impact on consumers' perception of products made there and influences their subsequent buying decisions. This effect has been found to have a similar extent like other external factors such as prices and brand name. Considering this, the present study was designed to investigate Generation Z's willingness to buy fashion products "Made in China" and the related importance of sustainability measures. The basic idea was that a negative country image of China could decrease the willingness to buy fashion products "Made in China" in the very critical Gen Z and that their willingness to buy could be improved by adding sustainability measures. There is broad agreement that sustainability is the greatest challenge of our time. In this context, fashion industry is one of the most criticised branches. Its concept of "fast fashion" inevitably promotes ecologically questionable methods and socially problematic working conditions. Furthermore, most of the fast fashion products are made in China, which is heavily accused of shortcomings in sustainability. Taking also into regard that Gen Z members engage more intensively than former generations with topics like environment protection, politics and society, and are seriously worried about their future, it is conceivable that Generation Z might be a special challenge for decision makers in fashion industry.

To get first insights into this matter, nine hypotheses were developed and tested in a sample of 171 members of Generation Z in Austria, Germany and Switzerland. The study revealed that as well the country image of China as the perception of and the willingness to buy fashion products "Made in China" are rated significantly lower than the neutral reference point. Furthermore, a close correlation could be found between these constructs. However, the manipulation of the products by adding sustainability features to the product descriptions (social, environmental, social + environmental features) showed a highly significant effect with a marked improvement in all three groups. These results show a close connection between fashion production in China, sustainability and Gen Z with very probable effects on fashion business and marketing.

Keywords: *Generation Z, Sustainability, China, Willingness to buy, Country Image, Product Perception, Purchase intention, Environmentalism, Fashion, Textile industry*

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List of Abbreviations

CES   -   Civic Engagement Scale

CoI   -   Overall Country Image

COM   -   Complete sustainability

D/A/CH   -   Germany/Austria/Switzerland

ENV   -   Environmental sustainability

Gen Z   -   Generation Z

MIC   -   Made in China

PCI   -   Product-Country Image

PI   -   Country-related Product Image

PR China   -   People's Republic of China

PwC   -   PricewaterhouseCoopers

SDGs   -   Sustainable Development Goals

SOC   -   Social sustainability

UN   -   United Nations

WTB   -   Willingness to buy

1. Introduction

1.1 Relevance of the topic

As early as in 1972 the Club of Rome postulated in its report "The Limits to Growth" that the existing model of growth has reached its limits, that a transformation is mandatory, and that this transformation necessarily needs to be sustainable (Meadows et al, 1972). Even though the predicted ultimate collapse has not happened yet, there has been a rising activity in politics, economy, and society regarding a sustainable reorganisation as a strategy for the future (Brundtland, 1987; United Nations [UN], 1992; UN-Doc., 2001). As a final result of international policy, on January 1st, 2016 the United Nations (UN) put into force the Agenda 2030 that describes 17 goals for a sustainable development (SDGs) on an economic, social and ecological basis (UN General Assembly, 2015).

One of the driving forces for the achievement of sustainability goals are currently mainly juvenile climate activists, who are anxious about their future and who want to take part in shaping the future. However, current youth studies show that not only among climate activists but also within the whole age group of young people problems regarding the environment play an important role (Albert et al, 2019; Criteo, 2018; Elbdudler, 2018; OC&C, 2019). The polled juveniles are by definition members of the so-called Generation Z (Gen Z) that includes people born between 1995 and 2010 (McKinsey, 2018; OC&C, 2019). This Gen Z differs significantly from its preceding generations, especially concerning their way of communication, their values and their philosophy. Gen Z's members were born in a fully digitised world and as "always-on" generation they are used to always retrieving information in real-time and to express themselves with posts, tweets or status updates. By that, there is a huge influence through peer groups and influencers. Compared to former generations, Gen Z members engage more intensively with lifelike topics like environment protection, politics and society and are seriously worried about their future especially in regard to the protection of natural resources and sustainability (Albert et al, 2019; Criteo, 2018; Elbdudler, 2018; OC&C, 2019).

When it comes to the environment, fashion industry is one of the most criticised and thoroughly watched branches since it is extremely energy consuming, polluting and

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wasteful (McKinsey & Company, 2020). Sustainability in fashion would mean to design, produce and distribute ethically, ecologically and economically throughout the entire supply chain. However, in the era of "fast fashion" this is nearly impossible, since characteristics of fast fashion are the quick copying of trends and a high rate of changing fashion lines. On average, fast fashion labels drop eight lines per year, which accordingly have very short cycle times from design to the finished product. This inevitably promotes ecologically questionable methods and socially problematic working conditions: Concerning the environmental pollution, fashion industry is one of the main contributors and in terms of the working conditions, one of the most criticised branches of industrial production (Niinimäki et al, 2020; Quantis, 2018). As a result, ecological and social standards in fashion industry meanwhile became a mainstream topic, which leads to a considerable rise of pressure on the decision makers in fashion industry and makes it impossible to ignore the subject of sustainability any longer (Publiceye, 2014). According to the accounting firm McKinsey & Company (2019a), there is no doubt that sustainability is nowadays a "must have" in fashion industry. The current attempts of stronger efforts regarding sustainability show that this message has really reached the textile industry (Boston Consulting Group, 2019). Meanwhile, most fashion companies have implemented a sustainability policy and in part even launched green fashion lines (Table 4). However, these efforts often seem implausible to the public because fashion industry with its fast fashion-philosophy is inevitably regarded as the opposition to sustainability. Therefore, fashion manufacturers are not rarely accused of "Greenwashing" (Reidt, 2019).

The lack of credibility of sustainable production in fashion industry is at least partly justified by the conditions in most countries of production. The leading fashion manufacturers are almost exclusively producing their clothing in low-wage countries, primarily in the Asian part of the world. Among these, China is the largest producer by far and also referred to as the "clothing factory of the world" (Statista, 2020a; Statista 2020b). However, the image of products "Made in China" is traditionally bad (Uyar, 2018); this is due to the assumption of low quality, a production under dishonourable circumstances and unregulated environmental pollution (Müller, 2017). Furthermore, the political system of the People's Republic of China (PR China) is seen ambivalently. On the one hand, China has become the second largest economic power in the world

and developed to be an extremely important trade partner, which our prosperity depends on. On the other hand, there are growing concerns in western countries about the rise of China. It is expected that China will soon be the largest economy in the world and already has the second largest defence budget, the largest navy and invests in new capabilities such as hypersonic weapon systems. Furthermore, the political system of China is quite different. There is no democracy but a disregard of human rights, a lack of freedom of press and speech, persecution of civil engagement and an oppression of minorities. As a consequence, there is a rising convergence in western countries to counterbalance China (Ross, 2021; Handelsblatt, 2021). All this, together with the unsolved questions in regard to the covid-19 pandemic (Heng, 2020), has led to a worsening of China's image (Böge, 2020; The Conversation, 2020). To many people this is disturbing, and it cannot be excluded that there might be a negative spill-over effect on Chinese products, respectively those produced in China.

Why and for whom is this topic of importance?
The above shows that there is a close connection between sustainability, Gen Z, fashion industry and production in China with very probable effects on fashion business and marketing. This assumption is especially backed by a statement in the McKinsey & Company report *"The State of Fashion 2019"*: *"Younger consumers are seriously concerned with social and environmental causes, which many regard to as being the defining issues of our time. They are increasingly backing their beliefs with their shopping habits, favouring brands that are aligned with their values and avoiding those that don't."* (McKinsey & Company, 2019b).

Gen Z is soon expected to become the most significant consumer group, not only in number but also in purchasing power (Criteo, 2018; OC&C, 2019; UN, 2020). Taking further into account their special characteristics (Albert et al, 2019; Criteo, 2018; Elbdudler, 2018; OC&C, 2019), Gen Z depicts a special challenge for fashion businesses and their marketing departments, especially since it is nevertheless a non-homogenous group (Böge, 2020) and acts in part even paradoxically in terms of fashion behaviour (Abu, 2019). Therefore, it will be vital for the managers and marketing departments in the fashion business to get further reliable information and consumer

insights about Gen Z in order to eventually adapt their strategies in order to secure the financial turnover and thereby the future of their businesses.

Beneath these managerial implications, this topic might also be of interest for policy makers and researchers since the relations to China are becoming increasingly important also in politics (Finke, 2021; Giesen, 2021).

1.2 Research Gap, Research Objectives and Research Questions

Looking at the literature, there is a **research gap** regarding the outlined topic. In detail, there is no information on a) how Gen Z thinks about China in general, b) how it perceives the products made there, and c) how Gen Z's willingness to buy these products is, let alone d) the effect of different sustainability measures on their willingness to buy. Due to the special characteristics of Gen Z (Table 1), former research might not be directly transferred to this situation. However, this research gap seems to be very worth to explore, since at least theoretically an enormous pressure on fashion industry can result from this combination. It is well known that considerable competitive disadvantages can arise from a negative country-of-origin image and that these negative effects are moderated by socio-demographic, psychographic and product-related factors (Holtbrügge & Zeier, 2017).

To close this research gap, the general **research objective** was to develop an understanding of the complex interaction between the constructs sustainability, Gen Z, fashion industry and manufacturing in China, first of all, basic information must be collected. Questions of particular interest concern Gen Z's general country image of China (in the further also: 'Country Image'), their perception of fashion products "Made in China" (in the further also: 'Perception'), and their willingness to buy fashion products "Made in China" (in the further also: 'Willingness to buy') as well as the question whether these constructs are correlated. However, the special research objective was to find out whether the willingness to buy is influenced by a sustainable (social, environmental, social & environmental) production in Gen Z.

To reach the research objectives, following **research questions** were formulated:

1. How is Gen Z's general image of China?
2. How is Gen Z's perception of fashion products "Made in China"?
3. How is Gen Z's willingness to buy fashion products "Made in China"?
4. Do sustainability factors improve the willingness to buy fashion products "Made in China" in Gen Z?

By answering these questions, it was hoped that important insights into the willingness to buy fashion products "Made in China" in Gen Z would be obtained. These insights could help decision makers in fashion industry to better adapt to the requirements of this particular generation.

1.3 Structure of the thesis

The thesis is divided into seven chapters:

In the '*Introduction*' the relevance of the topic is shown, and it is explained why and for whom it is of importance. Furthermore, the research gap is discussed, and the research questions are formulated.

The *second chapter* is a review of the relevant literature. First, there is a definition of the main terms of the research subject, and then an overview about the topic.

The *third chapter* deals with the research objective and explains the development of the conceptual model and the hypotheses.

In the chapter '*Methodology*' the constructs and measures are provided and the structure of the questionnaire as well as the procedure of data collection are described.

In the *fifth chapter*, the analysis and the results of the study are presented. It begins with the assessment of the quality of the scales and the check of the statistical assumptions for the various tests. The rest of the chapter is dedicated to the main analysis and concludes with a summary of the results.

In the *sixth chapter*, the results are discussed and in the *seventh chapter* conclusions are drawn with regard to theoretical and managerial implications as well as limitations of the study and suggestions for further research.

2. Theoretical Background

2.1 Definitions and Characteristics

2.1.1 Sustainability

As previously mentioned in the introduction part, in 1972 already, the Club of Rome stated in its report "The Limits to Growth" that the existing model of growth has reached its limits, that a transformation is mandatory, and that this transformation necessarily needs to be sustainable (Meadows et al, 1972). Even though the predicted ultimate collapse has not happened yet, there has been a rising awareness regarding a sustainable reorganisation in politics, economy and society as a strategy for the future. In this process, the definition of sustainability changed continually over the years following the most recent circumstances.

An early but still often used definition can be found in the World Commission on Environment and Development's Report "Our Common Future" from the year 1987 that was submitted to the UN by former Norwegian prime minister Gro Harlem Brundtland. The report states that development is sustainable when it "meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987). During the United Nations Conference on Environment and Development in Rio de Janeiro 1992 the so-called Agenda 21 was then drafted as a global approach for a sustainable development (United Nations Conference on Environment and Development, 1992). As a result, in 1995 the annual United Nations Climate Change Conferences were established, where solutions for the global climate change shall be discussed and found. A total of 26 so-called „Conferences of the Parties" were held by the year 2021 (UN, 2021). The high priority of sustainability is also reflected by the fact that "to ensure environmental sustainability" was one of the Millennium Development Goals that had been established by the UN following the Millennium Summit in the year 2000. In the United Nations Millennium Declaration eight goals with separate targets were formulated, which should be achieved by the year 2015 (UN, 2001). However, only three of the eight goals could be reached by 2015 so that they had to be updated. On January 1st 2016 the UN put into force the Agenda 2030 that describes 17 SDGs on an economic, social and ecological basis. In general, the goals are: the demand of economic growth, the reduction of imbalance in terms of the

standard of living, the establishment of equivalent opportunities and the sustainable management of natural resources that will ensure the preservation of the ecosystem (UN General Assembly, 2015). However, these SDGs cannot be achieved alone by the public and private sector but needs urgently significant contributions of national and multinational enterprises (van Zanten & van Tulder, 2018).

Concerning sustainability in general, it was originally assumed that a sustainable development could only be achieved by the simultaneous and equivalent implementation of environmentally relevant, economic and social goals, thereby securing and improving the ecological, economic and social power of a society ("Three-Component Model of sustainability") (Deutscher Bundestag, 1998). In recent literature, this definition is known as "weak sustainability". The ongoing climate change raised the request for prioritising environment protection and to subordinate the other issues. This "Priority Model" is related to "strong sustainability" (Ott & Döring, 2008). Both models are illustrated in Figure 1.

a)   b)
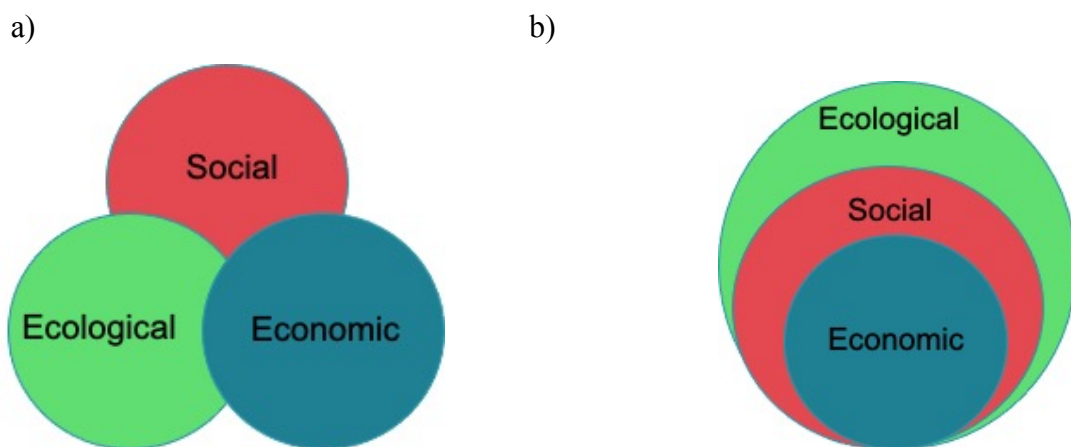
Figure 1: Models of sustainability: a) "Three component model" b) "Priority model" (Deutscher Bundestag, 1998; Ott & Döring, 2018).

2.1.2 Generation Z

The sustainability debate is pushed on by mainly juvenile climate activists, who are anxious about their future and who want to take part in shaping the future. In this context, especially the youth movement "Fridays for Future" that developed into a global movement within the shortest amount of time since its founding in August 2018

shall be mentioned. Current youth studies show that not only among climate activists but also within the whole age group the set of problems regarding the environment is taken very seriously. According to the Shell Youth Study 2019, 71% of young people are worried about environmental pollution and 65% are afraid of the climate change. This is explicitly more than in the previous Shell study realised in 2015 (Albert et al, 2019). The polled juveniles of the current study are members of the so-called Gen Z, which is by definition the generation between the Generation Y/Millennials and the Generation Alpha. However, at the moment there is indefiniteness concerning the years of birth in this generation. In research, exact definitions of generations are usually done at a later point of time, when their characteristics have definitely developed. Nevertheless, it is generally accepted that people born between 1995 and 2010 – with overlaps at the edges – belong to the Gen Z (McKinsey, 2018; OC&C, 2019). Figure 2 shows a timeline of the present generations.
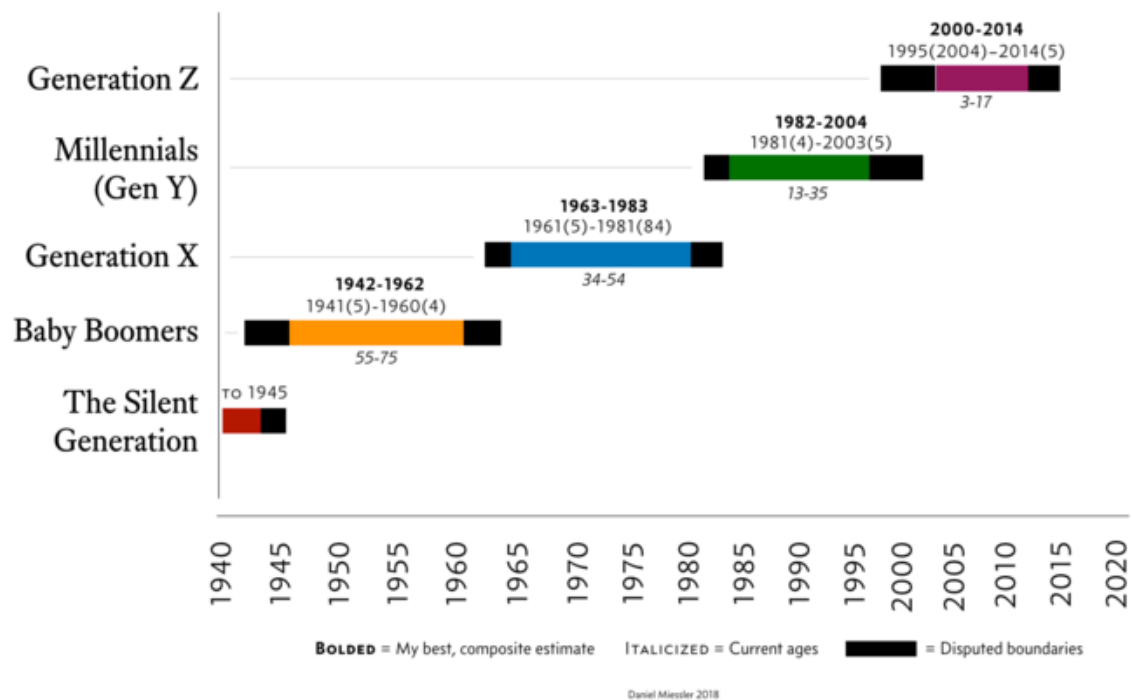
Figure 2: Timeline of present generations
(Pineda, 2021).

The Gen Z does differ significantly from its preceding generations, which is mainly due to the technical development and the advancing globalisation. Gen Z's members are also referred to as "100% digital Natives" since they are the first generation that was

born into a fully digitised world and grew up with high-speed internet, smartphones, on demand video and social media. Correspondingly, their way of communication is completely different. Furthermore, the values and philosophy of the Gen Z also differ from its previous generations. The members of Gen Z engage more intensively than former generations with lifelike topics like environment protection, politics and society and are seriously worried about their future. The debate around protection of natural resources and sustainability evolved to be a formative element of this generation's behaviour. This discussion mainly takes place in social networks. As "always-on" generation, they are used to always retrieving information in real-time and to express themselves with posts, tweets or status updates. The goal is to improve the world by dialogue. However, there is a huge influence through peer-groups and influencers, which nevertheless is accepted on the way to personal orientation (Criteo, 2018; OC&C, 2019; Elbdudler, 2018). The characteristics of Gen Z are summarised in Table 1.

Category	Characteristics
Values	Material possession, professional success, strive for traditional values (family, partnership, fun, joy, time for friends and themselves), order and stability, safety, secured jobs, financial independence, health, self-improvement
Attributes	International, digital natives, always-on (24/7), passive and observant, seek validation and confirmation within peer-group and/or others (parents, friends), easily influenced by influencers, engage with topics like environment protection, politics, society, worried about future
Communication	Social media (Instagram, Facebook, Snapchat, TikTok, YouTube), Smartphone (Whatsapp, etc.)
Media usage	Internet, Social Media, Streaming services
Consumer behaviour	Online-shopping and retail trade (shopping experience = appealing stores, social meeting point) are equal, don't respond to classical advertising, social media and websites of retailers are driver of sales, get influenced by opinions of friends and influencers, love personalized products, like brands and authentic brand stories, like limited and unique products, compare prices and offers, shipment quick and free of charge, quick and easy pay

Table 1: Characteristics of Gen Z
(Albert et al, 2019; Criteo, 2018; Elbdudler, 2018; OC&C, 2019).

2.1.3 Country Image

Despite increasing globalisation of industry, the country-of-origin image is still said to have a considerable impact on consumers' evaluation of products originating from or being produced in different countries and therefore influences their subsequent buying decisions (Roth & Diamantopoulos, 2009). When using the term "Country Image" as a research construct, it needs to be clearly defined since there is not a standardised definition but quite a number of different Country Image terms with different focuses used in the literature (Kleppe et al, 2002). As reviewed by Roth and Diamantopoulos (2009) there are three distinct definitions that differ in their focal image object and therefore have to be measured by different scales:

a) Overall country image (CoI)

The term CoI defines country-of-origin image as an extensive construct consisting of multiple images created not only by a country's products but also by the degree of economic and political development, international relations, historical events, culture and traditions as well as technological development and industrialisation (Allred et al, 1999; Bannister & Saunders, 1978; Desborde, 1990). Beneath these cognitive components, few authors explicitly indicate an affective component of country image, which also takes into account emotions and feelings about a country (Askegard & Ger, 1998; Verlegh, 1999). Finally, the CoI definition of Martin and Eroglu (1993) as "the total of all descriptive, inferential and informational beliefs one has about a particular country" seems to characterise CoI very suitable.

b) Product-country image (PCI)

The term PCI defines the image of a country with regard to the origin of products (Li et al, 1997; Roth & Diamantopoulos, 2009). This definition implies that i) country image and product image are two distinct but related concepts and ii) that country images affect the images of products of this country. The existence of such a relationship between a consumers' image of a country and a consumers' preference for this country's product could be shown in several studies (Ittersum et al, 2003; Roth & Romeo, 1992; Papadopoulos & Heslop 2003). However, this definition is said to deliver only a very restrictive view of the image of a country, since a country's image might not only affect the evolution of its products, but also other

important factors like investments, visits and ties with a country (Roth & Diamantopoulos, 2009; Heslop et al, 2004).

c) Country-related product image (PI)

The term PI defines country image exclusively on the images of the products of a country (Nagashima, 1970; Martin & Eroglu, 1993; Papadopoulos and Heslop, 2003). Because of this narrow definition, many researchers doubt that this construct actually depicts the image of a country (Han, 1989; Roth & Romeo, 1992; Strutton et al, 1995; Papadopoulos & Heslop, 2003).

Taken together, the definition a) seems to fit best for the investigation of the image of China in the Gen Z. Definition b) is assessed to offer a rather restrictive view of the domain of country image and the term c) is product image rather than country image and therefore not very suitable in this research context.

2.1.4 Willingness to buy

"Willingness to buy" is defined as a consumer's desire to buy a product due to the fulfilment of an expectation of a product (Kumara & Canhua, 2010) and like the "willingness to pay" a common construct to elicit the valuation of a product. While the question of willingness to pay is how much one is willing to pay for something, willingness to buy asks whether one is willing to buy something at a given price (Lu & Hsee, 2019). In the context of this Master's Thesis, the willingness to buy construct seemed to be more suitable.

In a competitive market, the understanding of consumers' purchase behaviour is essential for marketing departments of nearly all companies as it helps to attract and retain customers (Sharma & Kaur, 2020). The theory of customer behaviour says that individuals are rational and think and move through various stages while making a purchase decision. Engel et al (1995) developed a model of consumer purchase decision making in which they divided the consumer purchase decision process into five components: a) need or problem recognition, b) search for information, c) evaluation of alternatives, d) purchase decision, e) post-purchase behaviour. This theory was supported by Mowen and Minor (2001) who agreed that consumer decision making is a

sequence of thought processes from identifying problems, searching for solutions, evaluating alternatives, and making decisions.

Engel et al (1995) also stated that purchase intention can further be divided into a) fully planned buying, b) unplanned buying, and c) partially buying. Thereby, unplanned buying means that all decisions regarding buying a particular product is taken by consumers in a store. It is therefore also termed as 'impulsive buying behaviour'. Partially planned buying means that consumers are only decided about product specification and decide just the brand in the store. Fully planned buying means that consumers are decided which specification of the product and which brand they want to buy before entering a store (Sharma & Kaur, 2020). It can be assumed that the purchase decision process is similar when buying online.

In summary, it can be concluded that the investigation of consumers' willingness to buy is an important tool for decision makers in marketing.

2.2 Challenges for Fashion Industry

2.2.1 Sustainability and Fashion Industry

The fashion industry is one of the highest selling branches in retail trade. According to a Statista market forecast, the revenues were primarily expected to be €777,780m in 2021 and to increase to €1,031,356m in 2025 (Statista, 2021 a). Concerning sustainability fashion industry has been criticised and thoroughly watched regarding its ways of handling sustainability aspects. However, the coronavirus pandemic lead to an approximately 90% decline in economic profit of fashion companies in 2020, after a 4% rise in 2019. The predictions for fashion industry performance depend heavily on the speed of recovery of the economic systems. A more optimistic "earlier recovery" scenario presumes that global fashion sales will decline by between 0 and 5% in 2021 compared to 2019 and will return to 2019 levels in the fourth quarter of 2023. Nevertheless, the total sales will stay high also during this period (McKinsey, 2021).

Although the coronavirus pandemic will accelerate a realignment of strategic considerations in the fashion industry, the principle of fast fashion will certainly be upheld for some time to come. This means that fashion industry will stay extremely energy consuming, polluting and wasteful (McKinsey & Company, 2020) and the handling of sustainability aspects will remain the main criticism of the fashion industry.

Sustainability in fashion means to produce and design ethically, ecologically and economically. To do this, a whole series of sustainability requirements would have to be met. In Table 2, the main factors related to social and environmental sustainability are presented.

Sustainability	Factors
Social	No child or forced labour
	No discrimination in the workplace
	Fair wages for every employee
	Limited working hours
	Paid overtime
	Guarantees of occupational health and safety etc.
Environmental	Use of natural fabrics (Bio-cotton, Bio-denim etc.) or recycled chemical fibres (Polyester, Nylon etc.)
	Compliance with the animal protection standards for animal products (wool, leather, down etc.)
	Regular check on harmful substances
	No harmful substances for colouring, bleaching etc.
	Compliance with the wastewater sewage standards
	Control of air pollution and CO_2-emissions etc.

Table 2: Main sustainability factors in fashion industry
(Ekologiska, 2019; Grüner Knopf, 2021).

Consequently, in the era of "fast fashion" it is nearly impossible to meet these requirements. Characteristics of fast fashion are the quick copying of trends and a high rate of changing fashion lines, as well as a low price of the products. On average, fast fashion labels drop eight lines per year with a maximum of 20 lines per year. Consequently, the lines accordingly have short cycle times from design to the finished product. This inevitably promotes ecologically questionable methods and socially problematic working conditions (Niinimäki et al, 2020).

In addition, adherence to sustainability is certainly also made more difficult by the many different processes which an item of clothing runs "from the fibre to the hanger". Table 3 gives an overview of the various sub-processes and the related sustainability factors.

Textile Chain	Sustainability factors
Raw Materials Fibres Animal Products	Ecological farming Animal welfare Fair farming and trading Usage of recycled fibres
Textile Production Spinning yarn Weaving fabrics	Compliance with social standards (working conditions etc.) Respecting human rights (no child labour, no forced labour etc.)
Textile Finishing Bleaching and dyeing Refinement Impregnation and wrinkling etc. Printing	Environment protection (ban of toxic chemicals and colourants, waste water limits, reduction of CO_2-emissions etc.) Lowering energy consumption Reduction of water consumption Compliance with social standards and human rights
Processing Design Cutting and sewing Packaging	Ageless design (fit, colours etc.) High quality (longevity) Sustainable materials Compliance with social standards and human rights Paper and plastic packaging from recycled or certified material
Final product Trade and sale	Rent systems Return of used clothing (secondhand sales, material recycling) Up-/Downcycling Waste management

Table 3: Production chain in textile industry and related sustainability factors (Ekologiska, 2019; Grüner Knopf, 2021).

Concerning the environmental pollution, it has been evaluated that the fashion industry is responsible for 8-10% of the global CO2 emissions (4-5 million tons per year), roughly 20% of industrial water pollution, 35% (190000 tons per year) of the yearly pollution of the oceans through micro plastics and produces enormous amounts of textile waste (more than 92 million tons per year) (Quantis, 2018). Concerning the tenuous working conditions, a deterrent example is the term "Rana Plaza" in Bangladesh. The collapse of the building that hosted five clothing factories caused 1.138 factory employees to lose their lives and hence lead to a sensitisation of the public

regarding the social problems in fashion production. This event sharpened the minds of the consumers for ecological and social standards and made it a mainstream topic, which lead to a considerable rise of pressure on the fashion industry and made it impossible to ignore the subject of sustainability any longer (Publiceye, 2014). Currently, it has become a constant topic in the press and in the public media (Liebrich, 2021; Dohmen 2021). According to the accounting firm McKinsey there is no doubt that sustainability is nowadays a "must have" in fashion industry (McKinsey, 2019 a). The attempts of stronger efforts regarding sustainability show that this message has in fact reached the textile industry (Boston Consulting Group, 2019). Among other concepts like corporate social responsibility, business ethics, corporate moral agency, corporate citizenship and social entrepreneurship (Miska et al, 2018) almost every fashion company has implemented a sustainability policy and in part even launched green fashion lines, as presented in Table 4:

Company	Turnover (in Mio. €)	Sustainability programme	Products (examples)
Nike	24.800	Move to Zero	Nike Space Hippie (Sneakers)
Inditex (Zara, etc.)	23.310	Join Life	Join Life-Products
H&M	21.680	Let's be concious	Concious-Products
Adidas	19.290	Sport needs a space	Primeblue- and Primegreen-Products
GAP (Marco Polo, etc.)	12.800	GAP for Good	GAP for Good Products
Polo Ralph Lauren	5.990	Design the Change	Earth Polo
Tommy Hilfiger	5.400	Make it possible	Make it possible-Products
Hugo Boss	2.700	Today, Tomorrow, Always	Responsible tailoring campaign, plastic free capsule collection
Esprit	1.800		I am sustainable-Products

Table 4: Sustainability programs in world's top 10 fashion companies (Statista, 2019; own research, retrieved from the related websites).

However, these efforts often seem implausible, because the fashion industry with its fast fashion strategy embodies the opposite of sustainability. Fashion manufacturers are therefore not rarely accused of "Greenwashing", that means a misleading representation

of their real eco-friendliness (Schmidt & Donsbach, 2012). The tendency to adopt greenwashing tactics is due to the fact that "green strategies" are not compatible with the companies' mainly profit oriented philosophy but improve their reputation. The empirical results indicate that the extent of sustainability conveyed by a fashion company correlates with a higher positive rating and increased purchase intention among consumers. However, after becoming aware of greenwashing, consumers are increasingly willing to reduce future purchases from the fashion company concerned and consider real sustainable alternatives (Knes, 2019). In order to gain more credibility, companies try to get their products checked by seals of approval/quality. Table 5 shows a selection of currently established seals of approval.

Seal	Criteria
FAIRTRADE TEXTILE PRODUCTION	High standards of social capability and credibility; lower ecological standards
GLOBAL ORGANIC TEXTILE STANDARD GOTS	Strong ecological criteria along the entire production chain
IVN ZERTIFIZIERT BEST NATURTEXTIL	Worldwide strongest standards of sustainable textile production: certification of the entire production chain, high environmental standards, long durability, prohibition of harmful substances, mandatory compliance with social standards
OEKO-TEX® CONFIDENCE IN TEXTILES MADE IN GREEN	Product tests on harmful substances; production with sustainable processes and socially acceptable working conditions
bluesign® PRODUCT	Low-pollution production, no environmentally harmful substances in production process, guidelines and control of chemical usage
FAIR WEAR FOUNDATION	Social conditions
GRÜNER KNOPF	20 criteria for companies, 26 criteria for products
BCI Better Cotton Initiative	Socially and environmentally fair farming of cotton

Table 5: Selection of well-established seals of approval
(Ekologiska, 2019; Verbraucherzentrale, 2021).

As a proof of sustainability, those seals of approval do not only need to satisfy social and/or environmental criteria but also need to be classified as highly credible. That means that the process of determining norms needs to be public, the (financial) structure needs to be transparent and that constant and independent inspections have to take place (Grüner Knopf, 2021). Figure 3 shows a present evaluation of the most established sustainability seals in regard to their credibility and their demands for social and ecological sustainability.

Sustainable textile seals	Global Organic Textile Standard	Fair Wear Foundation	Fairtrade Textile Standard	Bluesign product	Better Cotton Initiative	Oeko-Tex Standard 100	Naturtextil IVN zertifiziert Best	Grüner Knopf
Credibility	moderate	formidable	good	moderate	moderate	moderate	moderate	moderate
Ecology	good	no focus	good	good	insufficient	no focus	good	insufficient
Social	moderate	formidable	formidable	no focus	insufficient	no focus	moderate	moderate

Legend: ● formidable   ◐ good   ● moderate   ◐ insufficient   ● inadequate   ● no focus

Figure 3: Sustainable textile seals (Thier, 2021).

It is to be expected that the demand for more sustainability will also be given more emphasis by the political and legislative side. Only recently, the German Bundestag has passed a strict supply chain law. This law obliges companies to ensure that also their international suppliers respect human rights and environmental protection. Otherwise, severe penalties are imminent. It can be assumed that such a law will also be implemented in European law (Bundesministerium für Arbeit und Soziales, 2021). This will further increase the pressure on the European fashion industry in regard to sustainability.

2.2.2 Fashion "Made in China"

There are substantial indications that the country of origin might influence the willingness to buy certain products (Barbarossa et al, 2017). In this concern, the fashion

production could be of special interest, since the leading fashion manufacturers are almost exclusively producing their clothing in low-wage countries, primarily in the Asian part of the world. According to Statista, China is among these the largest producer by far as shown in Figure 4. Concerning German fashion businesses, the import value of products manufactured in China is around €7.4 bn (Statista, 2021 b).
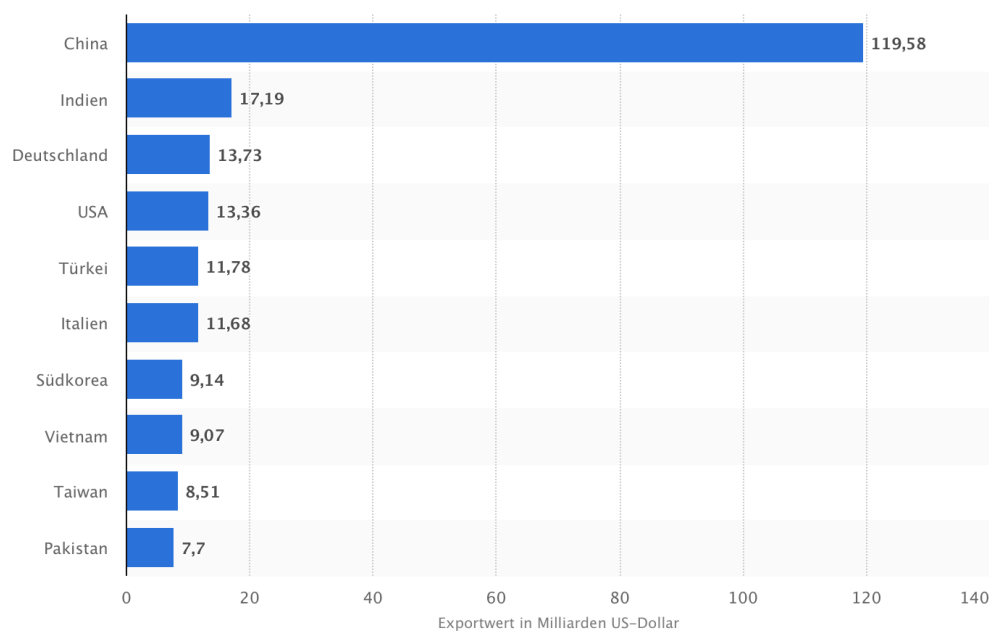
Figure 4: The ten most important export countries of clothing worldwide (Statista 2020a).

However, China's percentage has decreased over the last few years because some typical competitive advantages vanished. One example are the continuously rising wages (Statista, 2020 b). This led many companies to move their production to other south Asian or even European countries, where clothes could be manufactured at an even cheaper rate. Nonetheless, since labour costs make up only 3% of the total costs of a fashion product, this is often only possible by making further cuts in employee rights and environmental protection.

To counter that development and in expectation of an increasing demand on sustainability, the Chinese „Ministry of Industry and Information Technology" has published a development plan as a part of the 13th Five-year-plan of the PR China (2016-2020) (Central Committee of the Communist Party of China, 2016). The general topic of that plan is "Green growth by technological innovation". To achieve that, sustainability is seen as a means to push innovations in the areas of renewable energy,

radical resource productivity, green chemistry, industrial ecology and so on. The aim is a complete "Circular economy" in China (Zhu et al, 2018). For the Chinese fashion industry that means to turn away from the lower price range and to develop more innovative and more technical products as well as promoting research. Furthermore, skilled labour shall be trained in order to increase already existing expertise. The plan also formulates a strict guideline considering energy and water consumption as well as the emission of pollutants. The issue of environment pollution through carriage of goods shall be solved by the "belt and road initiative", which is also known as "new silk road". In addition to use and acquisition of existing structures, new roads, rail networks, ports and raw material pipelines are being built under Chinese leadership that extent from eastern China to western Europe and also include African countries. The overall project that comprises six land routes and sea connections is illustrated in Figure 5.
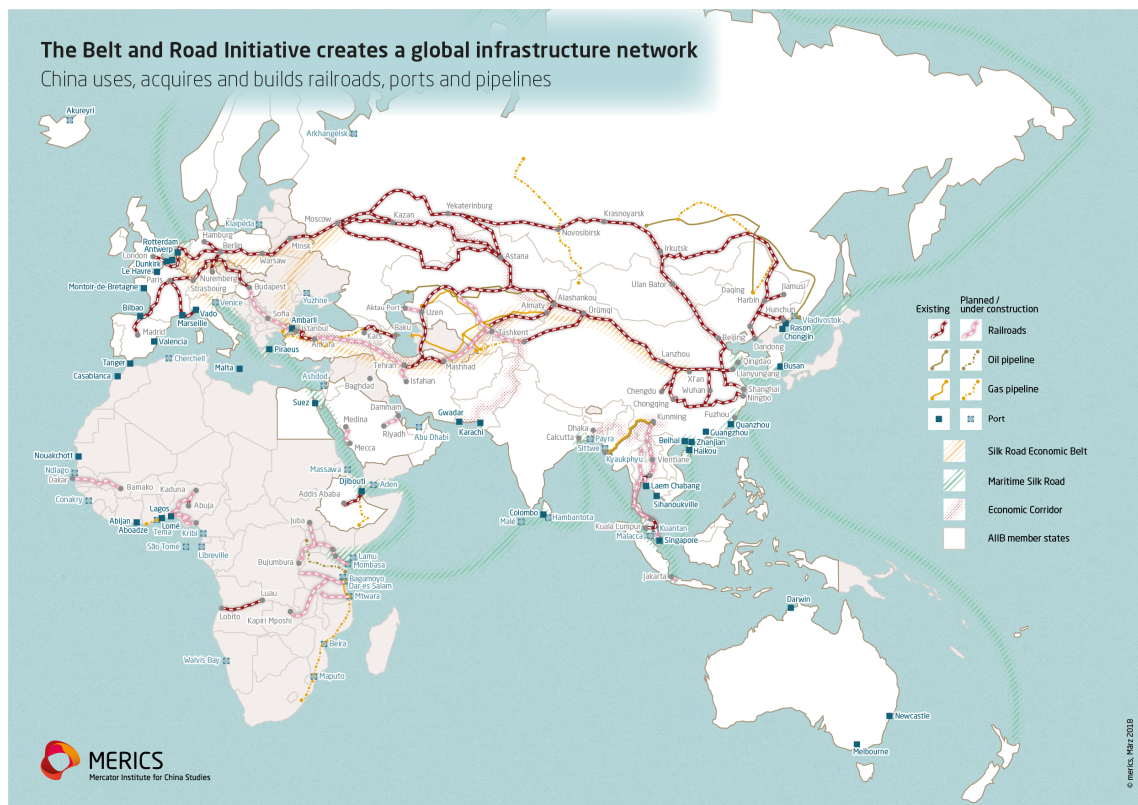
Figure 5: Belt and Road Initiative
(Merics, 2018).

This initiative is meant to strengthen the cooperation with many European countries and focuses explicitly on sustainability. A joint communique determines that the involved

countries commit to prevent the destruction of the earth, to manage the natural resources fair and sustainable and to develop the economy, society and environment sustainably and fairly (China Daily, 2019). Taken together, China is making efforts to become one of the leading nations in the world in terms of sustainability (Central Committee of the Communist Party of China, 2016).

Nevertheless, the image of products "Made in China" is currently rather bad (Uyar, 2018). This is due to the often unexamined assumption of low quality, a production under dishonourable circumstances and unregulated environmental pollution (Müller, 2017). Furthermore, the general attitudes towards China are very ambivalent. On the one hand, China has become the second largest economic power in the world and developed to be an extremely important trade partner, which our prosperity depends on. In 2020, the value of German imports from China was €116,54bn and the value of exports to China was €95,7bn (Statista, 2021 c). On the other hand, the autocratic political system, the military power and the perceived ego-centrism of China arouses great scepticism or even fear in western societies (Sturm, 2020). One speaks of a "Competition of political systems" (Lippert & Perthes, 2020). This ambivalence is well expressed in the following example: After years of negotiations, an agreement on investment between the EU and China has been finalised. This "Comprehensive Agreement on Investment" (CAI) was intended to give European companies a better access to the Chinese market with its 1.4 Billion people (BDI, 2021). However, due to newly emerged conflicts, ratification of the CAI has been postponed indefinitely. China is currently especially accused of ignoring international rules, of using its economic power of putting others under pressure and of making unfounded maritime and territorial claims (Perras, 2020). Moreover, China is criticised for a disregard of human rights, a lack of freedom of press and speech, persecution of civil engagement and an oppression of minorities. These problems have increased since 2020 (e.g. Hong Kong crisis, Uigures, Taiwan etc.) and led to a worsening of China's overall image (Böge, 2020). To many people this is disturbing, and it cannot be excluded that there might be a negative spill-over effect on products "Made in China".

2.2.3 Gen Z and Fashion Marketing

The interaction between sustainability, Gen Z and manufacturing in China represents a big challenge for fashion companies and their marketing departments respectively. In detail, the entire fast fashion strategy is more and more under discussion (Liebrich, 2021) and the points mentioned above fuel the discussion. It is even considered possible that Gen Z might lead fast fashion to an end by pushing sustainability (Bürkler, 2020). Fast fashion is accused of relying on the stimulus satisfaction of fast consumption and producing clothes that are rarely worn and end up in the textile waste quickly. By mass production of cheap clothing, fashion industry harms undoubtedly the environment, the climate and people (Publiceye, 2014; Quantis, 2018). Thereby, fashion "Made in China" could become an important topic, especially since China is the most important fashion producer in the world but heavily criticised because of its social and ecological sustainability shortcomings (Chapter 2.2.2).

Due to the typical characteristics of Gen Z, this generation forces the fashion industry to think about a viable strategy for the future, since it has very special demands on fashion products (Table 2). However, Gen Z is not at all a homogeneous group and in part even acts paradoxically in terms of fashion behaviour (Abu, 2019). On the one hand, there is a desire for individuality and a strong claim for sustainability and on the other hand, fashion should remain "cheap and look great and new on Instagram" (Paton et al, 2019). There seems to be a discrepancy between the digital and the real self in many Gen Z-members (Choi-Odenwald & Blau, 2018). Nevertheless, Gen Z is expected to become the most significant consumer group soon, not only in number but also in purchasing power (Criteo, 2018; OC&C, 2019; UN, 2020). Even today, Gen Z represents 25% of the world's population and possesses a significant spending capacity (Elbdudler, 2020; Fromm, 2018). It is predicted that as soon as in the year 2025 Gen Z will possess around 30% of the gross income and thereby a very high spending capacity (UN, 2020). They will spend a significant proportion of that money on fashion products (Criteo, 2018). Therefore, it will be vital for the decision makers in fashion industry to understand Gen Z correctly in order to eventually adapt their strategies and to secure the financial turnover and therefore the future of the companies. It can be expected that sustainability aspects will play an important role in their consumer behaviour. In this connection, also the danger of anti-consumerism (Kozinets & Handelman, 2004) by

Gen Z should not be underestimated. Due to their digital way of communication and their close connection with influencers and peer groups measures like consume resistance, boycotting, counter cultural movements, non-consumption and cancel culture (Shaw & Riach 2011) can be easily arranged within Gen Z. Therefore, it could be decisive for fashion companies to establish a credible sustainability policy. This assessment of the importance of the topic is shared among others also by the accounting firm PricewaterhouseCoopers International. In its #3 of PwC Europe Consumer Insights Series *"Gen Z is talking. Are you listening?"* (2020) they conclude under the headline *"Learn from Gen Z"*: *"Companies in every industry can open up exciting opportunities to build loyal relationships with this generation as soon as possible – by understanding how their values and preferences affect their day-to-day decisions. Listen to Gen Z. Learn from Gen Z. And adapt your business model to give Gen Z what they want, when they want it – before your competitors do."* (PwC, 2020).

3. Hypotheses and Conceptual Model

3.1 Hypotheses

It is well-known that consumers form images of countries (Lala et al, 2009) that in turn influence their beliefs (Erickson et al, 1984), evaluations (Loeffler, 2001), perceptions of products (Roth & Romeo, 1992) and finally the willingness to buy products made in these countries (Knight & Calantone, 2000). In today's globalised markets, the country-of-origin image might have a considerable impact on consumers' perception of products originating from different countries and thereby also a considerable effect on their buying decisions (Roth & Diamantopoulos, 2009). It can be assumed that this interaction might also play an important role in the research setting of this Master's Thesis, in the first part of which the assessment of Gen Z towards China in general and with regard to the perception of and willingness to buy fashion products "Made in China" shall therefore be examined. However, younger people are nowadays less likely to stick to traditional patterns, tend to be more open for products from foreign countries (De Mooij, 2004) and are usually less ethnocentric (Kreppel & Holtbrügge, 2012). It was therefore argued that the country of origin is less important for younger consumers, and consequently Chinese products were found to have more success among the younger generations (Wang & Gao, 2010). However, Gen Z significantly differs from the generations investigated in these studies. Gen Z members are intensively engaged in live-like topics like environment protection, politics and society, and might therefore have a very specific opinion about China, where problems in all these fields exist (Chapter 2.2.2). Concerning environment protection, China has undoubtedly made considerable progress since the publication of the last five year plan in the year 2016, where a "green development" was outlined and has just announced climate neutrality by the year 2060 (Kretschmer, 2021; Spiegel, 2020). Nevertheless, China is at present one of the biggest polluters in the world. It is the country with the world's largest greenhouse gas emissions with a consecutive high air pollution and also the soils and waters are badly polluted (MERCIS, 2021). In this, the textile industry has a big share (Niinimäki et al, 2020; Quantis, 20166). Furthermore, textile industry in China is often accused of social shortcomings like bad working conditions in the clothing factories and in the cotton harvest (Dohmen & Giesen, 2021; Chapter 2.2.1). Finally, the current

political dispute with China might also influence the attitude of Gen Z towards China. At present, China is especially accused of ignoring international rules, of using its economic power to put others under pressure, and of making unfounded maritime and territorial claims (Perras, 2020). Taken together, there are theoretically many reasons which could lead to a bad country image of China with a subsequent poor perception of and a reduced willingness to buy fashion products "Made in China". However, current youth studies showed that Gen Z is not at all a homogenous group and in part even acts paradoxically, especially in terms of fashion behaviour (Abu, 2020; Criteo, 2018; OC&C, 2019). This means that in Gen Z the image of China must not necessarily be directly correlated with the willingness to buy fashion products made there. In order to check this relationships, the following hypotheses are established:

H1: The Country image of China is rated low in Gen Z.

H2a: The perception of fashion products "Made in China" is rated low in Gen Z.

H2b: Gen Z's Country image of China is positively correlated with the Perception of fashion products "Made in China".

H3a: The willingness to buy fashion products "Made in China" is rated low in Gen Z.

H3b: Gen Z's Perception of fashion products "Made in China" is positively correlated with their willingness to buy them.

H3c: Gen Z's Country image of China has via mediation by the perception of fashion products "Made in China" an indirect effect on the willingness to buy fashion products "Made in China".

Members of Gen Z are seriously worried about their future, especially in regard to environmental protection, demand social justice and therefore strive for environmental and social sustainability (Albert et al, 2019; Criteo, 2018; Elbdudler, 2018; OC&C, 2019). Consequently, Gen Z calls into question the entire strategy of fast fashion. By mass production of cheap clothing, fashion industry harms undoubtedly the environment, the climate and the people (Niinimäki et al, 2020; Liebrich, 2021; Quantis, 2018). By pushing sustainability, Gen Z forces the fashion industry to think about a viable strategy for the future. It is even conceivable that Gen Z might lead fast fashion to an end (Bürkler, 2020). In this context, production in China could also

become an issue. China is by far the most important fashion producer in the world but has considerable shortcomings in terms of sustainability. Due to the special characteristics of Gen Z, it can be expected that sustainable production has a significant influence on the willingness to buy fashion products, even if they are produced in China. The hypothesis derived from this expectation is as follows:

H4a: Gen Z's willingness to buy fashion products "Made in China" is improved by sustainability measures.

H4b: The effect of perception of fashion products "Made in China" on the willingness to buy fashion products "Made in China" is moderated by social, environmental and social & environmental sustainability measures.

H4c: The moderating effect of social & environmental sustainability measures on the perception - willingness to buy link is stronger than the moderating effects of social resp. environmental sustainability measures alone.

It is easy to imagine that in Gen Z psychographic factors like civic engagement, environmentalism or purchase decision involvement might influence the overall country image of China as well as the perception of fashion products „Made in China" and the willingness to buy fashion products „Made in China", since these factors are the typical characteristics of this generation. Consequently, the effect of these factors shall be tested by using them as controls.

Finally, also relevant socio-demographic factors shall serve as controls. For this purpose, special questions about e.g. the clothing budget were also included in the questionnaire.

3.2 Conceptual Model

To reach the research objectives respectively to answer the research questions and to check the hypotheses a two-part conceptual model was designed and can be visualised as shown in Figure 6.
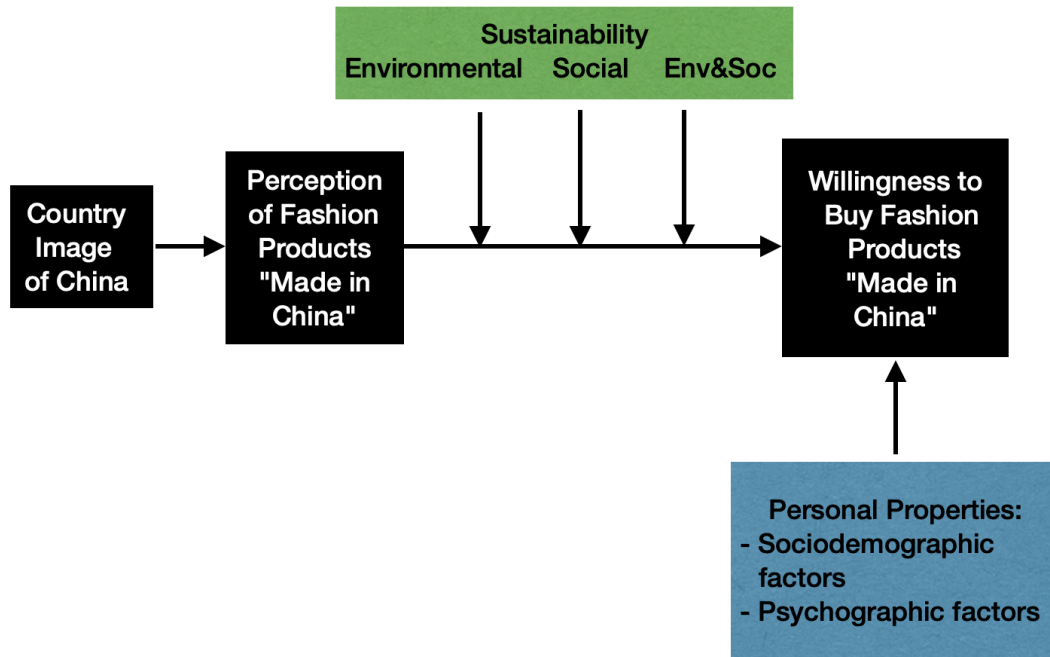
Figure 6: Conceptual model.

The first part consists of the investigation of the overall 'Country Image of China', the 'Perception of Fashion Products "Made in China"' and the 'Willingness to buy Fashion Products "Made in China"' in Gen Z and shall also answer the question whether they are correlated.

The second part is dedicated to the investigation of the 'Willingness to buy Fashion Products Made in China' and the potential influence of different sustainability factors (social, environmental, social & environmental sustainability). To do this, the willingness to buy a non-sustainable fashion product made in China is polled and compared with the three other conditions.

Since a dependency of the willingness to buy on socio-demographic and psychographic factors shall be controlled, their influence is measured, too.

4. Methodology

4.1 Constructs and Measurements

In addition to the socio-demographic data, six constructs had to be investigated in order to answer the research questions and to test the hypotheses. These constructs were all measured with established scales taken from the literature, which were only slightly adapted to the specific requirements of the study. All scales were integrated in a questionnaire and the questionnaire was translated into German because the polled persons were German speaking.

4.1.1 Final Scales

Country Image of China

A number of scales were developed to measure country image. As reviewed by Lala et al (2009), there are big differences between these scales. Differences exist at a conceptual (halo or summary construct?), structural (number and type of dimensions?) and item (conceptualisation of country image?) level. A summary of country image-scales literature is given in Roth & Diamantopoulos (2009) and Lala et al (2009).

Taking into account the aim of this research project to investigate the image of China in Gen Z, the very detailed scale developed by Lala et al (2009) was chosen as it includes most of the aspects relevant to this generation.

Scale Description:

21 item, seven-point Likert-type scale measuring seven dimensions of country image. Answer range from: 1 = Totally disagree to 7 = Totally agree

Scale Dimensions and Items:

Economic Conditions (Financial Health and Advancement)

1. China is technologically very advanced.
2. China's economy is mostly industrial (not agricultural)
3. China's economy is very modern

Conflict (Relationship with other Countries)

4. China's government is very cooperative with ours.
5. China's trade practices with my government are very fair.
6. I like China very much.

Political Structure (Forms of Government and Policies that guide Decision Making)

7. China's government/political system is very democratic.

8. China is a very peaceful country.

9. China's citizens have a great deal of freedom (many rights).

Vocational Training (Level of Training and Education provided to workers)

10. Chinese workers are generally very admired.

11. Chinese workers are generally very well educated.

12. Chinese workers are generally very well trained.

Work Culture (Attitudes, Values and Beliefs that the Workforce has towards the Work)

13. Chinese workers are generally very hard working.

14. Chinese workers are generally very reliable.

15. Chinese workers generally pay very close attention to detail.

Environment (Concern about and effort invested to protect the environment)

16. China makes an aggressive effort to protect the environment.

17. China maintains very high standards for pollution control.

18. China is very concerned about the environment.

Labour (work conditions)

19. Workplace conditions in China are generally very safe.

20. China is very considerate to its workers.

21. Chinese workers are generally well treated.

Perception of fashion products "Made in China"

To measure the perception of fashion products "Made in China", the product judgement scale of Klein et al (1998) was selected from the "Marketing Scales Handbook" (Bruner II, 2015) and adapted to the special requirements. In contrast to other scales, e.g. Shimp and Sharma's (1987) CETSCALE, this scale is said to predict that animosity toward a foreign nation will negatively affect the purchase of products produced by that country independently of judgements of product quality. It is therefore assessed to be helpful in the underlying research setting.

Scale description:

Five item, seven-point Likert-type scale. Answer range from: 1 = Totally disagree to 7 = totally agree

Scale Items:

1. Fashion products Made in China are carefully produced and have fine workmanship.

2. Fashion products made in China are generally of a lower quality than similar products.

3. Fashion products made in China show a very high degree of sustainability.

4. Fashion products made in China are usually quite reliable and suitable.

5. Fashion products made in China are usually good value for the money.

Willingness to buy of fashion products "Made in China"

The measurement of "Willingness to buy" is a central part of the underlying research setting and investigated under different moderating conditions (no sustainability, social sustainability, environmental sustainability, social + environmental sustainability). In this regard, the "purchase intention" scale based on the publications of Burton et al (1999) and Kozup et al (2003), which is published in the "Marketing Scales Handbook" (Bruner II, 2015) seemed to be very suitable.

Scale Description:

Three item, seven-point Likert-type scale measuring the self-reported likelihood that a consumer will buy a product based upon information he/she has read on the products package.

Scale Items:

1. Would you be more likely or less likely to purchase the product, given the information shown?
   more likely/ less likely

2. Given the information shown, how probable is it that you would consider the purchase of this product?
   very probable/ not probable

3. How likely would you be to purchase the product, given the information shown?
   very likely/very unlikely

Psychographic Factors

Purchase Decision Involvement

The purchase decision involvement was measured using the scale published by Mittal (1989). Theories on consumers' behaviour propose that consumers actively search for and use information to make informed choices (Zaichkowsky, 1985). However, a great deal of consumer behaviour does not involve extensive search for information or a comprehensive evaluation of the choice alternatives even for the purchase of major items (Olshavsky & Granbois, 1979). The scale developed by Mittal (1989) consists of items which are relatively simple and explicitly embedded in the purchase decision context, which makes it especially useful for this research project.

Scale Description:

Five item, seven-point Likert-type scale.

Scale Items:

1. In selecting from the many types and brands of fashion products available in the market, would you say that:

   I would not care at all as to which I buy/ I would care a great deal as to which I buy

2. Do you think that the various types and brands of fashion products available in the market are all very alike or are all very different?

   they are alike/ they are all very different

3. How important would it be to you to make a right choice of fashion products?

   not important at all/ extremely important

4. In making your selection of a fashion product, how concerned would you be about the outcome of your choice?

   not at all concerned/ extremely concerned

5. How important will be the purchase of a fashion product in your life?

   Not important at all/ extremely important

Environmentalism

With the underlying research questions it was to be expected that environmentalism might play a role in answering them and should therefore be polled. It was measured with the scale published by Cervellon (2012).

Scale Description:

Three item, seven-point Likert-type scale measuring how much a person chooses to buy products that are considered the least harmful for people and the environment. Answer range from: 1 = totally disagree to 7 = totally agree

Scale Items:

1. I normally make a conscious effort to limit my use of products that are made of or use scarce resources.

2. I have switched products for ecological reasons.

3. When I have a choice between two equal products, I always purchase the one that is less harmful to other people and the environment.

Civic Engagement

It could be assumed that civic engagement moderates the willingness to buy products "Made in China". Doolittle and Faul (2013) showed that the so called Civic-Engagement-Scale (CES) can provide useful information about individuals' attitudes and behaviours of engagement in their community with a high reliability and validity. For the underlying research topic, the investigation of the "behaviour-section" of the CES seemed to be sufficient. The six statements of this scale are designed to measure the behaviours that indicate a level of civic engagement. Civic behaviours have been designed as the actions that one takes to actively attempt to engage and make a difference in their community.

Scale Description:

Five item, seven-point Likert-type scale. Answer scale from: 1 = never to 7 = always

Scale Items:

1. I am involved in structured volunteer position(s) in the community.

2. When working with others, I make positive changes in the community.

3. I stay informed of events in my community.

4. I participate in discussions that raise issues of social responsibility.

5. I contribute to charitable organisations within the community.

Sociodemographic Factors

Respondents were asked to provide their year of birth, their gender ('male', 'female', 'diverse'), their nationality ('Austrian', 'German', 'Swiss', 'other', 'lived in Austria/ Germany/Switzerland for more than 5 years'), and their place of residence ('countryside', 'urban area', 'city'). Concerning education, respondents were asked to state their highest level of degree out of nine levels. Furthermore, they were asked to specify their current activity. Finally, with regard to income and clothing budget per month, the respondents were asked to remain with one of the specified ranges.

4.1.2 Pre-tests

Applicability

In order to check the applicability of the questionnaire in total three face-to-face pre-tests (as suggested by SoSciSurvey) were performed with 15 (3*5) suitable people from the circle of friends of the author. For this purpose, a pre-test version of the questionnaire was created on soscisurvey.de and first discussed face-to-face with five respondents. Subsequently, the questionnaire was revised on the basis of the criticisms. Then, a second round with five different respondents was carried out in which only minor changes were suggested. After this, the questionnaire was adapted accordingly. In a third round with further 5 respondents, no more suggestions for improvements were made.

Verification

To get an impression of the quality of used scales, Cronbach's Alpha was calculated for each of the scales. According to Babin and Zikmund (2016) and Field (2013) a scale can be considered reliable if Cronbach's Alpha is above 0.7. As shown in Table 6, all adopted and adapted scales turned out to be reliable. A detailed description of reliability values is given in chapter 5.1.

Construct	No. of Items	Cronbach's Alpha
Country Image	21	.914
Perception of Fashion Products	5	.843
Willingness to buy	3	.914
Environmentalism	3	.724
Civic Engagement	6	.719

Note: n= 43

Table 6: Construct reliability in pre-test (Cronbach's Alpha)

Manipulation Check

To test the effect of sustainability measures on willingness to buy, a manipulation was implemented in which a hoodie "Made in China" without sustainability information should be compared to three sustainable (socially, environmentally, socially & environmentally) hoodies "Made in China". To this end, a different product information was delivered. The related sustainability criteria can be found in Figure 7. In order to check the effectiveness of the manipulation, the 43 respondents from a fourth pre-test were asked in a within-design survey about five different categories for each manipulation (credibility, understanding, perceived social/environmental/complete sustainability). The respondents were asked to indicate their compliance with the following statements on a scale from 1 (*totally disagree*) to 7 (*totally agree*):

1. The product information shown is credible.
2. The product information shown is easy to understand.
3. I perceive the hoodie shown as socially sustainable.
4. I perceive the hoodie shown as environmentally sustainable.
5. I perceive the hoodie shown as completely sustainable.

Product Information:

· Made in China

Product Information:

· **Made in China**
· **Socially and Environmentally Sustainable**
This product is part of our sustainable line. In this line we pay close attention to a socially and environmentally sustainable production. Thanks to our independent control mechanisms, we can guarantee for all products from this line:

Social Sustainability
· no child or forced labour
· No discrimination in the workplace
· Fair wages
· Limited working hours
· Paid overtime
· Occupational health and safety guarantee for workers

Environmental Sustainability
· production exclusively with natural fibres and fabrics (bio-linen, bio-denim, etc) or recycled materials (nylon, polyester, etc.) that are regularly checked on harmful substances
· No use of environmentally harmful substances for colouring, bleaching, etc.
· Compliance with wastewater sewage standards
· Low CO_2-emissions
· Compliance with international animal protection standards for animal products (wool, leather, down, etc.)

Product Information:

· **Made in China**
· **Environmentally Sustainable**
This product is part of our sustainable line. In this line we pay close attention to an environmentally sustainable production. Thanks to our independent control mechanisms, we can guarantee for all products from this line:

Environmental Sustainability
· production exclusively with natural fibres and fabrics (bio-linen, bio-denim, etc) or recycled materials (nylon, polyester, etc.) that are regularly checked on harmful substances
· No use of environmentally harmful substances for colouring, bleaching, etc.
· Compliance with wastewater sewage standards
· Low CO_2-emissions
· Compliance with international animal protection standards for animal products (wool, leather, down, etc.)

Product Information:

· **Made in China**
· **Socially Sustainable**
This product is part of our sustainable line. In this line we pay close attention to a socially sustainable production. Thanks to our independent control mechanisms, we can guarantee for all products from this line:

Social Sustainability
· no child or forced labour
· No discrimination in the workplace
· Fair wages
· Limited working hours
· Paid overtime
· Occupational health and safety guarantee for workers

Note: Clockwise starting from top left: Made in China, social & environmental sustainability, environmental sustainability, social sustainability.

Figure 7: Product information from the questionnaire for different hoodies.

The credibility and understanding for all four manipulations were above the neutral reference point, meaning that the descriptions were seen as credible and that there were no problems in understanding them (see Appendix). The perception of the sustainability of the hoodies was checked with a paired t-test comparing each mean of the four different hoodies with the grand mean of all hoodies.

For the **perception of social sustainability**, the hoodies with the social sustainability ($t(43)= 11.84$, $p=.001$, $d=1.79$) and the complete sustainability description ($t(43)= 8.03$,

p=.001, d=1.21) were significantly above the grand mean, whereas the hoodie without sustainability description (t(43)= -13.83, p=.001, d=2.08) and the environmental hoodie (t(43)= -5.93, p=.001, d=.89) were significantly below the grand mean.

The **perceived environmental sustainability** was significantly higher for the environmentally sustainable (t(43)= 10.88, p=.001, d=1.64) and the completely sustainable hoodie (t(43)= 9.24, p=.001, d=1.39) than the grand mean, whilst being significantly lower for the social hoodie (t(43)= -7.74, p=.001, d=1.17) and the hoodie without sustainability description (t(43)= -13.58, p=.001, d=2.05).

The mean of the hoodie with the complete sustainability description was the only one to significantly exceed the grand mean of **perceived complete sustainability** (t(43)= 8.99, p=.001, d=1.36), while the social (t(43)= -2.96, p=.005, d=0.45) and non-sustainable (t(43)= -12.22, p=.001, d=1.84) hoodies had significantly lower means. The environmentally sustainable hoodie mean showed only a minor, non-significant difference compared to the grand mean (t(43)= -.64, p=.528, d=0.09).
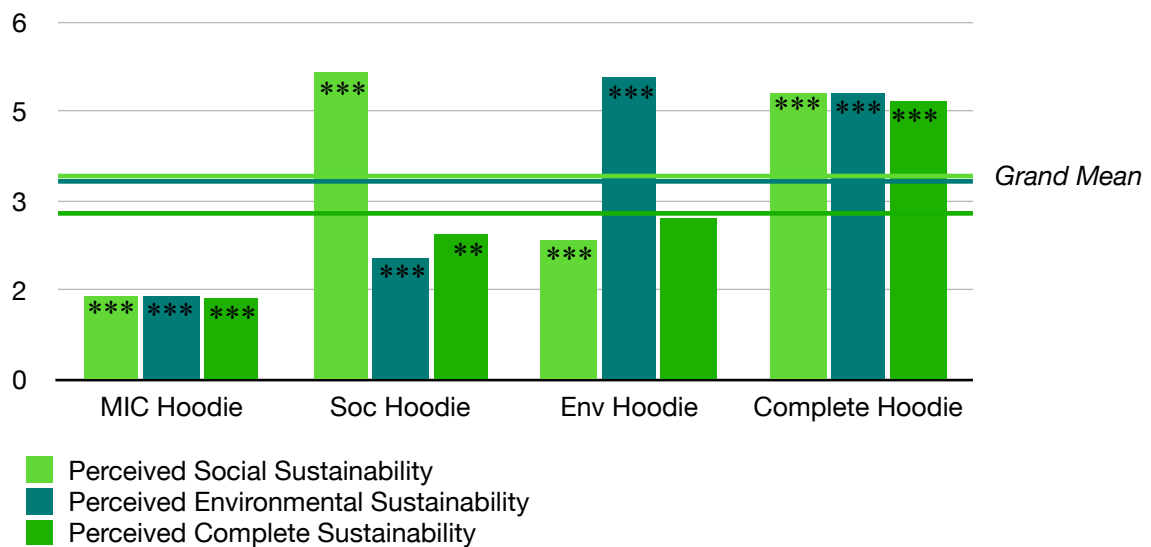
*Note: ** p<.01, *** p<.001*

Figure 8: Manipulation check for perceived sustainability.

The results showed that the manipulation has worked for all sustainability descriptions.

4.2 Questionnaire

4.2.1 Design

After considering the advantages and disadvantages a **mixed design**, i.e. a mixture between a within-subject and a between-subject design, was chosen for the study. At a within-subject design, all respondents are exposed to all conditions while at a between-subject design, respondents are randomly assigned to different conditions. A within-subject design is more effective (less respondents needed), tends to have lower error variance and has therefore more statistical power. However, within-subject factors are more vulnerable to subjects discovering the hypothesis and suffer from several other threats to internal validity. A between-subject design needs much more respondents and has a higher error variance due to the variance of scores within a condition but has a much lower risk of subjects discovering the hypotheses. Taking into account the setting of the research project (four different conditions), a mixed design with three groups (between-subject design) and two conditions for each group (within-design) seemed to be very reasonable (Vault Hanover, 2021).

4.2.2 Structure

Initially, the participants were informed that the questionnaire is an essential element of an investigation on consumer behaviour as a part of a master's thesis at the Chair of International Marketing at the University of Vienna. Then they were assured that the survey is voluntary, anonymous, and confidential, that it serves no commercial interests and that all information obtained is only used for academic purposes. After a general instruction on how to fill in the questionnaire, participants were asked to give their consent.

The actual questionnaire consisted of four sections and seven question blocks in total. Except the socio-demographic factors, the responses of all other questions were measured by a seven-point Likert scale. To avoid bias and response patterns, the order of items within questions was partly randomised.

In the first section, participants were asked about their general attitude towards China (Country Image) and subsequently about the perception of fashion products "Made in China".

The second section served to investigate the willingness to buy fashion products "Made in China" under different conditions (Made in China; Made in China + Social Sustainability; Made in China + Environmental Sustainability; Made in China + Social + Environmental Sustainability). To do this, the participants were divided into three groups. In each group, this section was different.

In the third section, special personal characteristics of the participants (Environmentalism; Civic Engagement; Purchase Behaviour) were explored.

Finally, participants were asked to indicate some sociodemographic characteristics like year of birth, gender, educational level, recent activity, monthly income, clothing budget per month, recent place of living and nationality.

4.3 Data Collection

For data collection, the questionnaire had to be translated into German, because all the scales used were primarily in English. The author's translation was checked by two native speakers.

Interested in gathering data in a relatively fast and cost-efficient way, an online-survey was carried out. Among the available tools the SoSciSurvey (SoSciSurvey GmbH, Munich, Germany) proved to be very suitable, since it is user-friendly and delivers all survey options needed, especially a randomisation of question blocks.

The online-survey started at 4th of July 2021. Due to the research subject, the target group were exclusively German speaking, adult members of Gen Z from the D/A/CH Region, i.e. people born between 1995 and 06/2003. The Data collection utilised the non-probability snowball sampling technique, where the first layer of respondents were contacted directly and then asked to further distribute the questionnaire. This technique is known to be very efficient (Babin & Zikmund, 2016). Initial contact persons were selected from the author's personal contact list and approached via e-mail, respectively social media (WhatsApp, Facebook, Instagram, etc.) with short instructions providing a link to the questionnaire on SoScisurvey.de . Each of them was asked to forward the link to the questionnaire to known members of Gen Z. Potential respondents were enabled to proceed to the online questionnaire by following a link created especially for this survey (https://www.soscisurvey.de/Umfrage-GenZ).

Having reached the statistically necessary number of respondents, the survey was completed at 25th of July 2021. Figure 9 shows the questionnaire return over time.
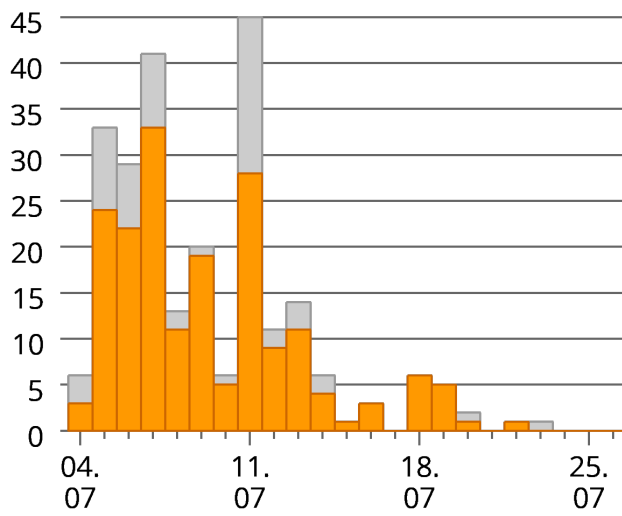
Note: Orange = finished questionnaires, grey = unfinished questionnaires.

Figure 9: Questionnaire return over time.

5. Analyses and Results

5.1 Statistical Methods

In accordance with the requirements of the different research questions respectively hypotheses, various statistical methods needed to be used to analyse the data:

Research Question 1/H1:	One Sample t-test
Research Question 2/H2a:	One Sample t-test
H2b:	Pearson correlation, Multilevel regression
Research Question 3/H3a:	One Sample t-test
H3b:	Pearson correlation, Multilevel regression
H3c:	Multilevel regression/Mediation analysis
Research Question 4/H4a:	Paired t-test, ANOVA
H4b:	Regression, Moderation analysis
H4c:	Regression, Moderation analysis

Before final data analyses, the **key assumptions** of the planned statistical methods had to be tested. These key assumptions are as follows (Kent State University Libraries, 2017) and were tested as indicated in brackets:

Since n > 30 (n= 171), due to the central limit theorem normality can be assumed for all tests.

One sample t-test/paired t-test:

1. Scale: continuous or ordinal (given)

2. Reasonable large sample size (given)

3. Simple random sample (given)

4. Independent scores on test variable (given)

5. Normal distribution (given)

6. Homogeneity of variances (= homoscedasticity) (SPSS)

7. No outliers (SPSS)

8. Paired measurements obtained from same subject (paired t-test) (given)

Analyses and Results

Annotation: For statistical calculation with the One Sample t-test the following measure was taken: The scale of the questionnaire was 1 (low = negative evaluation) to 7 (high = positive evaluation). As a neutral reference point (μ_0) 4 has been taken (and presented as 0 in related figures). The outcomes (μ) were calculated as the difference between the obtained mean and the neutral reference point.

Pearson correlation:

1. Two or more continuous variables (given)

2. Cases must have non-missing values on both variables (given)

3. Linear relationship between the variables (SPSS)

4. Independent cases (given)

5. Bivariate normality (SPSS)

6. Random sample of data (given)

7. No outliers (SPSS)

Multilevel regression/mediation/moderation analysis:

The assumptions of multilevel regression and mediation analysis are similar. However, PROCESS macro by Hayes uses bootstrapping, which is a robust procedure that does not make any prerequisites regarding the distribution.

1. Linear relationship between variables (SPSS)

2. No outliers (multilevel regression) (SPSS)

3. Independence of residuals (SPSS)

4. No multicollinearity (multilevel regression) (SPSS)

5. Homogeneity of variance (= homoscedasticity) (SPSS)

6. Normal distribution of the residuals (SPSS)

7. Temporal precedence (mediation analysis) (given)

ANOVA:

1. Continuous, interval or ratio level dependent variable (given)

2. Categorical independent variable (given)

3. Cases that have values on dependent and independent variables (given)

4. Independent samples/groups (given)

5. Random sample of data (given)

6. Normal distribution (given)

7. Homogeneity of variances (= homoscedasticity) (SPSS)

8. No outliers

Overall result: the key assumptions were fulfilled for all applied statistical test methods used.

5.2 Assessment of Quality of Scales

To assess the quality of the used multi-item-scales, the three main quality criteria objectivity, reliability and validity were investigated to minimise the risk of potential measurement errors (Field, 2013). Between these criteria there is a close relationship; objectivity is the basis for reliable results and reliability is a precondition for valid results, which in turn are the final aim of the study. The relevant quality assessment of the scales turned out to be as follows:

Objectivity

Test objectivity is given if a test is not influenced by falsifying factors in terms of performance, evaluation and interpretation. The objectivity of this survey can be taken for granted, since the sample size was large (n= 171), data was collected using scales from the literature and standardised with regard to the implementation of the survey, the test was performed online and the evaluation and interpretation of the data were carried out using an automated statistics programme.

Reliability

Test reliability refers to how dependably or consistently a test measures a characteristic. For reliability analyses, the composite variables for each construct were computed and Cronbach's Alpha was calculated to assess the internal consistency of the scales. All scales met the requirements for the applicability of Cronbach's Alpha (at least three items; same direction of questions; same range of values of all questions; limited number of items) (Streiner, 2003). The interpretation of Cronbach's Alpha is suggested

as follows: <.5 = not acceptable; <.70 = may have limited applicability; .70 - .79 = adequate; .80 - .89 = good/high; .90 and up = excellent. (Field, 2013). As shown in Table 7, the scales 'Willingness to buy "Made in China"' (.90) and 'Willingness to buy "Environmental Sustainability"' (.91) showed an excellent reliability and the scales 'Image of China' (.88), 'Environmentalism' (.81), 'Willingness to buy "Social Sustainability"' (.85) and 'Willingness to buy "Environmental and Social Sustainability"' (.83) a high reliability. The reliability of the scales 'Purchase Decision Involvement' (.75) and 'Civic Engagement' (.70) is adequate. Only reliability of the scale 'Perception of Fashion Products "Made in China"' might have a limited applicability. Primarily, Cronbach's Alpha was .63, after deleting one of the five items, Cronbach's Alpha increased to .69 and could therefore be classified as acceptable.

Construct	No. of Items	Cronbach's Alpha
Image of China	21	.88
Perception of fashion products "Made in China"	4	.69
Environmentalism	3	.81
Purchase Decision Involvement	5	.75
Civic Engagement	6	.70
Willingness to buy (MIC, Soc, Env, Both)	3	.90 .85 .91 .83

Table 7: Reliability of used scales.

Validity

Test validity refers to what characteristic the test measures and how well the test measures that characteristic ("measures what it is supposed to be measured" (Field, 2013)). The assessment of validity of used constructs can be done in this research context by checking the different influencing factors. Validity can be assumed since its main criteria concerning type of data collection (online, anonymous, voluntary), object of investigation (established scales), short investigation period and large sample size are fulfilled.

5.3 Results

5.3.1 Sample Description

In total, 248 persons opened the link and began to answer the questionnaire. Finally, 188 persons have completed the questionnaire. Of these, 171 responses were classified as valid, 17 responses had to be excluded due to different reasons (age, nationality, wrong answer of control question, consistently same rating, implausible response time).

The final sample consisted of 123 female, 47 male and one diverse participant(s). As specified, all of them were born between 1995 and 2003.

Concerning nationality, 120 respondents came from Germany, 43 from Austria and 8 from Switzerland and concerning residency, 48 respondents lived in a city (more than 100.000 inhabitants), 54 in an urban area (10.000 - 100.000 inhabitants) and 33 in the countryside (less than 10.000 inhabitants).

Considering the educational level most of the participants had a higher education. Currently, 113 were university students and 34 worked as employees.

The monthly income available varied mainly between 250-2000€. The monthly clothing budget was distributed accordingly and ranged mainly from 20-200€.

All surveyed sociodemographic data is listed in Table 8.

Sociodemographic Factor	Group 1	Group 2	Group 3	Total
Gender				
Female	39	45	39	123
Male	21	15	11	47
Diverse	1	-	-	1
Year of Birth				
1995	14	10	11	35
1996	7	11	10	28
1997	14	14	7	35
1998	10	3	6	19
1999	5	10	7	22
2000	4	6	4	14
2001	2	1	2	5
2002	4	4	3	11
2003	1	1	-	2

Education

No completed education	-	-	-	-
"Hauptschule"	-	-	1	1
Secondary school	2	2	4	8
Apprenticeship	7	1	4	12
Technical diploma	4	4	2	10
"Abitur"	26	30	19	75
Academic degree	21	22	20	63
Still in school	1	1	-	2

Occupation

Student	2	3	1	5
Apprentice	3	4	-	7
University Student	36	45	32	113
Employee	14	6	14	34
Official	2	-	1	3
Self-employed	1	-	1	2
Worker	3	2	1	6

Income

< 250€	4	3	2	9
Less than 500€	13	10	10	33
Less than 1000€	10	23	10	43
Less than 1500€	12	12	8	32
Less than 2000€	6	6	11	23
Less than 2500€	9	1	2	12
Less than 3000€	3	1	1	5
Less than 4000€	-	-	2	2
4000€ and more	2	-	1	3
No answer	2	4	3	9

Monthly Clothing Budget

< 20€	5	3	2	10
20-50€	14	21	10	45
50-100€	14	17	14	45
100-150€	10	6	8	24
150-200€	8	5	10	23
200-300€	5	4	3	12
300-400€	1	-	1	2
400-500€	-	1	1	1
500€ and more	1	-	-	1
No answer	2	3	1	6

Residence

Countryside	12	9	12	33
Urban area	23	18	13	54
City	26	33	25	84

Country

Germany	45	44	31	120
Austria	12	16	15	43
Switzerland	3	1	4	8

Table 8: Sociodemographic data of respondents.

5.3.2 Verification of Hypotheses

Research Question 1: How is Gen Z's image of China?

H1: The country image of China is rated low in Gen Z.

The statistical calculation showed a significant difference as well for the total construct (21 items) as in all seven sub-groups (7*3 items). A graphic overview is shown in Figure 10.
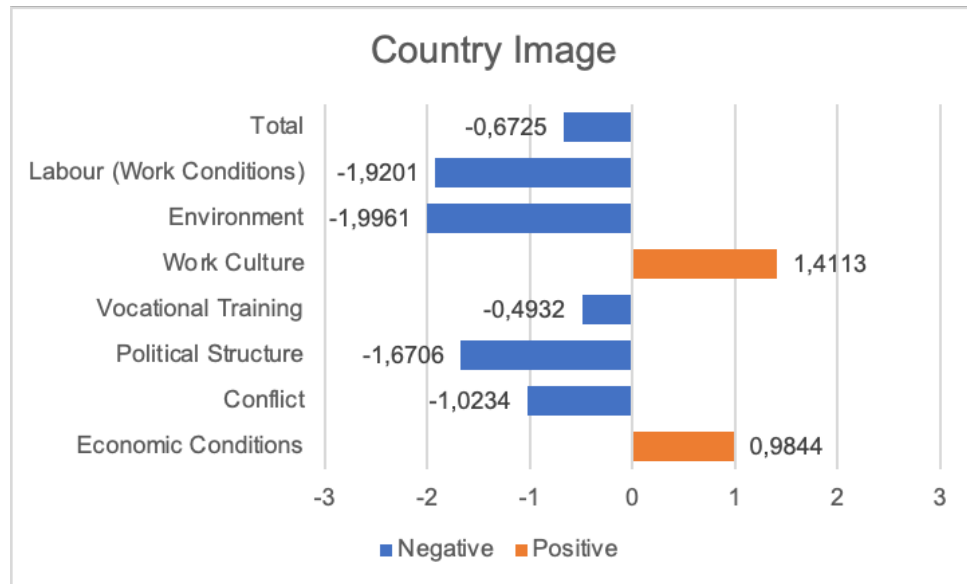
Figure 10: Country image of China.

The total country image of China is significantly lower than the neutral reference point (p<.001). The related average rating 0.67 points lower than the neutral reference point (95% CI [-.78, -.57]).

Of the seven sub-groups, five showed a significantly worse rating and two a significantly better rating than the neutral reference point. Economic Conditions and Work Culture were rated significantly better (p<.001) with an average rating about 0.98 (95% CI [.81, 1.15]) respectively 1.41 (95% CI [1.26, 1.56]) points higher than the neutral reference point. The sub-groups Conflict, Political Structure, Vocational Training, Environment and Work Conditions were rated significantly worse than the neutral reference point (p<.001). The lowest ratings were found in the sub-groups Environment with an average rating about 2.00 (95% CI [-2.16, -1.83]), Political Structure with an average rating of 1.67 (95% CI [-1.82, -1.51]) and Work Conditions with an average rating of 1.92 (95% CI [-2.07, -1.77]) below the neutral reference point.

Analyses and Results

The sub-group Conflict with an average rating of 1.02 (95% CI [-1.16, -.88]) was rated moderately lower and the average rating of the sub-group Vocational Training with a mean difference 0.49 (95% CI [-.69, -.30]) was just slightly below the neutral reference point. The exact results can be seen in Table 9.

One Sample T-Test

	t	df	p	Mean Difference	95% CI for Mean Difference		Cohen's d
					Lower	Upper	
Total	-12,71	170	<,001	-,67	-,78	-,57	-,97
Economic Conditions	11,41	170	<,001	,98	,81	1,15	,87
Conflict	-14,53	170	<,001	-1,02	-1,16	-,88	-1,11
Political Structure	-21,65	170	<,001	-1,67	-1,82	-1,51	-1,66
Vocational Training	-4,95	170	<,001	-,49	-,69	-,30	-,38
Work Culture	18,26	170	<,001	1,41	1,26	1,56	1,40
Environment	-23,61	170	<,001	-2,00	-2,16	-1,83	-1,81
Labor (Work Conditions)	-25,87	170	<,001	-1,92	-2,07	-1,77	-1,98

Table 9: Country image of China in Gen Z.

Finding: Hypothesis 1 confirmed.

Research Question 2: How is Gen Z's perception of fashion products "Made in China"?

H2a: The perception of fashion products "Made in China" is rated low in Gen Z.

The statistical calculation showed a significantly worse rating of Gen Z's perception of fashion products "Made in China" compared to the neutral reference point (p<.001). The total average rating was about 0.92 points lower than the neutral reference point (95% CI [-1.18, -.81]). Regarding the individual items, sustainability is rated extremely

low with a rating of 2,25 (95% CI [-2.39, -2,10]) below the neutral reference point, while the price-performance ratio was rated with .46 (95% CI [.24, .68]) above the neutral reference point. A graphical overview is given in Figure 11 and the statistical data is summarised in Table 10.
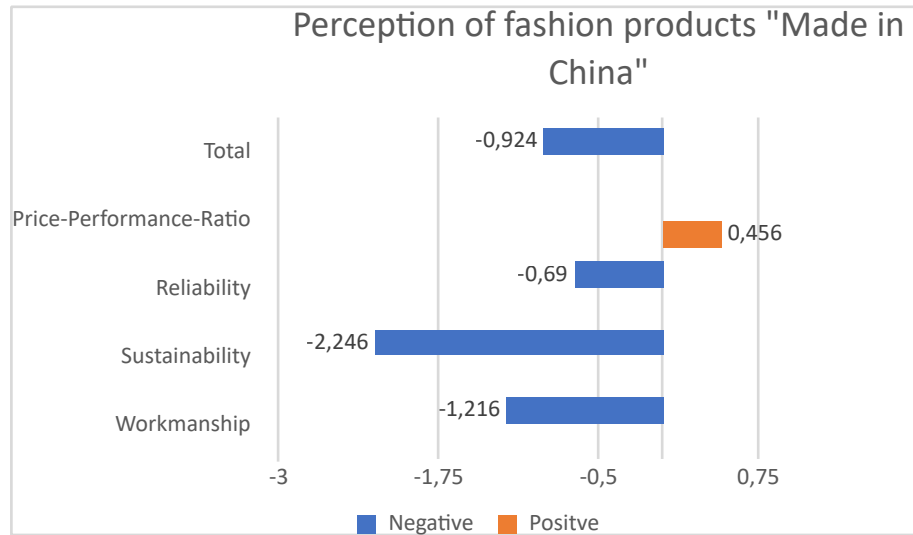
Figure 11: Gen Z's perception of fashion products "Made in China".

One Sample T-Test

	t	df	p	Mean Difference	95% CI for Mean Difference		Cohen's d
					Lower	Upper	
Workmanship	-12,33	170	<,001	-1,22	-1,41	-1,02	-,94
Sustainability	-29,75	170	<,001	-2,25	-2,39	-2,10	-2,28
Reliability	-6,55	170	<,001	-,69	-,90	-,48	-,50
Price-Performance	4,09	170	<,001	,46	,24	,68	,31
Total	-12,00	170	<,001	-,92	-1,06	-,78	-,99

Table 10: Gen Z's perception of fashion products "Made in China".

Finding: Hypothesis 2a confirmed.

H2b: Gen Z's country image of China is positively correlated with the perception of fashion products "Made in China".

As shown in Table 11, the Country Image of China and the perception of fashion products "Made in China" have a statistically significant linear relationship (r=.355, p<.001). The direction of the relationship is positive, meaning that theses variables tend to increase together. The magnitude of the association is approximately moderate (.3 < | r | <.5) (Field, 2013).

Correlation Matrix

		Country Image	Perception
Correlation	Country Image	-	
	Perception	.36**	-

*Note: **. Correlation is significant at the 0.01 level (2-tailed).*

Table 11: Correlation matrix between Gen Z's image of China and their perception of fashion products "Made in China".

However, Pearson correlation cannot definitely prove cause and effect. Therefore, data from the multiple regression analysis with mean centering and including control variables (Table 19), which was performed to test the hypothesis 3b, could be used to confirm the correlation. The direct effect from Country Image on Perception of fashion products "Made in China" in this analysis was statistically significant (b =.51, p<.001). Tables 12 and 13 show a summary of the results:

Multilevel Regression Table

Predictor	b	SE	CI 95% Lower	CI 95% Upper	t	df	p
constant	,00	,06	-,13	0,13	,00	161	<1
CI	,51	,10	,32	,70	5,24	161	<,001

Table 12: Multilevel regression (dependent variable: perception of fashion products).

Model Summary

R	R2	MSE	F	df1	df2	p
,52	,27	,67	5,65	9	161	<,001

Table 13: Model summary of regression on perception.

With the multilevel regression analysis Country Image could be identified as predictor for the perception of fashion products "Made in China" b =.51, t(161)=5.24.

Finding: Hypothesis 2b confirmed.

Research Question 3: How is Gen Z's willingness to buy fashion products "Made in China"?

H3a: The willingness to buy fashion products "Made in China" is rated low in Gen Z.

The total rating of Gen Z's willingness to buy fashion products "Made in China" was significantly worse than the neutral reference point. The average total rating was about 1.24 points below the neutral reference point (95% CI [-1.04, -.69]). A graphical overview is given in Figure 12 and the statistical data is summarised in Table 14.
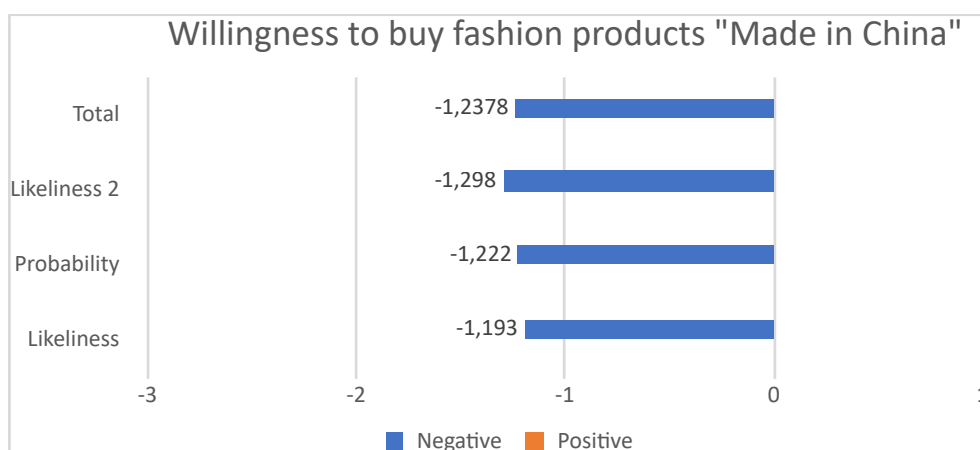
Figure 12: Gen Z's willingness to buy fashion products "Made in China".

One Sample T-Test

	t	df	p	Mean Difference	95% CI for Mean Difference		Cohen's d
					Lower	Upper	
Likeliness	-10,06	170	<,001	-1,19	-1,43	-,96	1,55
Probability	-10,61	170	<,001	-1,22	-1,45	-,99	1,50
Likeliness 2	-10,30	170	<,001	-1,30	-1,55	-1,05	1,65
Total	-11,32	170	<,001	-1,24	-1,45	-1,02	1,43

Table 14: Gen Z's willingness to buy fashion products "Made in China".

Finding: Hypothesis 3a confirmed.

H3b: Gen Z's perception of fashion products "Made in China" is positively correlated with their willingness to buy fashion products "Made in China".

The statistical evaluation showed a significant linear relationship (r=.332, p<.001) between Gen Z's perception of fashion products "Made in China" and their willingness to buy fashion products "Made in China". The direction of the relationship is positive, meaning that these variables tend to increase together. The strength of the association is approximately moderate (.3 < | r | <.5) (Field, 2013).

Pearson Correlation Matrix

		WTB	Perception
Correlation	WTB	-	
	Perception	.33**	-

*Note: **. Correlation is significant at the 0.01 level (2-tailed).*

Table 15: Correlation matrix between Gen Z's willingness to buy fashion products "Made in China" and their perception of fashion products "Made in China".

However, Pearson correlation does not definitely prove cause and effect. Therefore, a multiple regression analysis with mean centering and including control variables (Table 16) was performed. The direct effect from Perception of fashion products "Made in China" on the Willingness to buy in this analysis was statistically significant (b =.324, p<.05).

Multilevel Regression Table

Predictor	b	SE	CI 95%		t	df	p
			Lower	Upper			
constant	0,00	0,10	-0,21	0,21	,00	160	<1
Perception	,32	,16	,02	,63	2,09	160	<,05

Table 16: Multilevel regression (dependent variable: willingness to buy).

Model Summary

R	R2	MSE	F	df1	df2	p
,45	,20	1,73	4,28	10	160	<,001

Table 17: Model summary of regression on willingness to buy.

With the multilevel regression analysis Perception could be identified as predictor for the Willingness to buy fashion products "Made in China" b =.32, t(160)=2.09.

Finding: Hypothesis 3b confirmed.

H3c: Gen Z's Country Image of China has via mediation by the perception of fashion products "Made in China" an indirect effect on the willingness to buy fashion products "Made in China".

To answer this hypothesis - and taken into account the conceptual model - mediation analyses including relevant covariates were performed using PROCESS macro Model 4.0 by Hayes (2021), which uses ordinary least squares regression, yielding unstandardised path coefficients for total direct and indirect effects (Hayes, 2018). Bootstrapping with 5000 samples together with heteroscedasticity consistent standard

errors (Davidson & MacKinnon, 1993) were employed to compute the confidence intervals and inferential statistics. Effects were deemed significant when the confidence interval did not include zero. As a side effect, the causality of the correlation analyses regarding H2 and H3a can be checked additionally.

A simple mediation was performed to analyse whether the Country Image predicts the Willingness to buy and whether the direct path would be mediated by the Perception of fashion products "Made in China" in Gen Z. The results are shown in Table 18.

Effect

Path	b	SE	CI 95% Lower	CI 95% Upper	t
Total	.51	,17	,173	,847	2,99
Direct	,34	,18	-,01	,70	1,91
Indirect	0,17	0,08	0,02	0,033	

Table 18: Total, direct and indirect effect of the mediation model.

A statistically significant total effect (c) of the Country Image of China on the Willingness to buy was observed, b =.510, p<.05. After entering the mediator "Perception" into the model, the Country Image of China predicted the mediator significantly (a), b =.512, p<.001, which in turn predicted the willingness to buy significantly (b), b =.324, p<.05. Furthermore, it turned out that the relationship between the Country Image of China and the willingness to buy fashion products "Made in China" is fully mediated by the Perception of fashion products "Made in China", indirect effect ab = .166, 95% CI [.0153, .3333] (Reported according to Hemmerich, 2015-2021). A graphic representation is shown in Figure 13.
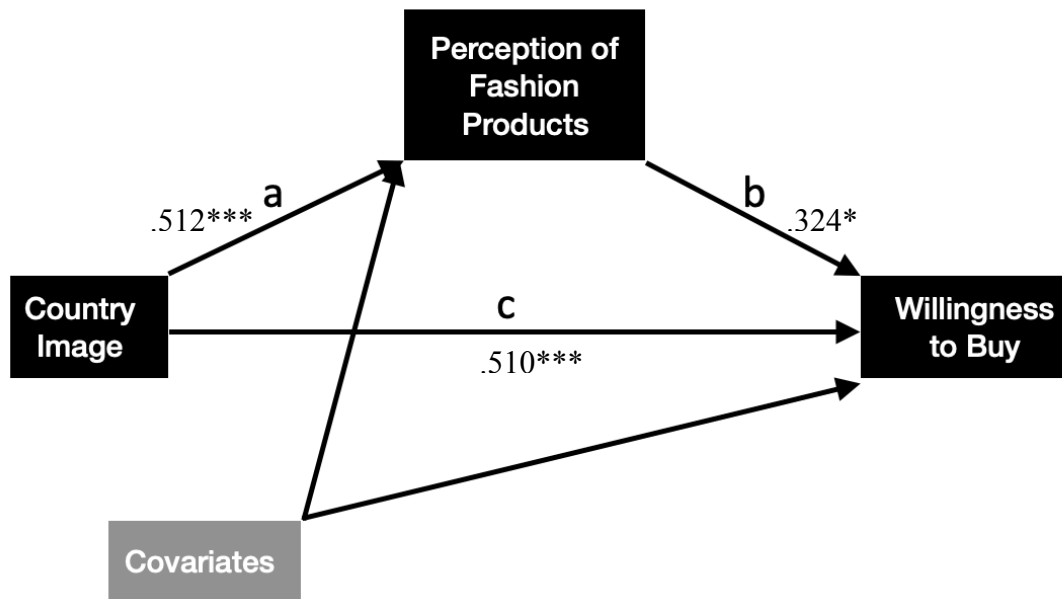
Figure 13: Mediation model.

The results concerning the influence of the covariates are listed in Table 19.

Multilevel Regression Table

Predictor	b	SE	CI 95% Lower	Upper	t	df	p
constant	2,94	,58	1,80	4,09	5,05	161	<,001
CI	,51	,09	,33	,70	5,45	161	<,001
PDI	-,10	,06	-,23	,03	-1,52	161	,13
CivEng	-,04	,07	-,18	,09	-,61	161	,54
Env	-,16	,05	-,26	-,06	-3,21	161	<,01
Gender	-,41	,15	-,72	-,11	-2,69	161	<,01
Education	-,05	,21	-,36	,46	,23	161	,82
Residence	,17	,13	-,09	,43	1,31	161	,19
Income	-,00	,03	-,07	,06	-,12	161	,91
Clothing Budget	,02	,04	-,05	,10	,59	161	,56

Table 19: Multilevel regression (dependent variable: willingness to buy).

Model Summary

R	R2	MSE	F	df1	df2	p
,52	,27	,67	6,62	9	161	<,001

Table 20: Mediation model summary.

Finding: Hypothesis 3c confirmed.

Research Question 4: Do sustainability factors improve the willingness to buy fashion products "Made in China" in Gen Z?

H4a: Gen Z's willingness to buy fashion products "Made in China" is improved by sustainability measures.

Research question 4 respectively hypothesis 4a were checked by a Repeated-Measures-ANOVA procedure followed up by a Bonferoni-corrected post-hoc analysis. The Repeated-Measures-ANOVA determined that mean willingness to buy levels showed a statistically significant difference between measurements, F (1.0, 168) = 246.66, p<.001, partial η^2 = 60 , which are also shown in Table 21.

Test of Within-Subjects Effects Table

Source	F	η^2	df	p
WTB	246,66	0,60	1	<,001

Table 21: Within-subjects effects.

Bonferoni-adjusted post-hoc analysis data are shown in Table 22. The analysis revealed a significant difference (p<.001) in willingness to buy of the features 'no sustainability' and 'sustainability' (-2.12, 95% CI [-2.38, -1.85). Furthermore, the more detailed analysis showed highly significant differences within all three groups comparing 'no sustainability' with the different forms of sustainability. The revealed differences in group 1 'social sustainability' (p<.001, -1.85, 95% CI [-2.30, -1,41]), group 2 'environmental sustainability' (p<.001, -2.13, 95% CI [-2.58, -1.69], and group 3 'social

and environmental sustainability' (p<.001, -2.37, 95% CI [-2.86, -1.88]) were all very pronounced.

ANOVA

Group	WTB	WTB	Mean Dif.	SE	Sig.	95% CI Lower	Upper
1	1	2	-1,85	,22	<,001	-2,30	-1,41
2	1	2	-2,13	,23	<,001	-2,58	-1,69
3	1	2	-2,37	,25	<,001	-2,86	-1,88

Note: WTB 1 = without sustainability, WTB 2 = with sustainability; Group 1 = social, 2 = environmental, 3 = social and environmental.

Table 22: Willingness to buy before and after manipulation within each group.

Of further interest was the question of whether there are differences between the three sustainability factors. As shown in Table 23, there is no significant difference in the willingness to buy the 'non sustainable' product between the three groups. There was also no significant difference in the willingness to buy the 'social sustainable' and the 'environmental sustainable' product, and the 'environmental sustainable' product and the 'environmental and social sustainable' product. However, the difference was significant between the 'social sustainable' product and the 'social and environmental sustainable' product (p<.05, -0.65, 95% CI [-1.25, -0.06]).

ANOVA

WTB	Group	Group	Mean Dif.	SE	Sig.	95% CI Lower	Upper
1	1	2	-,17	,26	1	-,80	,46
		3	-,14	,27	1	-,80	,52
	2	3	,03	,28	1	-,63	,70
2	1	2	-,45	,23	,17	-1,02	,11
		3	-,65*	,24	,03	-1,24	-,06
	2	3	-,20	,25	1	-,80	,40

Table 23: Willingness to buy between differently manipulated groups.

Finding: Hypothesis 4a confirmed.

H4b: The effect of perception of fashion products "Made in China" on the willingness to buy fashion products "Made in China" is moderated by social, environmental and social & environmental sustainability measures.

To test this hypothesis, a regression from perception of fashion products "Made in China" on willingness to buy fashion products "Made in China" was run for each of the different hoodies. The psychographic factors were set as controls. The results showed that while there was a significant relationship between perception and WTB "Made in China" for the non-sustainable hoodie (WTB MIC) (b = .3115, p = .0375), there were no significant relationships between perception and WTB "Made in China" for the socially sustainable (WTB SOC) (b = .3271, p = .1599), the environmentally sustainable (WTB ENV) (b = .2081, p = .4381) and the completely sustainable hoodie (WTB COM) (b = .1395, p = 6328). The results are listed in Table 24.

Regression Coefficients Table

Predictor	b	SE	CI 95%		t	df	p
			Lower	Upper			
WTB MIC	,31	,15	,02	,60	2,10	164	,038
WTB SOC	,33	,23	-,13	,79	1,42	164	,16
WTB ENV	,21	,27	-,33	,74	,78	164	,44
WTB COM	,14	,29	-,45	,72	,48	164	,63

Table 24: Regression coefficients.

Finding: Hypothesis 4b confirmed.

H4c: The moderating effect of social & environmental sustainability measures on the perception - willingness to buy link is stronger than the moderating effects of social respectively environmental sustainability measures alone.

This hypothesis is also answered with the analysis of H4b. The differences for beta between the non-sustainable (b = .31) and the completely sustainable hoodie (b = 14) is the largest (see Table 24). Also, the change of p through moderation by the complete sustainability is the largest (from p = .038 to p = .63). Hence, one can conclude that the moderation effect of the completely sustainable hoodie is stronger than through

environmental or social sustainability alone. This can also be seen in Figure 14 which shows that the willingness to buy is the highest after moderation through complete sustainability (Group 3), the lowest for social sustainability (Group 1) and in the middle for environmental sustainability (Group 2).
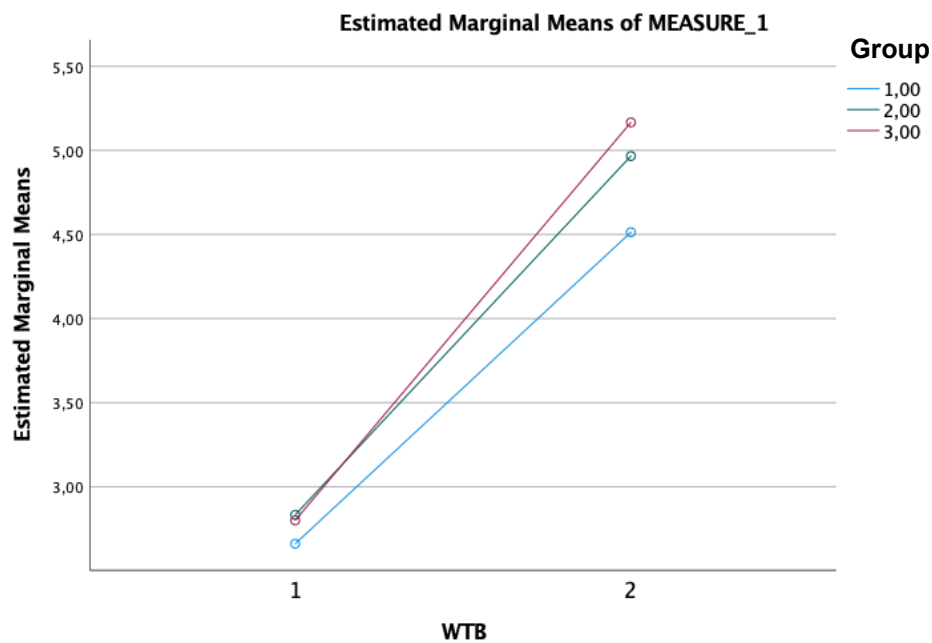
Note: Group 1 = Social sustainability, Group 2 = environmental sustainability, Group 3 = social & environmental sustainability.

Figure 14: Differences in willingness to buy before and after manipulation.

Finding: Hypothesis 4c confirmed.

5.3.3 Summary

The final results concerning the assessment of the hypotheses are summarised in Table 26:

Summary Table

Hypothesis	Result	
H1: The Country image of China is rated low in Gen Z.	Confirmed	p<,001
H2a: The perception of fashion products "Made in China" is rated low in Gen Z.	Confirmed	p<,001
H2b: Gen Z's Country image of China is positively correlated with the perception of fashion products "Made in China".	Confirmed	p<,001
H3a: The willingness to buy fashion products "Made in China" is rated low in Gen Z.	Confirmed	p<,001
H3b: Gen Z's perception of fashion products "Made in China" is positively correlated with their willingness to buy them.	Confirmed	p<,05
H3c: Gen Z's Country image of China has via mediation by the perception of fashion products "Made in China" an indirect effect on the willingness to buy fashion products "Made in China".	Confirmed	p<,001
H4: Gen Z's Willingness to buy fashion products "Made in China" is improved by sustainability measures.	Confirmed	p<,001
H4b: The effect of perception of fashion products "Made in China" on the willingness to buy fashion products "Made in China" is moderated by social, environmental and social & environmental sustainability measures.	Confirmed	
H4c: The moderating effect of social & environmental sustainability measures on the perception - willingness to buy link is stronger than the moderating effects of social respectively environmental sustainability measures alone.	Confirmed	

Table 25: Summary of results.

6. Discussion

Country image of China

As hypothesised in Hypothesis 1, the overall image of China was rated low by Gen Z. The total mean was .67 points lower (p<.001) than the neutral control level. However, this finding has to be discussed in more detail. This construct consisted of a total of 21 items, divided into seven sets with three items each (4.1.2). Out of them, five sub-groups showed a highly significant lower rating, while the rating in two sub-groups was highly significantly better than the neutral control level (Figure 8). The lowest ratings were found in the sub-groups 'Environment' (-1.99, p<.001), 'Political structure' (-1.67, p<.001), as well as 'Work conditions' (-1.92, p<.001), and somewhat more moderate in 'Conflict' (-1.02, p<.001). These findings reflect exactly the expectation that one has regarding the Gen Z. The members of Gen Z engage more intensively than former Generations with topics like environment protection, politics, human rights and social questions and are seriously worried about related undesirable developments (Criteo, 2018; OC&C, 2019). It is therefore not surprising that the globally oriented Gen Z is also aware of the situation in China and has a distinct opinion. This also applies to the rating in the other three sub-groups. While the 'Vocational Training' (-.49, p<.001) was still rated slightly worse than the reference point, the 'Economic Conditions' (.98, p<.001) were rated substantially better and the 'Work culture' (1.41, p<.001) even dramatically better than the neutral reference point. This means that the conditions in China that are directly related to work or workers are rated as good by Gen Z. This mitigates the bad rating in the other sub-groups and leads to an only moderately, but significantly, worse total rating. However, there could be some bias as there was no weighting between the groups. It is conceivable that Gen Z views the low-rated sub-groups such as 'Environment', 'Work Conditions' and 'Political Structure' as much more important than the well-rated ones and that the real overall image of China is worse than that determined in this study. This would fit with the characteristics of Gen Z (Albert, et al 2019; Criteo, 2018; Elbdudler, 2018; OC&C, 2019).

Perception and Willingness to buy

Roth and Diamantopoulos (2009) stated that *"in today's globalised markets country-of-origin image has a considerable impact on consumers' evaluation of products*

originating from different countries and therefore influences their subsequent buying decisions". Hypotheses 2b, 3b and 3c were formulated to check the validity of this statement for the present research project. The evaluation of the collected data showed that as well the rating of erception of fashion products "Made in China" (-.92, p<.001) as the rating of willingness to buy fashion products "Made in China" (-1.24, p<.001) was significantly worse than the neutral reference point (Figures 9, 10; Tables 10, 14). Furthermore, a regression analysis revealed that the image of China is positively correlated with as well the perception as the willingness to buy. Moreover, a mediation analysis has that the country image predicts the willingness to buy and that this effect is fully mediated by the perception. Taken together, these analyses reveal that the well-known interaction between these constructs (Roth & Diamantopoulos, 2009) do also exist in this research setting. Consequently, the Hypotheses 2b, 3b and 3c were confirmed.

Impact of sustainability on willingness to buy

The core question of the master's thesis was raised with Hypothesis 4. It should be found out whether the willingness to buy fashion products "Made in China" is affected by sustainability measures and whether there are different effects between the various types of sustainability. To this aim, three comparisons were made. Each with a non-sustainable vs. a socially, an environmentally, and a socially + environmentally sustainable hoodie (Figure 7). In order to investigate the effect of sustainability alone, the same design and price equality were assumed.

The analyses revealed that all three types of sustainability led to a highly significant improvement of the willingness to buy. The extent of the improvement showed gradual differences between social (1.85, p<.001), environmental (2.13, p<.001) and social + environmental (2.37, p<.001) sustainability and the hoodie without sustainability information. While the differences between the sustainable hoodies and the hoodie without sustainability information were highly significant, there was only one significant difference when comparing the willingness to buy improvements through the three different types of sustainability to the willingness to buy for the hoodie without sustainability information. There were no differences in the comparison social : environmental (-.45, p<.17) and environmental : social + environmental (-.20, p=1).

However, as shown in Figure 14, there was a significant difference between the social and the social + environmental hoodie (-.65, p<.03). These differences between no sustainability (WTB 1) and sustainability (WTB 2) underline the importance of sustainability measures for Gen Z's willingness to buy fashion products "Made in China" and suggest that the implementation of a complete (social + environmental) sustainability is unchanged when compared to environmental sustainability, but significantly better than social sustainability alone. However, there is also no significant difference between social and environmental sustainability.

Finally, multiple analyses were performed to investigate the influence of sociodemographic and psychographic factors (see Appendix). The most relevant findings were as follows:

Credibility: There was a highly significant positive correlation between the credibility of the product information and the willingness to buy for all three sustainable hoodies. This suggests that the willingness to buy sustainable fashion products "Made in China" can be improved by credible product information.

Perceived sustainability: The positive correlation between the perceived sustainability and the willingness to buy shows in the same direction as credibility. The better the perception of sustainability, the higher the willingness to buy.

Civic engagement and Environmentalism: The negative correlation between the willingness to buy a non-sustainable fashion product "Made in China" is significantly lower in socially committed (civic engagement) and particularly environmentally conscious (environmentalism) Gen Z members. This strengthens the idea of the special characteristics of Gen Z for the willingness to buy.

Taken together, the gathered and analysed data indicates that in depth investigations could probably deliver valuable insights into the outlined topic.

7. Conclusion

Concerning manufacturing of fashion products, "Made in China" seems not to be a problem per se in Gen Z. Although the overall image of China is rated low, and directly correlated with the perception and willingness to buy, the willingness to buy can be improved by product related factors. This speaks against a fundamental rejection of a fashion production in China by Gen Z. In this research setting, the effect of different types of sustainability (social, environmental, social & environmental) were investigated due to the special characteristics of Gen Z. Gen Z members are known to engage more intensively with lifelike topics like environment protection, politics and society, and are seriously worried about their future, especially in regard to sustainability (Albert et al, 2019; Criteo, 2018; OC&C, 2019). As expected, the manipulation showed a highly significant effect with a marked improvement of the willingness to buy in all three groups. However, the analyses showed, that this effect significantly depends on the credibility of the claimed sustainability. The higher the credibility, the higher the willingness to buy. Finally, it is to mention that the perception of fashion products "Made in China" is positively correlated with the environmentalism of Gen Z members. Since it is to be expected that the proportion of environmentally conscious people will increase in Gen Z, the decision-makers in fashion industry should keep this fact in mind.

Theoretical Contributions

The aim of this Master's Thesis was to investigate Gen Z's willingness to buy fashion products "Made in China" taking into also account various levels of sustainability. In view of this, a study was carried out with 171 members of Gen Z from the so-called D/ A/CH-countries.

The present study contributes to the existing literature on Gen Z, on the country-of-origin construct and on the link between country-of-origin, perception of products and willingness to buy:

Gen Z:

Although further characterisation of Gen Z was not the main subject of this study, it confirmed findings of current youth studies/literature and enlarged the knowledge about their behaviour. As it is known for the whole of Gen Z, the participants of this study

turned out to have a distinct opinion on politics, society and sustainability. In this regard, the research on civic engagement, environmentalism and purchase decision involvement showed significantly higher values than the neutral reference point (see Appendix). It was also shown that sustainability aspects play an important role for Gen Z when buying clothing. Based on previous surveys, a divergent behaviour between personal attributes and purchase intent was considered possible (Abu, 2019).

Country-of-Origin Image/ Perception of Products:

Although there is the public opinion that the image of China is bad and products "Made in China" are of inferior quality, there is a lack of studies that confirm this opinion empirically (Holtbrügge & Zeier, 2017). Rather, the products are mostly judged based on the stereotypical beliefs about this country (Yasin et al, 2007) and result in a low-level, low-tech and low-cost image of China (Bell, 2008; Chinen & Sun, 2011; Holtbrügge & Zeier, 2017; Loo & Davies, 2006). As a consequence, products from China were regularly found to be among the least favourable when compared to other countries (Leonidou et al, 2007; Pappu et al 2007; Sharma, 2011; Laforet & Chen, 2012).

In the present study, the image of China was polled based on a detailed construct consisting of a total of 21 items divided into seven sets with three items each. The results reflect a distinct opinion about China in Gen Z. While the overall image of China was rated as low, the individual analyses provided a more specific insight into the opinion formation. The lowest ratings were found in the subgroups Environment, Political Structure, Work Conditions and somewhat less in Conflict and Vocational Training. Astonishingly high was the rating concerning Work Culture and Economic Conditions. This specification might deliver an important contribution when discussing the country image of China in the future.

Furthermore, the empirical survey of perception of fashion products "Made in China" showed a rating significantly lower than the neutral reference point. This overall result was strongly influenced by a very poor rating of the products in term of sustainability. This presumed and now shown knowledge should be taken into account in further research.

Conclusion

Country Image - Perception of products - Willingness to buy:

Roth and Diamantopoulos (2009) stated that "in today's globalised markets country-of-origin image has a considerable impact on consumers' evaluation of products originating from different countries and therefore influences their subsequent buying decisions." The results of the present study show that this relationship also exists in the underlying research setting and thereby completely confirms this statement. It was found that the image of China is positively correlated with as well the perception as the willingness to buy fashion products "Made in China" in Gen Z, that the country image predicts the willingness to buy and that this effect is fully mediated by the perception. These current findings enlarge the knowledge in this field since they were collected with a more specific country image construct and in a sample which differs completely from former ones.

In addition, the present study revealed that the relationship between country image, perception of products and willingness to buy can be influenced by making changes in the product. The manipulation procedure of the investigated fashion product by different sustainability measures led to a highly significant improvement of the perception of this product with a consecutively highly significantly increased willingness to buy in Gen Z. Thereby, even gradual differences between the manipulation measures could be determined. The overall result was that the unfavourable effect of a negative country image could be compensated by product-related measures. This finding might add an interesting point of view for further research and might also have managerial implications.

Managerial Implications

Although this study is, to the best of my knowledge, the first one to relate the image of China and the perception of fashion products "Made in China" to the willingness to buy these products in Gen Z, it might already have valuable managerial implications on the handling of Gen Z in fashion business. Since Gen Z is expected to become the most significant consumer group soon (Criteo, 2018; OC&C, 2019) reliable informational consumer insights of Gen Z might be of great relevance.

Conclusion

For political and sustainability reasons, fashion companies occasionally think about relocating production from China to other low-wage countries or even back to western industrial countries. However, this proves to be difficult for reasons of capacity as well as for reasons of the price-performance-ratio (Garagnon, 2020). From the point of view of Gen Z, no such necessity can be derived from the data collected in this study. However, their willingness to buy strongly depends on a credible sustainability of the product. Hence, it is advisable for the decision makers in fashion companies to seek cooperation with Chinese manufacturers which have a high level of sustainability. The number of such manufacturers is steadily increasing, since China outlined plans in 2016 for implementing the UN's 2030 Sustainable Development Goals. Moreover, in 2020 China announced its intention to reach carbon-neutrality by 2060. In this context, it is important to mention that the results of the study might mislead one into the assumption that compliance with environmental sustainability is sufficient for Gen Z, because it was found that there is no significant difference between implementing environmental and complete (social & environmental) sustainability. However, social sustainability alone was rated significantly lower than complete sustainability, but the difference to environmental sustainability was non-significant. Hence, one could argue in either direction on why social, environmental or complete sustainability should be implemented. Decision makers could be easily mislead by the study's results to implement environmental sustainability only, since it does not differ significantly from complete sustainability and should be easier and cheaper to achieve. Social sustainability, however, also showed a significant improvement for the willingness to buy. Grievances in social sustainability aspects should not be underestimated and bear an even higher potential for the consequences of the so-called "cancel culture" that is very distinct in Gen Z. Looking in the literature, it is worth considering whether the fashion industry should not enter into honest communication with the Gen Z, telling that fashion production is sustainable imperfect everywhere but that China makes great efforts towards sustainability. Evidence through credible textile seals should be considered. This approach would meet the demands of Gen Z for a gradual improvement in living conditions.

Taken together, the present study supports the advice given to fashion companies by the accounting firm PricewaterhouseCoopers in the year 2020: "Companies in every

industry can open up exciting opportunities to build loyal relationships with this generation as soon as possible - by understanding how their values and preferences affect their day-to-day decisions. Listen to Gen Z. Learn from Gen Z. And adapt your business model to give Gen Z what they want, when they want it - before your competitors do." (PWC, 2020). To achieve this, there are already clear suggestions in the literature on how to deal with Gen Z in terms of marketing management (Kleinjohann & Reinecke, 2020). These include both the general corporate strategy and special measures such as communication, product design, advertising, shopping and post-sale customer support.

General corporate strategy: As committed consumers who consciously deal with their consumption, the members of Gen Z expect companies to act in an ethical, socially responsible and environmentally friendly manner, both in the production and in the marketing of their products. In order to convince Gen Z, the positioning in this regard should be authentic and credible. Companies should therefore review their entire value chain from this point of view and build a reputation as credible, sustainable company (Kleinjohann & Reinecke, 2020).

Marketing communication: When communicating with Gen Z, the sustainability of a company should be emphasised and communicated convincingly as a social obligation. In order to be noticed and taken seriously by this communicative target group, it is helpful to tell stories about the company, products, services and consumers ('story telling'). To enable an exchange about this it is advisable to create an online platform. Furthermore, a "peer-to-peer" marketing model should be established, in which opinion leaders ('influencers'), convinced customers or paid partners ('affiliates') are used to market the products in the Gen Z network (Elbdudler, 2018; Kleinjohann & Reinecke, 2020; OC&C, 2019).

Product design: The striving of Gen Z for uniqueness and the wish to present their personality and individuality in their peer group leads to the fact that in principle unique offers are preferred when selecting products. It could therefore be worthwhile to

develop a strategy that takes into account the characteristics of uniqueness, personalisation and limitation.

Advertising: In order to make product advertising successful in Gen Z, it is important not only to select the right media channels, but also to adapt to the requirements of Gen Z ('targeting'), to choose the right content, and to convey it in an appealing way. In concrete terms, this means that advertising should mainly take place via social media, represent the added value of a product in terms of requirements of Gen Z and convey it in a varied and easily understandable manner. Short, skippable and unobtrusive online advertising is most successful (Elbdudler, 2018; Kleinjohann & Reinecke, 2020; Livadic, 2018).

Commerce: As digital natives, the members of Gen Z should in principle be given the opportunity to find out more about the products online and to buy them online. Must-haves are therefore an own online shop, a presence on online trading platforms or corporation with online retailers. However, stationary retail also plays a major for Gen Z. Members of Gen Z like to go shopping, appreciate personal advise and use shops to meet like-minded people. Stationary retail should therefore be designed as a kind of "adventure world" (Kleinjohann, 2020).

Customer support: Gen Z members like to stay in contact with the company also after the point of sale. They appreciate such possibilities like rent systems, recycling, up-/ downcycling and an organised waste management. These offers could presumably significantly increase the willingness to buy fashion products in Gen Z.

According to the latest assessment of McKinsey, these decision makers will be most successful "that get a grip on the trends shaping the fashion landscape." (McKinsey, 2021). That means "focusing on an omnichannel perspective but also emphasising the importance of sustainability throughout the value chain. Consumers will reward companies that treat their workers and the environment with respect" (McKinsey, 2021).

Conclusion

Limitations

The major limitation of the study was that there was only literature on the individual building blocks of the study (Country of Origin Image, Sustainability in fashion industry, Gen Z, Willingness to buy) but none concerning their interaction. Therefore, the research questions had to be kept more general and could not go so much in depth.

Concerning the conduct of the study, there was a limitation in the composition of the sample. By definition, people born between 1995 and 2010 belong to Gen Z (McKinsey, 2018; OC&C, 2019). However, only adult members of Gen Z, i.e. those born between 1995 and 06/2003 were included, since there were considerable concerns about the reliability of data from very young participants. Furthermore, there was a large difference in terms of the respondents' gender. While 123 respondents were female, only 47 male and one diverse people answered the questionnaire. In addition, there was an imbalance in the distribution of responses from different countries. The study was planned to include participants from the D/A/CH- (Germany, Austria, Switzerland) countries. However, there were only 8 participants from Switzerland but 120 from Germany and 43 from Austria. Since no difference was expected between Gen Z members in these countries, this might have been of no significance.

In regard to data analyses, there was only one minor limitation. The reliability calculated by Cronbach's alpha for the construct "Purchase Decision Involvement" had to be primarily classified as 'questionable'. After deletion of one item, Cronbach's Alpha increased to and was then 'acceptable'. However, this construct did not play an essential role in data analyses and could therefore be accepted.

Further Research

The present study could only give first and preliminary answers to the complex of questions, how important sustainability is for the willingness to buy fashion products "Made in China" in Gen Z. Further research is necessary to elucidate and specify the presumed interactions.

Concerning the *country image of China* in Gen Z, the present findings need to be regularly updated, since the political situation is changing continuously and could lead to changing attitudes. At the moment, the situation between the western countries and China is dramatically worsening ('rivalry of the systems') and China's politic is pointing

more and more in the direction of isolationism. This puts the current western principle to improve sustainability in China ('Change by trade') in danger. Since this principle is presumably also favoured by Gen Z, such a development might thereby have significant managerial implications for dealing with Gen Z.

In regard to *sustainability*, there are many open questions. These concern, for example, the general acceptance of 'Green fashion' (design, colours, etc.), the demands on quality and the purchasing behaviour (fast fashion - slow fashion) as well as the willingness to pay a price premium. Furthermore, it is important to know, how the credibility of fashion products labelled as sustainable can be increased (seals, supply chain law, etc.). Finally, one can well imagine that sustainability in the country of consumption (rent systems, recycling, up-/downcycling, waste management, sustainable packaging, sustainable delivery service in online retail, etc.) might even increase the willingness to buy fashion products "Made in China", because such measures can significantly improve the ecological balance. Answering these questions might even be of special interest, since this type of sustainability can be directly influenced by the members of Gen Z.

In addition it might be interesting to investigate *different samples*. It can be assumed that the findings obtained in the DACH-countries are not representative for all countries, since as well the attitude towards China as the environmental, social and political awareness might differ. Of special interest would be the investigation of the Chinese Gen Z, since many western fashion companies try to gain access to the big Chinese market and there are indications of an increasing awareness of sustainability among the Chinese Gen Z (Bhutto et al, 2019).

In summary, one can assume that it is worthwhile to continue the work on this research area, because further findings might lead to a still better understanding of Gen Z and thereby enable decision makers in fashion industry to adapt to their special demands. This is of importance, since Gen Z is expected to become the most significant consumer group soon, not only in number but also in purchasing power (Criteo, 2018; OC&C, 2019; UN, 2020).

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Appendices

Appendix A: Questionnaire English

Appendix

1. Country Image of China

The following statements and questions shall investigate your general attitude towards the People's Republic of China.

To which degree to you agree or disagree with the following statements? (1= totally disagree, 7= totally agree)	totally disagree ——— totally agree 1 2 3 4 5 6 7
China is technologically very advanced.	○○○○○○○
China's economy is mostly industrial (not agricultural).	○○○○○○○
China's economy is very modern.	○○○○○○○
China's government is very cooperative with ours.	○○○○○○○
China's trade practices with Germany/Austria/Switzerland are very fair.	○○○○○○○
I like China very much.	○○○○○○○
China's government/political system is very democratic.	○○○○○○○

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To which degree to you agree or disagree with the following statements? (1= totally disagree, 7= totally agree)	totally disagree ——— totally agree 1 2 3 4 5 6 7
China is a very peaceful country.	○○○○○○○
China's citizens have a great deal of freedom (many rights).	○○○○○○○
Chinese workers are generally very admired.	○○○○○○○
Chinese workers are generally very well educated.	○○○○○○○
Chinese workers are generally very well trained.	○○○○○○○
Chinese workers are generally very hard working.	○○○○○○○
Chinese workers are generally very reliable.	○○○○○○○

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Appendix

To which degree to you agree or disagree with the following statements? (1= totally disagree, 7= totally agree)	totally disagree ... totally agree 1 2 3 4 5 6 7
Chinese workers generally pay very close attention to detail.	○○○○○○○
China makes an aggressive effort to protect the environment.	○○○○○○○
China maintains very high standards for pollution control.	○○○○○○○
China is very concerned about the environment.	○○○○○○○
Workplace conditions in China are generally very safe.	○○○○○○○
China is very considerate to its workers.	○○○○○○○
Chinese workers are generally well treated.	○○○○○○○

Next

2. Perception of fashion products "Made in China"

The following questions/statements shall give information about your perception of fashion products "Made in China".

To which degree do you disagree or agree with the following statements? (1 = totally disagree, 7 = totally agree)	totally disagree ... totally agree 1 2 3 4 5 6 7
Fashion products made in China are carefully produced and have fine workmanship.	○○○○○○○
Fashion products made in China are generally of a lower quality than similar products.	○○○○○○○
Fashion products made in China show a very high degree of sustainability.	○○○○○○○
Fashion products made in China are usually quite reliable and suitable.	○○○○○○○
Fashion products made in China are usually good value for the money.	○○○○○○○

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3. Purchase Decision

The following statements shall give information about your attitude and preferences in the purchasing process of clothing.

	I would not care at all as to which I buy	I would care a great deal as to which I buy
	1 2 3 4 5 6 7	
Please mark a number from 1 (I would not care) to 7 (I would care a great deal).		
In selecting from the many types and brands of fashion products available in the market, would you say that:	○ ○ ○ ○ ○ ○ ○	

	They are alike	They are all very different.
	1 2 3 4 5 6 7	
Please mark a number from 1 (they are alike) to 7 (they are all very different).		
Do you think that the various types and brands of fashion products available in the market are all very alike or are all very different?	○ ○ ○ ○ ○ ○ ○	

	Not important at all	Extremely important
	1 2 3 4 5 6 7	
Please mark a number from 1 (not important at all) to 7 (extremely important).		
How important would it be to you to make a right choice of fashion products?	○ ○ ○ ○ ○ ○ ○	

	Not at all concerned	Extremely concerned
	1 2 3 4 5 6 7	
Please mark a number from 1 (not at all concerned) to 7 (Extremely concerned).		
In making your selection of a fashion product, how concerned would you be about the outcome of your choice?	○ ○ ○ ○ ○ ○ ○	

	Not important at all	Extremely important
	1 2 3 4 5 6 7	
Please mark a number from 1 (not important at all) to 7 (extremely important).		
How important will be the purchase of a fashion product in your life?	○ ○ ○ ○ ○ ○ ○	

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4. Environmentalism

The following statements shall give information about your environmental behaviour.

To which degree do you disagree or agree with the following statements? (1 = totally disagree, 7 = totally agree)	totally disagree ... totally agree 1 2 3 4 5 6 7
I normally make a conscious effort to limit my use of products that are made of or use scarce resources.	○ ○ ○ ○ ○ ○ ○
I have switched products for ecological reasons.	○ ○ ○ ○ ○ ○ ○
When I have a choice between two equal products, I always purchase the one that is less harmful to other people and the environment.	○ ○ ○ ○ ○ ○ ○

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5. Civic Engagement

The following statements shall reveal information about your civic engagement.

Please mark a number from 1 (never) to 7 (always).	never ... always 1 2 3 4 5 6 7
I am involved in structured volunteer position(s) in the community.	○ ○ ○ ○ ○ ○ ○
When working with others, I make positive changes in the community.	○ ○ ○ ○ ○ ○ ○
I help members of my community.	○ ○ ○ ○ ○ ○ ○
I stay informed of events in my community.	○ ○ ○ ○ ○ ○ ○
I participate in discussions that raise issues of social responsibility.	○ ○ ○ ○ ○ ○ ○
I contribute to charitable organisations within the community.	○ ○ ○ ○ ○ ○ ○

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Please try to imagine the following situation:

You want to purchase a hoodie. You surf the internet and find **two products (A and B)** that look identical, are equally priced but tagged with different information.

Provided,

- you **like the hoodie shown**,

- the given **information** is **true** and **complete**,

- the hoodies **differ in below mentioned aspects**,

how would you answer the following questions?

Please read the given information for both hoodies thoroughly, keep the above mentioned points in mind and answer the questions according to your actual (not socially desired) behaviour.

Product Information:

• Made in China

Unisex

6. Willingness to buy

	Not likely/probable					Very likely/probable
Please mark a number from 1 (not likely/probable) to 7 (very likely/probable)	1 2 3 4 5 6 7					
Would you be more likely or less likely to purchase the product given the information shown?	○ ○ ○ ○ ○ ○ ○					
Given the information shown, how probable is it that you would consider the purchase of this product?	○ ○ ○ ○ ○ ○ ○					
How likely would you be to purchase the product?	○ ○ ○ ○ ○ ○ ○					

	totally disagree					totally agree
Please mark a number from 1 (totally disagree) to 7 (totally agree).	1 2 3 4 5 6 7					
The product information is very credible.	○ ○ ○ ○ ○ ○ ○					
The product information is very understandable.	○ ○ ○ ○ ○ ○ ○					
I perceive the hoodie shown as socially sustainable.	○ ○ ○ ○ ○ ○ ○					
I perceive the hoodie shown as environmentally sustainable.	○ ○ ○ ○ ○ ○ ○					
I perceive the hoodie shown as completely sustainable	○ ○ ○ ○ ○ ○ ○					

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Unisex
Sustainable

Product Information:

- **Made in China**
- **Socially and Environmentally Sustainable**

This product is part of our sustainable line. In this line we pay close attention to a socially and environmentally sustainable production. Thanks to our independent control mechanisms, we can guarantee for all products from this line:

Social Sustainability
- no child or forced labour
- No discrimination in the workplace
- Fair wages
- Limited working hours
- Paid overtime
- Occupational health and safety guarantee for workers

Environmental Sustainability
- production exclusively with natural fibres and fabrics (bio-linen, bio-denim, etc) or recycled materials (nylon, polyester, etc.) that are regularly checked on harmful substances
- No use of environmentally harmful substances for colouring, bleaching, etc.
- Compliance with wastewater sewage standards
- Low CO_2-emissions
- Compliance with international animal protection standards for animal products (wool, leather, down, etc.)

	Not likely/probable						Very likely/probable
Please mark a number from 1 (not likely/probable) to 7 (very likely/probable)	1	2	3	4	5	6	7
Would you be more likely or less likely to purchase the product given the information shown?	○	○	○	○	○	○	○
Given the information shown, how probable is it that you would consider the purchase of this product?	○	○	○	○	○	○	○
How likely would you be to purchase the product?	○	○	○	○	○	○	○

	totally disagree						totally agree
Please mark a number from 1 (totally disagree) to 7 (totally agree).	1	2	3	4	5	6	7
The product information is very credible.	○	○	○	○	○	○	○
The product information is very understandable.	○	○	○	○	○	○	○
I perceive the hoodie shown as socially sustainable.	○	○	○	○	○	○	○
I perceive the hoodie shown as environmentally sustainable.	○	○	○	○	○	○	○
I perceive the hoodie shown as completely sustainable	○	○	○	○	○	○	○

Next

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Appendix

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1. What is your gender?
- ○ female
- ○ male
- ○ diverse

2. What year were you born?
Year of Birth (YYYY): [____]

3. In which country do you live at the moment?
- ☐ Germany
- ☐ Austria
- ☐ Switzerland
- ☐ I have lived in one of the above mentioned countries for more than five years:
  [_____]
- ☐ Other country: [_____]

Next

4. What is your highest education?
Please indicate your highest educational level.
- ○ No completed education
- ○ Still in school
- ○ "Volks-, Hauptschulabschluss, Quali, Primarstufe"
- ○ "Mittlere Reife, Realschul- oder gleichwertiger Abschluss, Sekundarstufe I"
- ○ Apprenticeship
- ○ Technical College
- ○ "Abitur, Hochschulreife, Matura, Tertiärstufe"
- ○ University Degree
- ○ Other: [_____]

5. What is your occupation?
- ○ Pupil
- ○ Apprentice
- ○ University Student
- ○ Worker
- ○ Employee
- ○ Publik Servant
- ○ Self-employed
- ○ unemployed/seeking work
- ○ Other: [_____]

6. Monthly overall budget:
Please indicate the total amount of your income after taxes.
[Please choose ▼]

Next

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7. What is your average monthly budget for clothing?

[Please choose] ▾

8. Where do you live at the moment?

○ Countryside (less than 10.000 Inhabitants)

○ Urban area (10.000-100.000 Inhabitants)

○ City (more than 100.000 Inhabitants)

Next

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Thank You very much for participating!

Your answers have been saved. You can now close this window.

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Appendix B: SPSS Output

H1: The country image of China is rated low in Gen Z.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
CountryImageGr1	171	4,9844	1,12825	,08628
CountryImageGr2	171	2,9766	,92077	,07041
CountryImageGr3	171	2,3294	1,00910	,07717
CountryImageGr4	171	3,5068	1,30376	,09970
CountryImageGr5	171	5,4113	1,01061	,07728
CountryImageGr6	171	2,0039	1,10553	,08454
CountryImageGr7	171	2,0799	,97054	,07422
ImageGrandMean	171	3,3275	,69175	,05290

One-Sample Test

Test Value = 4

	t	df	Sig. (2-tailed)	Mean Difference	95% CI Lower	95% CI Upper
CountryImageGr1	11,409	170	,000	,98441	,8141	1,1547
CountryImageGr2	-14,534	170	,000	-1,02339	-1,1624	-,8844
CountryImageGr3	-21,648	170	,000	-1,67057	-1,8229	-1,5182
CountryImageGr4	-4,947	170	,000	-,49318	-,6900	-,2964
CountryImageGr5	18,261	170	,000	1,41131	1,2587	1,5639
CountryImageGr6	-23,611	170	,000	-1,99610	-2,1630	-1,8292
CountryImageGr7	-25,871	170	,000	-1,92008	-2,0666	-1,7736
ImageGrandMean	-12,713	170	,000	-,67251	-,7769	-,5681

One-Sample Effect Sizes

		Standardizer[a]	Point Estimate	95% CI Lower	95% CI Upper
CountryImageGr1	Cohen's d	1,12825	,873	,695	1,048
	Hedges' correction	1,13326	,869	,692	1,043
CountryImageGr2	Cohen's d	,92077	-1,111	-1,301	-,920
	Hedges' correction	,92486	-1,107	-1,295	-,916
CountryImageGr3	Cohen's d	1,00910	-1,655	-1,885	-1,423
	Hedges' correction	1,01358	-1,648	-1,877	-1,417
CountryImageGr4	Cohen's d	1,30376	-,378	-,533	-,223
	Hedges' correction	1,30955	-,377	-,531	-,222
CountryImageGr5	Cohen's d	1,01061	1,396	1,185	1,606
	Hedges' correction	1,01510	1,390	1,179	1,599
CountryImageGr6	Cohen's d	1,10553	-1,806	-2,048	-1,561
	Hedges' correction	1,11044	-1,798	-2,039	-1,554
CountryImageGr7	Cohen's d	,97054	-1,978	-2,235	-1,719
	Hedges' correction	,97484	-1,970	-2,226	-1,712
ImageGrandMean	Cohen's d	,69175	-,972	-1,153	-,789
	Hedges' correction	,69482	-,968	-1,148	-,786

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation.
Hedges' correction uses the sample standard deviation, plus a correction factor.

H2a: The perception of fashion products "Made in China" is rated low in Gen Z.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Perception of fashion products made in China: In China hergestellte Kleidungsstücke werden sorgfältig produziert und ...	171	2,78	1,290	,099
Perception of fashion products made in China: In China hergestellte Kleidungsstücke weisen ein hohes Maß an Nachhalti...	171	1,75	,987	,075
Perception of fashion products made in China: In China hergestellte Kleidungsstücke sind normalerweise sehr bewährt u...	171	3,31	1,377	,105
Perception of fashion products made in China: In China hergestellte Kleidungsstücke bieten normalerweise ein gutes Pr...	171	4,46	1,460	,112
Perception4Mean	171	3,0760	,92954	,07108

One-Sample Test

	Test Value = 4					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Perception of fashion products made in China: In China hergestellte Kleidungsstücke werden sorgfältig produziert und ...	−12,328	170	,000	−1,216	−1,41	−1,02
Perception of fashion products made in China: In China hergestellte Kleidungsstücke weisen ein hohes Maß an Nachhalti...	−29,745	170	,000	−2,246	−2,39	−2,10
Perception of fashion products made in China: In China hergestellte Kleidungsstücke sind normalerweise sehr bewährt u...	−6,551	170	,000	−,690	−,90	−,48
Perception of fashion products made in China: In China hergestellte Kleidungsstücke bieten normalerweise ein gutes Pr...	4,085	170	,000	,456	,24	,68
Perception4Mean	−12,998	170	,000	−,92398	−1,0643	−,7837

One-Sample Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Perception of fashion products made in China: In China hergestellte Kleidungsstücke werden sorgfältig produziert und ...	Cohen's d	1,290	−,943	−1,122	−,762
	Hedges' correction	1,296	−,939	−1,117	−,758
Perception of fashion products made in China: In China hergestellte Kleidungsstücke weisen ein hohes Maß an Nachhalti...	Cohen's d	,987	−2,275	−2,558	−1,989
	Hedges' correction	,992	−2,265	−2,547	−1,981
Perception of fashion products made in China: In China hergestellte Kleidungsstücke sind normalerweise sehr bewährt u...	Cohen's d	1,377	−,501	−,659	−,341
	Hedges' correction	1,384	−,499	−,656	−,340
Perception of fashion products made in China: In China hergestellte Kleidungsstücke bieten normalerweise ein gutes Pr...	Cohen's d	1,460	,312	,158	,465
	Hedges' correction	1,467	,311	,158	,463
Perception4Mean	Cohen's d	,92954	−,994	−1,176	−,810
	Hedges' correction	,93366	−,990	−1,171	−,806

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation.
Hedges' correction uses the sample standard deviation, plus a correction factor.

H2b: Gen Z's country image of China is positively correlated with the perception of fashion products "Made in China".

Descriptive Statistics

	Mean	Std. Deviation	N
CountryImageMean	3,3275	,69175	171
Perception4Mean	3,0760	,92954	171

Correlations

		CountryImageMean	Perception4Mean
CountryImageMean	Pearson Correlation	1	,355[**]
	Sig. (2-tailed)		,000
	Sum of Squares and Cross-products	81,348	38,790
	Covariance	,479	,228
	N	171	171
Perception4Mean	Pearson Correlation	,355[**]	1
	Sig. (2-tailed)	,000	
	Sum of Squares and Cross-products	38,790	146,887
	Covariance	,228	,864
	N	171	171

**. Correlation is significant at the 0.01 level (2-tailed).

H3a: The willingness to buy fashion products "Made in China" is rated low in Gen Z.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Willingness to buy I: Würdest Du das Produkt angesichts der angezeigten Informationen eher oder weniger wahrscheinlic…	171	2,81	1,550	,119
Willingness to buy I: Wie wahrscheinlich ist es angesichts der angezeigten Informationen, dass Du den Kauf des Produk…	171	2,78	1,506	,115
Willingness to buy I: Wie wahrscheinlich ist es, dass Du dieses Produkt kaufst?	171	2,70	1,648	,126
WTBMICMean	171	2,7622	1,42960	,10932

One-Sample Test

					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Willingness to buy I: Würdest Du das Produkt angesichts der angezeigten Informationen eher oder weniger wahrscheinlic…	−10,062	170	,000	−1,193	−1,43	−,96
Willingness to buy I: Wie wahrscheinlich ist es angesichts der angezeigten Informationen, dass Du den Kauf des Produk…	−10,613	170	,000	−1,222	−1,45	−,99
Willingness to buy I: Wie wahrscheinlich ist es, dass Du dieses Produkt kaufst?	−10,300	170	,000	−1,298	−1,55	−1,05
WTBMICMean	−11,322	170	,000	−1,23782	−1,4536	−1,0220

Test Value = 4

One-Sample Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Willingness to buy I: Würdest Du das Produkt angesichts der angezeigten Informationen eher oder weniger wahrscheinlic…	Cohen's d	1,550	−,769	−,939	−,598
	Hedges' correction	1,557	−,766	−,935	−,595
Willingness to buy I: Wie wahrscheinlich ist es angesichts der angezeigten Informationen, dass Du den Kauf des Produk…	Cohen's d	1,506	−,812	−,984	−,638
	Hedges' correction	1,513	−,808	−,979	−,635
Willingness to buy I: Wie wahrscheinlich ist es, dass Du dieses Produkt kaufst?	Cohen's d	1,648	−,788	−,958	−,615
	Hedges' correction	1,655	−,784	−,954	−,612
WTBMICMean	Cohen's d	1,42960	−,866	−1,041	−,689
	Hedges' correction	1,43595	−,862	−1,036	−,686

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation.
Hedges' correction uses the sample standard deviation, plus a correction factor.

H3b: Gen Z's perception of fashion products "Made in China" is positively correlated with their willingness to buy fashion products "Made in China".

Descriptive Statistics

	Mean	Std. Deviation	N
Perception4Mean	3,0760	,92954	171
WTBMICMean	2,7622	1,42960	171

Correlations

		Perception4 Mean	WTBMICMean
Perception4Mean	Pearson Correlation	1	,332[**]
	Sig. (2-tailed)		,000
	Sum of Squares and Cross-products	146,887	75,008
	Covariance	,864	,441
	N	171	171
WTBMICMean	Pearson Correlation	,332[**]	1
	Sig. (2-tailed)	,000	
	Sum of Squares and Cross-products	75,008	347,440
	Covariance	,441	2,044
	N	171	171

**. Correlation is significant at the 0.01 level (2-tailed).

Matrix

```
Run MATRIX procedure:

***************** PROCESS Procedure for SPSS Version 4.0 *****************

          Written by Andrew F. Hayes, Ph.D.        www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*************************************************************************
Model  : 4
    Y  : WTBMIC_C
    X  : CI_Cente
    M  : Perc_Cen

Covariates:
 PDI_Cent Civ_Cent Env_Cent Educatio Residenc Gender_C Income_C Budget_C

Sample
Size:  171

*************************************************************************
OUTCOME VARIABLE:
 Perc_Cen

Model Summary
         R        R-sq        MSE      F(HC3)        df1        df2          p
     ,5197       ,2700       ,6660      5,6463     9,0000   161,0000      ,0000

Model
              coeff     se(HC3)          t          p        LLCI        ULCI
constant      ,0001       ,0648      ,0008      ,9994     -,1278       ,1279
CI_Cente      ,5121       ,0976     5,2441      ,0000      ,3192       ,7049
PDI_Cent     -,0985       ,0766    -1,2871      ,1999     -,2497       ,0526
Civ_Cent     -,0415       ,0813     -,5105      ,6104     -,2020       ,1190
Env_Cent     -,1595       ,0597    -2,6702      ,0084     -,2775      -,0415
Educatio      ,0478       ,2174      ,2200      ,8262     -,3815       ,4771
Residenc      ,1730       ,1402     1,2339      ,2190     -,1039       ,4500
Gender_C     -,4135       ,1640    -2,5214      ,0127     -,7374      -,0896
Income_C     -,0041       ,0399     -,1028      ,9183     -,0830       ,0748
Budget_C      ,0229       ,0489      ,4676      ,6407     -,0737       ,1195
```

```
Standardized coefficients
            coeff
CI_Cente    ,3811
PDI_Cent   -,1058
Civ_Cent   -,0432
Env_Cent   -,2370
Educatio    ,0169
Residenc    ,0933
Gender_C   -,1992
Income_C   -,0104
Budget_C    ,0505


Covariance matrix of regression parameter estimates:
          constant    CI_Cente   PDI_Cent   Civ_Cent   Env_Cent   Educatio   Residenc   Gender_C   Income_C   Budget_C
constant    ,0042      ,0005      ,0001      ,0000      ,0001      ,0005      ,0004     -,0005     -,0001      ,0001
CI_Cente    ,0005      ,0095     -,0004     -,0016      ,0006     -,0039      ,0013     -,0017      ,0002      ,0002
PDI_Cent    ,0001     -,0004      ,0059      ,0004     -,0015      ,0007      ,0005     -,0010      ,0001     -,0007
Civ_Cent    ,0000     -,0016      ,0004      ,0066     -,0016      ,0032      ,0012      ,0000      ,0004     -,0004
Env_Cent    ,0001      ,0006     -,0015     -,0016      ,0036     -,0016     -,0011     -,0013     -,0001      ,0005
Educatio    ,0005     -,0039      ,0007      ,0032     -,0016      ,0473     -,0060     -,0119      ,0024     -,0019
Residenc    ,0004      ,0013      ,0005      ,0012     -,0011     -,0060      ,0197     -,0038     -,0009      ,0011
Gender_C   -,0005     -,0017     -,0010      ,0000     -,0013     -,0119     -,0038      ,0269      ,0011     -,0011
Income_C   -,0001      ,0002      ,0001      ,0004     -,0001      ,0024     -,0009      ,0011      ,0016     -,0014
Budget_C    ,0001      ,0002     -,0007     -,0004      ,0005     -,0019      ,0011     -,0011     -,0014      ,0024


*************************************************************************
OUTCOME VARIABLE:
 WTBMIC_C

Model Summary
         R       R-sq        MSE      F(HC3)       df1        df2          p
      ,4491      ,2017     1,7336     4,2841    10,0000   160,0000      ,0000

Model
            coeff     se(HC3)        t          p        LLCI       ULCI
constant    ,0000      ,1043     -,0001      ,9999     -,2060      ,2060
CI_Cente    ,3443      ,1803     1,9093      ,0580     -,0118      ,7004
Perc_Cen    ,3242      ,1554     2,0863      ,0385      ,0173      ,6310
PDI_Cent   -,0275      ,1050     -,2621      ,7935     -,2349      ,1799
Civ_Cent   -,2254      ,1328    -1,6965      ,0917     -,4877      ,0370
Env_Cent   -,1865      ,1007    -1,8521      ,0659     -,3853      ,0124
Educatio    ,1819      ,3569      ,5096      ,6111     -,5230      ,8868
Residenc    ,2783      ,2246     1,2392      ,2171     -,1652      ,7219
Gender_C    ,0450      ,2729      ,1650      ,8692     -,4940      ,5840
Income_C   -,0337      ,0539     -,6253      ,5327     -,1401      ,0727
Budget_C   -,0322      ,0632     -,5099      ,6108     -,1571      ,0926

Standardized coefficients
            coeff
CI_Cente    ,1666
Perc_Cen    ,2108
PDI_Cent   -,0192
Civ_Cent   -,1525
Env_Cent   -,1801
Educatio    ,0419
Residenc    ,0976
Gender_C    ,0141
Income_C   -,0558
Budget_C   -,0463


Covariance matrix of regression parameter estimates:
          constant   CI_Cente   Perc_Cen   PDI_Cent   Civ_Cent   Env_Cent   Educatio   Residenc   Gender_C   Income_C   Budget_C
constant    ,0109      ,0064     -,0005      ,0005     -,0001     -,0007     -,0008      ,0009     -,0020     -,0006      ,0000
CI_Cente    ,0064      ,0325     -,0122      ,0011     -,0060     -,0023     -,0250      ,0051     -,0115     -,0008     -,0004
Perc_Cen   -,0005     -,0122      ,0241      ,0009     -,0003      ,0081      ,0001     -,0093      ,0089      ,0014     -,0022
PDI_Cent    ,0005      ,0011      ,0009      ,0110     -,0025     -,0010      ,0026      ,0008     -,0065     -,0004     -,0003
Civ_Cent   -,0001     -,0060     -,0003     -,0025      ,0176     -,0037      ,0128     -,0029      ,0017      ,0012     -,0004
Env_Cent   -,0007     -,0023      ,0081     -,0010     -,0037      ,0101     -,0074     -,0058     -,0013      ,0003      ,0002
Educatio   -,0008     -,0250      ,0001      ,0026      ,0128     -,0074      ,1274     -,0187     -,0103      ,0017     -,0005
Residenc    ,0009      ,0051     -,0093      ,0008     -,0029     -,0058     -,0187      ,0504     -,0065     -,0009      ,0016
Gender_C   -,0020     -,0115      ,0089     -,0065      ,0017     -,0013     -,0103     -,0065      ,0745      ,0045     -,0034
Income_C   -,0006     -,0008      ,0014     -,0004      ,0012      ,0003      ,0017     -,0009      ,0045      ,0029     -,0024
Budget_C    ,0000     -,0004     -,0022     -,0003     -,0004      ,0002     -,0005      ,0016     -,0034     -,0024      ,0040

Test(s) of X by M interaction:
      F(HC3)       df1        df2          p
      ,8837     1,0000   159,0000      ,3486

*************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 WTBMIC_C

Model Summary
         R       R-sq        MSE      F(HC3)       df1        df2          p
      ,4114      ,1693     1,7928     3,2947     9,0000   161,0000      ,0010
```

```
Model
              coeff      se(HC3)         t          p        LLCI       ULCI
constant      ,0000      ,1056       ,0000     1,0000     -,2086      ,2086
CI_Cente      ,5103      ,1706      2,9909      ,0032      ,1733      ,8472
PDI_Cent     -,0595      ,1097      -,5419      ,5886     -,2762      ,1572
Civ_Cent     -,2388      ,1330     -1,7950      ,0745     -,5016      ,0239
Env_Cent     -,2382      ,0915     -2,6028      ,0101     -,4189     -,0575
Educatio      ,1974      ,3596       ,5489      ,5838     -,5127      ,9074
Residenc      ,3344      ,2246      1,4887      ,1385     -,1092      ,7781
Gender_C     -,0890      ,2706      -,3289      ,7427     -,6235      ,4455
Income_C     -,0350      ,0577      -,6069      ,5448     -,1490      ,0789
Budget_C     -,0248      ,0647      -,3839      ,7016     -,1526      ,1029

Standardized coefficients
              coeff
CI_Cente      ,2469
PDI_Cent     -,0415
Civ_Cent     -,1616
Env_Cent     -,2301
Educatio      ,0454
Residenc      ,1173
Gender_C     -,0279
Income_C     -,0580
Budget_C     -,0356

Covariance matrix of regression parameter estimates:
            constant   CI_Cente   PDI_Cent   Civ_Cent   Env_Cent   Educatio   Residenc   Gender_C   Income_C   Budget_C
constant      ,0112      ,0070      ,0009     -,0010     -,0003     -,0009      ,0008     -,0012     -,0002     -,0003
CI_Cente      ,0070      ,0291      ,0021     -,0068      ,0017     -,0248      ,0016     -,0064     -,0001     -,0014
PDI_Cent      ,0009      ,0021      ,0120     -,0022     -,0013      ,0005      ,0020     -,0065     -,0006      ,0000
Civ_Cent     -,0010     -,0068     -,0022      ,0177     -,0040      ,0134     -,0012      ,0021      ,0016     -,0010
Env_Cent     -,0003      ,0017     -,0013     -,0040      ,0084     -,0056     -,0053     -,0054      ,0001      ,0006
Educatio     -,0009     -,0248      ,0005      ,0134     -,0056      ,1293     -,0185     -,0097      ,0039     -,0022
Residenc      ,0008      ,0016      ,0020     -,0012     -,0053     -,0185      ,0505     -,0028     -,0008      ,0013
Gender_C     -,0012     -,0064     -,0065      ,0021     -,0054     -,0097     -,0028      ,0732      ,0043     -,0029
Income_C     -,0002     -,0001     -,0006      ,0016      ,0001      ,0039     -,0008      ,0043      ,0033     -,0026
Budget_C     -,0003     -,0014      ,0000     -,0010      ,0006     -,0022      ,0013     -,0029     -,0026      ,0042

****************** CORRELATIONS BETWEEN MODEL RESIDUALS ******************

            Perc_Cen   WTBMIC_C
Perc_Cen    1,0000      ,0000
WTBMIC_C     ,0000     1,0000


************* TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *************

Total effect of X on Y
     Effect     se(HC3)         t          p        LLCI       ULCI       c_cs
      ,5103      ,1706      2,9909      ,0032      ,1733      ,8472      ,2469

Direct effect of X on Y
     Effect     se(HC3)         t          p        LLCI       ULCI       c'_cs
      ,3443      ,1803      1,9093      ,0580     -,0118      ,7004      ,1666

Indirect effect(s) of X on Y:
              Effect     BootSE    BootLLCI   BootULCI
Perc_Cen      ,1660      ,0807      ,0153      ,3333

Completely standardized indirect effect(s) of X on Y:
              Effect     BootSE    BootLLCI   BootULCI
Perc_Cen      ,0803      ,0394      ,0073      ,1640


********************** ANALYSIS NOTES AND ERRORS **********************

Level of confidence for all confidence intervals in output:
  95,0000

NOTE: A heteroscedasticity consistent standard error and covariance matrix estimator was used.

NOTE: The following variables were mean centered prior to analysis:
        PDIMean  Percepti

NOTE: Standardized coefficients not available for models with moderators.

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----
```

H3c: Gen Z's Country Image of China has via mediation by the perception of fashion products "Made in China" an indirect effect on the willingness to buy fashion products "Made in China".

```
Run MATRIX procedure:

************** PROCESS Procedure for SPSS Version 3.5.3 **************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
     Documentation available in Hayes (2018). www.guilford.com/p/hayes3

*********************************************************************
Model  : 4
    Y  : WTBMICMe
    X  : CountryI
    M  : Percepti

Sample
Size:  171

*********************************************************************
OUTCOME VARIABLE:
 Percepti

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,3549      ,1259      ,7597    24,3476     1,0000   169,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1,4893      ,3284     4,5351      ,0000      ,8410     2,1376
CountryI      ,4768      ,0966     4,9343      ,0000      ,2861      ,6676

Standardized coefficients
              coeff
CountryI      ,3549

Covariance matrix of regression parameter estimates:
          constant   CountryI
constant      ,1078     -,0311
CountryI     -,0311      ,0093

*********************************************************************
OUTCOME VARIABLE:
 WTBMICMe

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      ,3551      ,1261     1,8073    12,1215     2,0000   168,0000      ,0000

Model
              coeff         se          t          p       LLCI       ULCI
constant      ,4912      ,5365      ,9156      ,3612     -,5679     1,5502
CountryI      ,2784      ,1594     1,7462      ,0826     -,0363      ,5931
Percepti      ,4371      ,1186     3,6844      ,0003      ,2029      ,6714

Standardized coefficients
              coeff
CountryI      ,1347
Percepti      ,2842

Covariance matrix of regression parameter estimates:
          constant   CountryI   Percepti
constant      ,2878     -,0639     -,0210
CountryI     -,0639      ,0254     -,0067
Percepti     -,0210     -,0067      ,0141

Test(s) of X by M interaction:
         F        df1        df2          p
     ,0376     1,0000   167,0000      ,8465
```

Appendix

```
************************** TOTAL EFFECT MODEL ***************************
OUTCOME VARIABLE:
 WTBMICMe

Model Summary
          R        R-sq         MSE           F         df1         df2           p
      ,2356       ,0555      1,9418      9,9294      1,0000    169,0000       ,0019

Model
              coeff          se           t           p        LLCI        ULCI
constant     1,1422       ,5250      2,1756       ,0310       ,1058      2,1787
CountryI      ,4868       ,1545      3,1511       ,0019       ,1818       ,7918

Standardized coefficients
              coeff
CountryI      ,2356

Covariance matrix of regression parameter estimates:
           constant    CountryI
constant      ,2756      -,0794
CountryI     -,0794       ,0239


***************** CORRELATIONS BETWEEN MODEL RESIDUALS *****************


            Percepti    WTBMICMe
Percepti     1,0000       ,0000
WTBMICMe      ,0000      1,0000


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect          se           t           p        LLCI        ULCI        c_ps        c_cs
      ,4868       ,1545      3,1511       ,0019       ,1818       ,7918       ,3405       ,2356

Direct effect of X on Y
     Effect          se           t           p        LLCI        ULCI       c'_ps       c'_cs
      ,2784       ,1594      1,7462       ,0826      -,0363       ,5931       ,1947       ,1347

Indirect effect(s) of X on Y:
            Effect      BootSE    BootLLCI    BootULCI
Percepti     ,2084       ,0739       ,0681       ,3618

Partially standardized indirect effect(s) of X on Y:
            Effect      BootSE    BootLLCI    BootULCI
Percepti     ,1458       ,0502       ,0499       ,2503

Completely standardized indirect effect(s) of X on Y:
            Effect      BootSE    BootLLCI    BootULCI
Percepti     ,1009       ,0361       ,0341       ,1765

********************** ANALYSIS NOTES AND ERRORS **********************

Level of confidence for all confidence intervals in output:
  95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----
```

H4a: Gen Z's willingness to buy fashion products "Made in China" is improved by sustainability measures.

Within-Subjects Factors

Measure: MEASURE_1

WTB	Dependent Variable
1	WTBMICGes0
2	WTBAfterManipulation

Between-Subjects Factors

		N
Gruppe	1,00	61
	2,00	60
	3,00	50

Descriptive Statistics

	Gruppe	Mean	Std. Deviation	N
WTBMICGes0	1,00	2,6612	1,20568	61
	2,00	2,8333	1,66893	60
	3,00	2,8000	1,39158	50
	Total	2,7622	1,42960	171
WTBAfterManipulation	1,00	4,5137	1,32298	61
	2,00	4,9667	1,27366	60
	3,00	5,1667	1,26392	50
	Total	4,8635	1,30993	171

Box's Test of Equality of Covariance Matrices[a]

Box's M	9,186
F	1,504
df1	6
df2	570213,952
Sig.	,172

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Gruppe
 Within Subjects Design: WTB

Bartlett's Test of Sphericity[a]

Likelihood Ratio	,028
Approx. Chi-Square	7,016
df	2
Sig.	,030

Tests the null hypothesis that the residual covariance matrix is proportional to an identity matrix.

a. Design: Intercept + Gruppe
 Within Subjects Design: WTB

Appendix

Multivariate Tests[a]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[c]
WTB	Pillai's Trace	,595	246,661[b]	1,000	168,000	,000	,595	246,661	1,000
	Wilks' Lambda	,405	246,661[b]	1,000	168,000	,000	,595	246,661	1,000
	Hotelling's Trace	1,468	246,661[b]	1,000	168,000	,000	,595	246,661	1,000
	Roy's Largest Root	1,468	246,661[b]	1,000	168,000	,000	,595	246,661	1,000
WTB * Gruppe	Pillai's Trace	,014	1,193[b]	2,000	168,000	,306	,014	2,387	,259
	Wilks' Lambda	,986	1,193[b]	2,000	168,000	,306	,014	2,387	,259
	Hotelling's Trace	,014	1,193[b]	2,000	168,000	,306	,014	2,387	,259
	Roy's Largest Root	,014	1,193[b]	2,000	168,000	,306	,014	2,387	,259

a. Design: Intercept + Gruppe
 Within Subjects Design: WTB

b. Exact statistic

c. Computed using alpha = ,05

Mauchly's Test of Sphericity[a]

Measure: MEASURE_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon[b] Greenhouse-Geisser	Huynh-Feldt	Lower-bound
WTB	1,000	,000	0	.	1,000	1,000	1,000

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

a. Design: Intercept + Gruppe
 Within Subjects Design: WTB

b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
WTB	Sphericity Assumed	380,264	1	380,264	246,661	,000	,595	246,661	1,000
	Greenhouse-Geisser	380,264	1,000	380,264	246,661	,000	,595	246,661	1,000
	Huynh-Feldt	380,264	1,000	380,264	246,661	,000	,595	246,661	1,000
	Lower-bound	380,264	1,000	380,264	246,661	,000	,595	246,661	1,000
WTB * Gruppe	Sphericity Assumed	3,680	2	1,840	1,193	,306	,014	2,387	,259
	Greenhouse-Geisser	3,680	2,000	1,840	1,193	,306	,014	2,387	,259
	Huynh-Feldt	3,680	2,000	1,840	1,193	,306	,014	2,387	,259
	Lower-bound	3,680	2,000	1,840	1,193	,306	,014	2,387	,259
Error(WTB)	Sphericity Assumed	258,997	168	1,542					
	Greenhouse-Geisser	258,997	168,000	1,542					
	Huynh-Feldt	258,997	168,000	1,542					
	Lower-bound	258,997	168,000	1,542					

a. Computed using alpha = ,05

Tests of Within-Subjects Contrasts

Measure: MEASURE_1

Source	WTB	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
WTB	Linear	380,264	1	380,264	246,661	,000	,595	246,661	1,000
WTB * Gruppe	Linear	3,680	2	1,840	1,193	,306	,014	2,387	,259
Error(WTB)	Linear	258,997	168	1,542					

a. Computed using alpha = ,05

Levene's Test of Equality of Error Variances[a]

		Levene Statistic	df1	df2	Sig.
WTBMICGes0	Based on Mean	4,225	2	168	,016
	Based on Median	2,967	2	168	,054
	Based on Median and with adjusted df	2,967	2	158,065	,054
	Based on trimmed mean	3,641	2	168	,028
WTBAfterManipulation	Based on Mean	,423	2	168	,656
	Based on Median	,269	2	168	,765
	Based on Median and with adjusted df	,269	2	165,801	,765
	Based on trimmed mean	,416	2	168	,660

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Gruppe
 Within Subjects Design: WTB

Tests of Between-Subjects Effects

Measure: MEASURE_1
Transformed Variable: Average

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
Intercept	4959,600	1	4959,600	2273,737	,000	,931	2273,737	1,000
Gruppe	10,017	2	5,009	2,296	,104	,027	4,592	,461
Error	366,451	168	2,181					

a. Computed using alpha = ,05

Parameter Estimates

Dependent Variable	Parameter	B	Std. Error	t	Sig.	95% Confidence Interval Lower Bound	Upper Bound	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
WTBMICGes0	Intercept	2,800	,203	13,787	,000	2,399	3,201	,531	13,787	1,000
	[Gruppe=1,00]	-,139	,274	-,507	,613	-,680	,402	,002	,507	,080
	[Gruppe=2,00]	,033	,275	,121	,904	-,510	,576	,000	,121	,052
	[Gruppe=3,00]	0[a]	.	.	.	.	.	.	.	.
WTBAfterManipulation	Intercept	5,167	,182	28,349	,000	4,807	5,526	,827	28,349	1,000
	[Gruppe=1,00]	-,653	,246	-2,656	,009	-1,138	-,168	,040	2,656	,752
	[Gruppe=2,00]	-,200	,247	-,810	,419	-,687	,287	,004	,810	,127
	[Gruppe=3,00]	0[a]	.	.	.	.	.	.	.	.

a. This parameter is set to zero because it is redundant.
b. Computed using alpha = ,05

General Estimable Function[a]

Parameter	Contrast L1	L2	L3
Intercept	1	0	0
[Gruppe=1,00]	0	1	0
[Gruppe=2,00]	0	0	1
[Gruppe=3,00]	1	-1	-1

a. Design: Intercept + Gruppe
Within Subjects Design: WTB

Within-Subjects SSCP Matrix

WTB

		WTB : Row	WTB : Column Linear
Hypothesis	Intercept	Linear	380,264
	Gruppe	Linear	3,680
Error		Linear	258,997

Based on Type III Sum of Squares

Between-Subjects SSCP Matrix

			MEASURE_1
Hypothesis	Intercept	MEASURE_1	4959,600
	Gruppe	MEASURE_1	10,017
Error		MEASURE_1	366,451

Based on Type III Sum of Squares

Residual SSCP Matrix

		WTBMICGes0	WTBAfterManipulation
Sum-of-Squares and Cross-Products	WTBMICGes0	346,443	53,727
	WTBAfterManipulation	53,727	279,005
Covariance	WTBMICGes0	2,062	,320
	WTBAfterManipulation	,320	1,661
Correlation	WTBMICGes0	1,000	,173
	WTBAfterManipulation	,173	1,000

Based on Type III Sum of Squares

Appendix

Lack of Fit

Multivariate Tests

Dependent Variables		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
WTBMICGes0, WTBAfterManipulation	Pillai's Trace	,000	.	,000	,000	.	.	.	.
	Wilks' Lambda	1,000	.	,000	167,500	.	.	.	.
	Hotelling's Trace	,000	.	,000	2,000	.	.	.	.
	Roy's Largest Root	,000	,000[a]	2,000	166,000	1,000	,000	,000	,050
WTBMICGes0	Pillai's Trace	,000	.	,000	,000	.	.	.	.
	Wilks' Lambda	1,000	.	,000	168,000	.	.	.	.
	Hotelling's Trace	,000	.	,000	2,000	.	.	.	.
	Roy's Largest Root	,000	,000[a]	1,000	167,000	1,000	,000	,000	,050
WTBAfterManipulation	Pillai's Trace	,000	.	,000	,000	.	.	.	.
	Wilks' Lambda	1,000	.	,000	168,000	.	.	.	.
	Hotelling's Trace	,000	.	,000	2,000	.	.	.	.
	Roy's Largest Root	,000	,000[a]	1,000	167,000	1,000	,000	,000	,050

a. Exact statistic

b. Computed using alpha = ,05

Univariate Tests

Dependent Variable	Source	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
WTBMICGes0	Lack of Fit	,000	0	.	.	.	,000	,000	.
	Pure Error	346,443	168	2,062					
WTBAfterManipulation	Lack of Fit	,000	0	.	.	.	,000	,000	.
	Pure Error	279,005	168	1,661					

a. Computed using alpha = ,05

SSCP Matrix

		WTBMICGes0	WTBAfterManipulation
Lack of Fit	WTBMICGes0	,000	,000
	WTBAfterManipulation	,000	,000
Pure Error	WTBMICGes0	346,443	53,727
	WTBAfterManipulation	53,727	279,005

Estimated Marginal Means

1. Grand Mean

Measure: MEASURE_1

		95% Confidence Interval	
Mean	Std. Error	Lower Bound	Upper Bound
3,824	,080	3,665	3,982

2. Gruppe

Estimates

Measure: MEASURE_1

			95% Confidence Interval	
Gruppe	Mean	Std. Error	Lower Bound	Upper Bound
1,00	3,587	,134	3,323	3,851
2,00	3,900	,135	3,634	4,166
3,00	3,983	,148	3,692	4,275

Pairwise Comparisons

Measure: MEASURE_1

(I) Gruppe	(J) Gruppe	Mean Difference (I–J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
1,00	2,00	−,313	,190	,305	−,772	,147
	3,00	−,396	,199	,146	−,878	,086
2,00	1,00	,313	,190	,305	−,147	,772
	3,00	−,083	,200	1,000	−,567	,400
3,00	1,00	,396	,199	,146	−,086	,878
	2,00	,083	,200	1,000	−,400	,567

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

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Univariate Tests

Measure: MEASURE_1

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
Contrast	5,009	2	2,504	2,296	,104	,027	4,592	,461
Error	183,225	168	1,091					

The F tests the effect of Gruppe. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = ,05

3. WTB

Estimates

Measure: MEASURE_1

			95% Confidence Interval	
WTB	Mean	Std. Error	Lower Bound	Upper Bound
1	2,765	,110	2,547	2,983
2	4,882	,099	4,687	5,078

Pairwise Comparisons

Measure: MEASURE_1

(I) WTB	(J) WTB	Mean Difference (I–J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
1	2	−2,117*	,135	,000	−2,384	−1,851
2	1	2,117*	,135	,000	1,851	2,384

Based on estimated marginal means

*. The mean difference is significant at the ,05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Multivariate Tests

	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Pillai's trace	,595	246,661[a]	1,000	168,000	,000	,595	246,661	1,000
Wilks' lambda	,405	246,661[a]	1,000	168,000	,000	,595	246,661	1,000
Hotelling's trace	1,468	246,661[a]	1,000	168,000	,000	,595	246,661	1,000
Roy's largest root	1,468	246,661[a]	1,000	168,000	,000	,595	246,661	1,000

Each F tests the multivariate effect of WTB. These tests are based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Exact statistic

b. Computed using alpha = ,05

4. Gruppe * WTB

Measure: MEASURE_1

Gruppe	WTB	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
1,00	1	2,661	,184	2,298	3,024
	2	4,514	,165	4,188	4,839
2,00	1	2,833	,185	2,467	3,199
	2	4,967	,166	4,638	5,295
3,00	1	2,800	,203	2,399	3,201
	2	5,167	,182	4,807	5,526

Post Hoc Tests

Gruppe

Multiple Comparisons

Measure: MEASURE_1
Bonferroni

(I) Gruppe	(J) Gruppe	Mean Difference (I–J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,00	2,00	–,3126	,18988	,305	–,7717	,1466
	3,00	–,3959	,19923	,146	–,8777	,0859
2,00	1,00	,3126	,18988	,305	–,1466	,7717
	3,00	–,0833	,19997	1,000	–,5669	,4002
3,00	1,00	,3959	,19923	,146	–,0859	,8777
	2,00	,0833	,19997	1,000	–,4002	,5669

Based on observed means.
 The error term is Mean Square(Error) = 1,091.

Spread–versus–Level Plots

Standard Deviations versus Means

Spread vs. Level Plot of WTBMICGes0

Groups: Gruppe

Appendix

Spread vs. Level Plot of WTBAfterManipulation

Groups: Gruppe

Variances versus Means

Spread vs. Level Plot of WTBMICGes0

Groups: Gruppe

Spread vs. Level Plot of WTBAfterManipulation

Groups: Gruppe
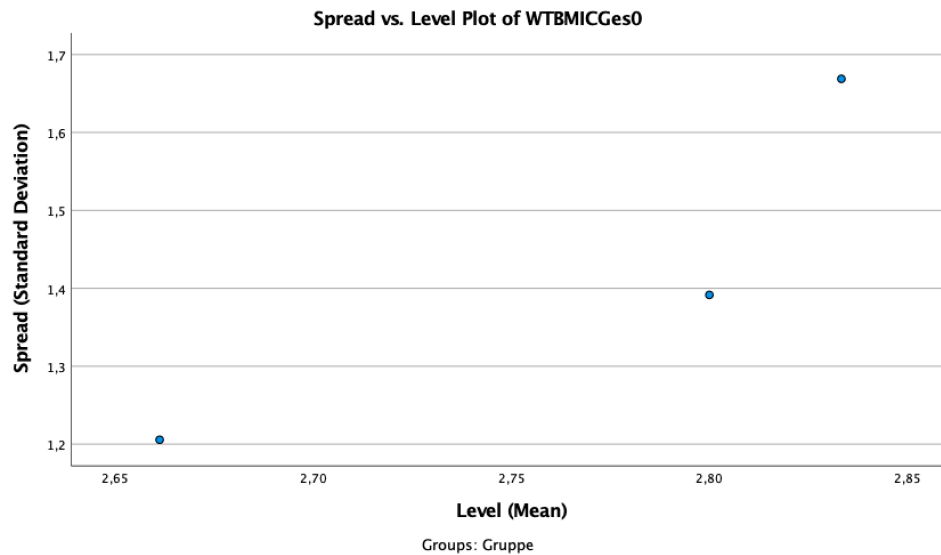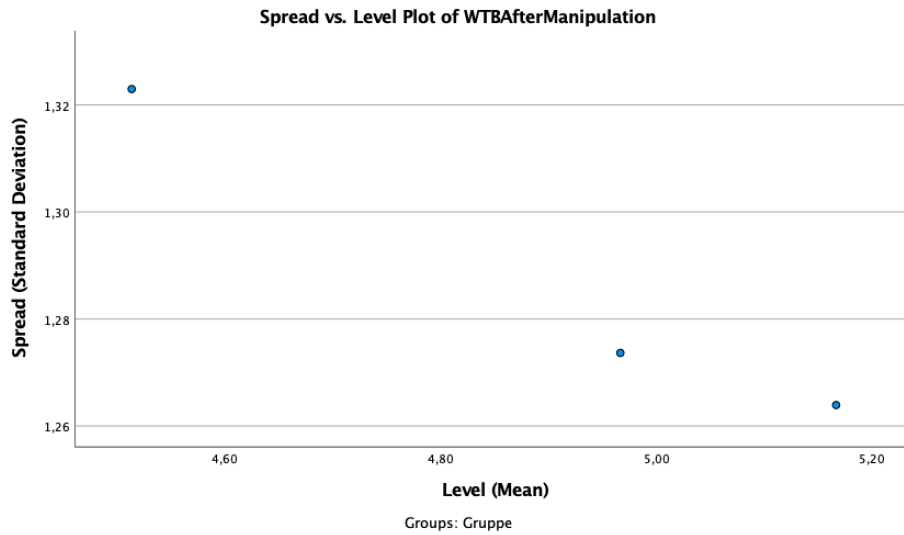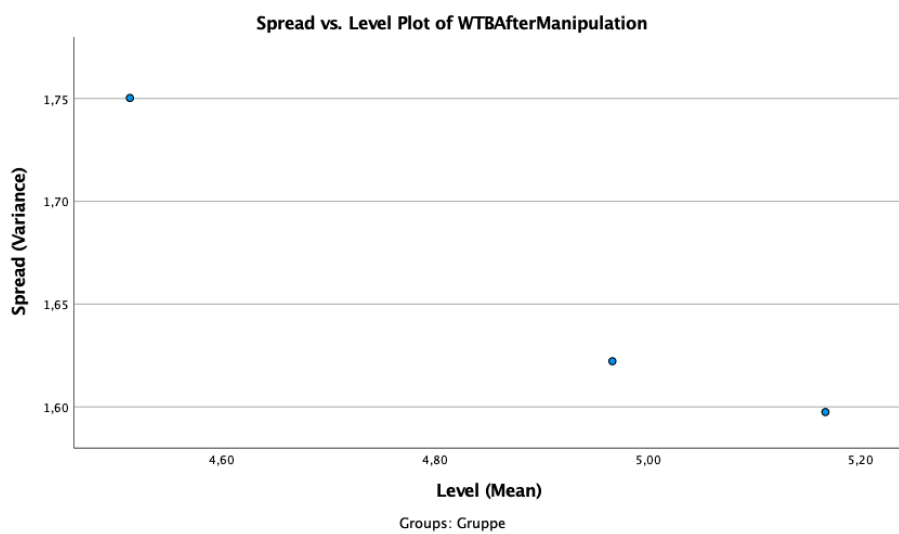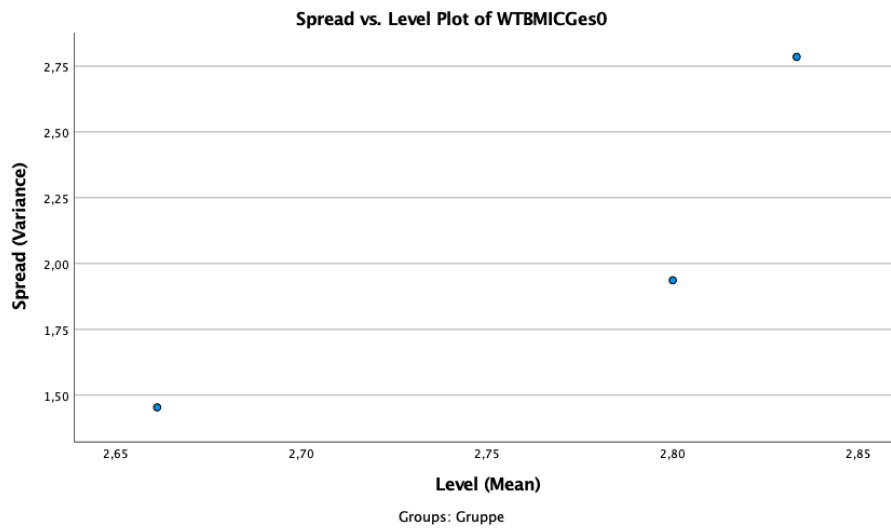
Appendix

Observed * Predicted * Std. Residual Plots
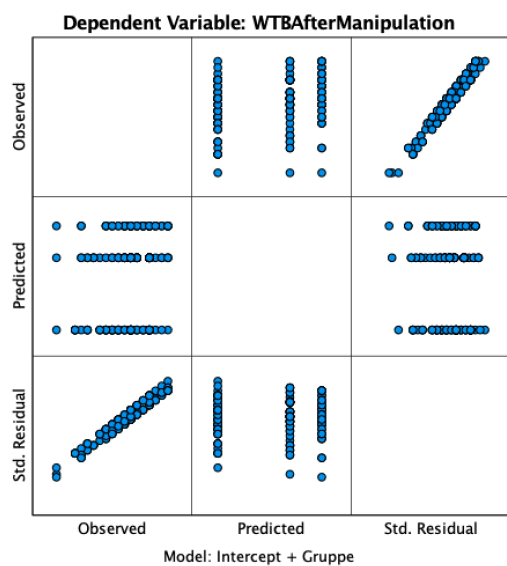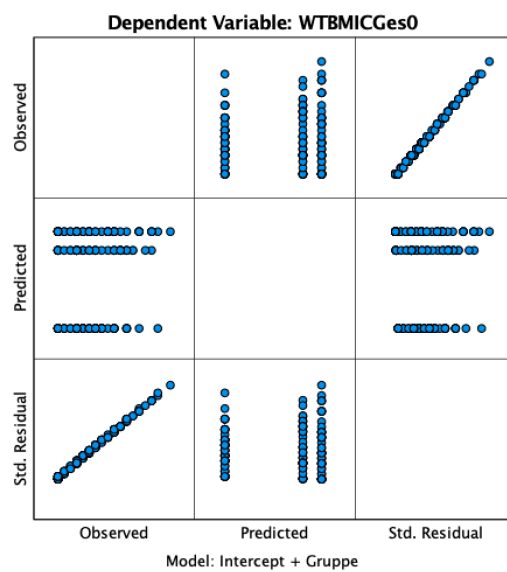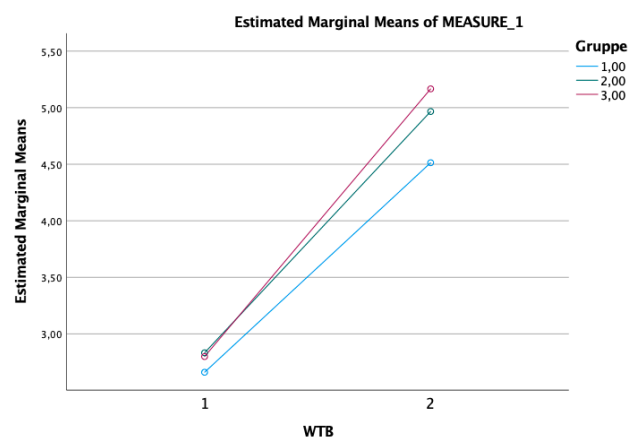
Dependent Variable: WTBMICGes0

Model: Intercept + Gruppe

Dependent Variable: WTBAfterManipulation

Model: Intercept + Gruppe

Profile Plots

Estimated Marginal Means of MEASURE_1

H4b: The effect of perception of fashion products "Made in China" on the willingness to buy fashion products "Made in China" is moderated by social, environmental and social & environmental sustainability measures.

H4c: The moderating effect of social & the perception - willingness to buy link social respectively environmental sustainability measures alone.

```
Run MATRIX procedure:

*************** PROCESS Procedure for SPSS Version 4.0 ****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3


**********************************************************************
Model  : 1
    Y  : WTBMICMe
    X  : Percepti
    W  : PDIMean

Covariates:
 CivEngMe EnvMean  GenderDu Educatio CityDumm SD16      SD17

Sample
Size:  171


**********************************************************************
OUTCOME VARIABLE:
 WTBMICMe

Model Summary
          R       R-sq       MSE      F(HC3)       df1       df2         p
      ,4349      ,1891    1,7609     3,9493   10,0000   160,0000     ,0001

Model
             coeff    se(HC3)       t          p       LLCI      ULCI
constant    4,5138      ,7767    5,8114     ,0000     2,9799    6,0478
Percepti     ,4114      ,1413    2,9115     ,0041      ,1324     ,6905
PDIMean     -,0319      ,1078    -,2959     ,7677     -,2447     ,1810
Int_1        ,1427      ,1241    1,1496     ,2520     -,1024     ,3878
CivEngMe    -,2045      ,1317   -1,5531     ,1224     -,4645     ,0555
EnvMean     -,1799      ,1047   -1,7175     ,0878     -,3868     ,0270
GenderDu     ,1339      ,2752     ,4864     ,6274     -,4097     ,6775
Educatio     ,2480      ,3424     ,7243     ,4700     -,4283     ,9243
CityDumm     ,2337      ,2242    1,0426     ,2987     -,2090     ,6764
SD16        -,0495      ,0536    -,9249     ,3564     -,1553     ,0562
SD17        -,0150      ,0641    -,2345     ,8149     -,1415     ,1115
```

```
Product terms key:
 Int_1    :         Percepti x       PDIMean

Covariance matrix of regression parameter estimates:
          constant  Percepti  PDIMean   Int_1    CivEngMe  EnvMean   GenderDu  Educatio  CityDumm  SD16     SD17
constant   ,6033    -,0149    ,0237     ,0033    -,0671    -,0226    -,0375    -,0823    ,0244    -,0169    ,0021
Percepti  -,0149    ,0200     ,0007     ,0002    -,0020    ,0067     ,0069     -,0094    -,0065    ,0011    -,0023
PDIMean    ,0237    ,0007     ,0116     -,0004   -,0016    -,0022    -,0052    ,0014     ,0010    -,0005    -,0001
Int_1      ,0033    ,0002     -,0004    ,0154    -,0033    ,0043     -,0064    -,0032    ,0008    -,0006    ,0006
CivEngMe  -,0671    -,0020    -,0016    -,0033   ,0173     -,0047    ,0006     ,0093     -,0022    ,0013    -,0007
EnvMean   -,0226    ,0067     -,0022    ,0043    -,0047    ,0110     -,0032    -,0092    -,0050    ,0001    ,0002
GenderDu  -,0375    ,0069     -,0052    -,0064   ,0006     -,0032    ,0758     -,0147    -,0025    ,0045    -,0042
Educatio  -,0823    -,0094    ,0014     -,0032   ,0093     -,0092    -,0147    ,1173     -,0177    ,0013    -,0008
CityDumm   ,0244    -,0065    ,0010     ,0008    -,0022    -,0050    -,0025    -,0177    ,0503     -,0011    ,0025
SD16      -,0169    ,0011     -,0005    -,0006   ,0013     ,0001     ,0045     ,0013     -,0011    ,0029    -,0024
SD17       ,0021    -,0023    -,0001    ,0006    -,0007    ,0002     -,0042    -,0008    ,0025     -,0024    ,0041

Test(s) of highest order unconditional interaction(s):
        R2-chng    F(HC3)     df1       df2        p
X*W      ,0091     1,3216     1,0000    160,0000    ,2520
----------
    Focal predict: Percepti (X)
        Mod var: PDIMean  (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
    Percepti    PDIMean    WTBMICMe    .
BEGIN DATA.
     -,9295     -,9979     2,5620
      ,0000     -,9979     2,8121
      ,9295     -,9979     3,0622
     -,9295      ,0000     2,3978
      ,0000      ,0000     2,7803
      ,9295      ,0000     3,1627
     -,9295      ,9979     2,2336
      ,0000      ,9979     2,7485
      ,9295      ,9979     3,2633
END DATA.
GRAPH/SCATTERPLOT=
 Percepti WITH      WTBMICMe BY        PDIMean  .

*********************** ANALYSIS NOTES AND ERRORS ***********************

Level of confidence for all confidence intervals in output:
  95,0000

NOTE: A heteroscedasticity consistent standard error and covariance matrix estimator was used.

NOTE: The following variables were mean centered prior to analysis:
        PDIMean  Percepti

NOTE: Standardized coefficients not available for models with moderators.

WARNING: Variables names longer than eight characters can produce incorrect output
when some variables in the data file have the same first eight characters. Shorter
variable names are recommended. By using this output, you are accepting all risk
and consequences of interpreting or reporting results that may be incorrect.

------ END MATRIX -----
```

Matrix

Run MATRIX procedure:

*************** PROCESS Procedure for SPSS Version 4.0 ***************

          Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
      Documentation available in Hayes (2022). www.guilford.com/p/hayes3

****
Model : 1
    Y : WTBMICMe
    X : Percepti
    W : CountryI

Covariates:
 PDIMean CivEngMe EnvMean

Sample
Size: 171

****
OUTCOME VARIABLE:
 WTBMICMe

Model Summary
          R   R-sq   MSE   F(HC3)   df1   df2   p
      ,4245   ,1802   1,7367   6,3908   6,0000 164,0000   ,0000

Model
              coeff   se(HC3)   t   p   LLCI   ULCI
****
Model : 1
    Y : WTBSOCMe
    X : Percepti
    W : CountryI

Covariates:
 PDIMean CivEngMe EnvMean

Sample
Size: 61

****
OUTCOME VARIABLE:
 WTBSOCMe

Model Summary
          R   R-sq   MSE   F(HC3)   df1   df2   p
      ,4729   ,2236   1,5099   1,6892   6,0000   54,0000   ,1414

Model
              coeff   se(HC3)   t   p   LLCI   ULCI
constant   8,1489   1,7962   4,5368   ,0000   4,5478   11,7500
Percepti   ,3271   ,2296   1,4249   ,1599   -,1331   ,7874
CountryI   ,1463   ,3105   ,4711   ,6395   -,4762   ,7687
Int_1   ,1516   ,2872   ,5277   ,5998   -,4242   ,7274
PDIMean   -,6143   ,2563   -2,3973   ,0200   -1,1281   -,1006
CivEngMe   -,1776   ,2209   -,8039   ,4250   -,6205   ,2653
EnvMean   -,0045   ,1335   -,0335   ,9734   -,2721   ,2632

Product terms key:
 Int_1   :   Percepti x   CountryI

Appendix

```
Run MATRIX procedure:


***************** PROCESS Procedure for SPSS Version 4.0 *****************

          Written by Andrew F. Hayes, Ph.D.        www.afhayes.com
      Documentation available in Hayes (2022). www.guilford.com/p/hayes3


*************************************************************************
Model  : 1
    Y  : WTBENVMe
    X  : Percepti
    W  : CountryI


Covariates:
 PDIMean  CivEngMe EnvMean


Sample
Size:  60


*************************************************************************
OUTCOME VARIABLE:
 WTBENVMe


Model Summary
          R       R-sq        MSE      F(HC3)        df1        df2          p
      ,2990      ,0894     1,6444      ,3688     6,0000    53,0000      ,8955


Model
               coeff    se(HC3)          t          p       LLCI       ULCI
constant     5,1748     1,1513     4,4947      ,0000     2,8656     7,4840
Percepti      ,2081      ,2664      ,7812      ,4381     -,3262      ,7425
CountryI      ,2634      ,3389      ,7772      ,4405     -,4164      ,9432
Int_1        -,2065      ,4727     -,4368      ,6640    -1,1545      ,7416
PDIMean      -,0761      ,1815     -,4192      ,6768     -,4401      ,2879
CivEngMe     -,1668      ,2059     -,8102      ,4215     -,5797      ,2461
EnvMean       ,1816      ,1673     1,0852      ,2827     -,1540      ,5172


Product terms key:
 Int_1    :         Percepti x        CountryI


***************** PROCESS Procedure for SPSS Version 4.0 *****************

          Written by Andrew F. Hayes, Ph.D.        www.afhayes.com
      Documentation available in Hayes (2022). www.guilford.com/p/hayes3


*************************************************************************
Model  : 1
    Y  : WTBBOTHM
    X  : Percepti
    W  : CountryI


Covariates:
 PDIMean  CivEngMe EnvMean


Sample
Size:  50


*************************************************************************
OUTCOME VARIABLE:
 WTBBOTHM


Model Summary
          R       R-sq        MSE      F(HC3)        df1        df2          p
      ,3364      ,1132     1,6144      ,7170     6,0000    43,0000      ,6379


Model
               coeff    se(HC3)          t          p       LLCI       ULCI
constant     5,8263     2,0474     2,8458      ,0068     1,6974     9,9553
Percepti      ,1395      ,2899      ,4812      ,6328     -,4451      ,7241
CountryI     -,3467      ,2743    -1,2642      ,2130     -,8998      ,2064
Int_1        -,0985      ,3328     -,2958      ,7688     -,7697      ,5728
PDIMean      -,2832      ,2707    -1,0462      ,3013     -,8291      ,2627
CivEngMe     -,1164      ,2122     -,5486      ,5861     -,5444      ,3116
EnvMean       ,2451      ,1951     1,2563      ,2158     -,1484      ,6387


Product terms key:
 Int_1    :         Percepti x        CountryI
```

Additional Analyses

Correlations: No sustainability

Correlations

		WTBMICMean	PDIMean	CivEngMean	EnvMean	CountryImageMean	Perception4Mean	0Male1Female	0NoAbi1Abi	0NoCity1City	Hoodie Einschätzung: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig.	Hoodie Einschätzung: Für mich ist die Produktbeschreibung des Hoodies verständlich.	Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als sozial nachhaltig.	Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig.	Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als komplett nachhaltig.
WTBMICMean	Pearson Correlation	1	-,073	-,189*	-,246**	,236**	,332**	-,026	,104	,090	,081	-,030	,470**	,519**	,505**
	Sig. (2-tailed)		,343	,013	,001	,002	,000	,734	,175	,241	,290	,699	,000	,000	,000
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
PDIMean	Pearson Correlation	-,073	1	,028	,163*	,042	-,138	,105	,005	,076	-,043	-,034	-,059	-,129	-,102
	Sig. (2-tailed)	,343		,716	,033	,589	,073	,172	,947	,323	,577	,659	,447	,093	,183
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
CivEngMean	Pearson Correlation	-,189*	,028	1	,206**	,104	-,072	,040	-,114	-,058	-,073	-,169*	-,254**	-,264**	-,234**
	Sig. (2-tailed)	,013	,716		,007	,174	,348	,600	,137	,453	,346	,027	,001	,000	,002
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
EnvMean	Pearson Correlation	-,246**	,163*	,206**	1	-,024	-,312**	,259**	,148	,147	-,021	,077	-,168*	-,173*	-,183*
	Sig. (2-tailed)	,001	,033	,007		,755	,000	,001	,054	,055	,790	,317	,028	,024	,017
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
CountryImageMean	Pearson Correlation	,236**	,042	,104	-,024	1	,355**	,126	,141	-,043	-,149	-,222**	,297**	,288**	,246**
	Sig. (2-tailed)	,002	,589	,174	,755		,000	,101	,066	,573	,052	,004	,000	,000	,001
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
Perception4Mean	Pearson Correlation	,332**	-,138	-,072	-,312**	,355**	1	-,200**	,021	,001	,030	-,036	,237**	,201**	,247**
	Sig. (2-tailed)	,000	,073	,348	,000	,000		,009	,784	,985	,698	,636	,002	,008	,001
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
0Male1Female	Pearson Correlation	-,026	,105	,040	,259**	,126	-,200**	1	,209**	,186*	-,017	,084	-,062	-,081	-,080
	Sig. (2-tailed)	,734	,172	,600	,001	,101	,009		,006	,015	,827	,273	,423	,292	,296
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
0NoAbi1Abi	Pearson Correlation	,104	,005	-,114	,148	,141	,021	,209**	1	,261**	-,053	-,056	,178*	,088	,115
	Sig. (2-tailed)	,175	,947	,137	,054	,066	,784	,006		,001	,493	,465	,020	,133	,133
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
0NoCity1City	Pearson Correlation	,090	,076	-,058	,147	-,043	,001	,186*	,261**	1	-,053	-,022	-,077	-,046	-,057
	Sig. (2-tailed)	,241	,323	,453	,055	,573	,985	,015	,001		,495	,778	,316	,554	,459
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
Hoodie Einschätzung: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig.	Pearson Correlation	,081	-,043	-,073	-,021	-,149	,030	-,017	-,053	-,053	1	,568**	-,085	-,040	-,053
	Sig. (2-tailed)	,290	,577	,346	,790	,052	,698	,827	,493	,495		,000	,269	,600	,493
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
Hoodie Einschätzung: Für mich ist die Produktbeschreibung des Hoodies verständlich.	Pearson Correlation	-,030	-,034	-,169*	,077	-,222**	-,036	,084	-,056	-,022	,568**	1	-,023	-,003	-,071
	Sig. (2-tailed)	,699	,659	,027	,317	,004	,636	,273	,465	,778	,000		,763	,966	,354
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als sozial nachhaltig.	Pearson Correlation	,470**	-,059	-,254**	-,168*	,297**	,237**	-,062	,178*	-,077	-,085	-,023	1	,875**	,785**
	Sig. (2-tailed)	,000	,447	,001	,028	,000	,002	,423	,020	,316	,269	,763		,000	,000
	N	170	170	170	170	170	170	170	170	170	170	170	170	170	170
Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig.	Pearson Correlation	,519**	-,129	-,264**	-,173*	,288**	,201**	-,081	,088	-,046	-,040	-,003	,875**	1	,823**
	Sig. (2-tailed)	,000	,093	,000	,024	,000	,008	,292	,133	,554	,600	,966	,000		,000
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171
Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als komplett nachhaltig.	Pearson Correlation	,505**	-,102	-,234**	-,183*	,246**	,247**	-,080	,115	-,057	-,053	-,071	,785**	,823**	1
	Sig. (2-tailed)	,000	,183	,002	,017	,001	,001	,296	,133	,459	,493	,354	,000	,000	
	N	171	171	171	171	171	171	171	171	171	171	171	170	171	171

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations: Social Sustainability

Correlations

		WTBSOCMean	PDIMean	CivEngMean	EnvMean	CountryImageMean	Perception4Mean	0Male1Female	0NoAbi1Abi	0NoCity1City	Hoodie Einschätzung 1: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig.	Hoodie Einschätzung 1: Für mich ist die Produktbeschreibung des Hoodies verständlich.	Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als sozial nachhaltig.	Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig.	Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als komplett nachhaltig.
WTBSOCMean	Pearson Correlation	1	-.370**	-.102	-.019	.119	.212	.205	-.142	.185	.714**	.313*	.651**	.205	.327*
	Sig. (2-tailed)		.003	.434	.887	.361	.100	.113	.273	.154	.000	.014	.000	.112	.010
	N	61	61	61	61	61	61	61	61	61	61	61	61	61	61
PDIMean	Pearson Correlation	-.370**	1	.028	.163*	.042	-.138	.105	.005	.076	-.013	-.081	-.320*	-.122	.018
	Sig. (2-tailed)	.003		.716	.033	.589	.073	.172	.947	.323	.923	.535	.012	.351	.893
	N	61	171	171	171	171	171	171	171	171	61	61	61	61	61
CivEngMean	Pearson Correlation	-.102	.028	1	.206**	.104	-.072	.040	-.114	-.058	-.017	.146	-.328**	-.034	-.011
	Sig. (2-tailed)	.434	.716		.007	.174	.348	.600	.137	.453	.896	.260	.010	.793	.930
	N	61	171	171	171	171	171	171	171	171	61	61	61	61	61
EnvMean	Pearson Correlation	-.019	.163*	.206**	1	-.024	-.312**	.259**	.148	.147	-.099	.105	-.007	-.096	-.048
	Sig. (2-tailed)	.887	.033	.007		.755	.000	.001	.054	.055	.447	.422	.960	.461	.713
	N	61	171	171	171	171	171	171	171	171	61	61	61	61	61
CountryImageMean	Pearson Correlation	.119	.042	.104	-.024	1	.355**	.126	.141	-.043	.071	.016	.013	.398**	.244
	Sig. (2-tailed)	.361	.589	.174	.755		.000	.101	.066	.573	.584	.901	.924	.002	.058
	N	61	171	171	171	171	171	171	171	171	61	61	61	61	61
Perception4Mean	Pearson Correlation	.212	-.138	-.072	-.312**	.355**	1	-.200**	.021	.001	.285*	-.021	.052	.255*	.208
	Sig. (2-tailed)	.100	.073	.348	.000	.000		.009	.784	.985	.026	.873	.690	.047	.107
	N	61	171	171	171	171	171	171	171	171	61	61	61	61	61
0Male1Female	Pearson Correlation	.205	.105	.040	.259**	.126	-.200**	1	.209**	.186*	.155	.108	-.022	.002	-.122
	Sig. (2-tailed)	.113	.172	.600	.001	.101	.009		.006	.015	.232	.407	.865	.988	.351
	N	61	171	171	171	171	171	171	171	171	61	61	61	61	61
0NoAbi1Abi	Pearson Correlation	-.142	.005	-.114	.148	.141	.021	.209**	1	.261**	-.100	-.204	.014	.223	-.047
	Sig. (2-tailed)	.273	.947	.137	.054	.066	.784	.006		.001	.444	.115	.913	.084	.718
	N	61	171	171	171	171	171	171	171	171	61	61	61	61	61
0NoCity1City	Pearson Correlation	.185	.076	-.058	.147	-.043	.001	.186*	.261**	1	.225	.012	.019	.291*	.244
	Sig. (2-tailed)	.154	.323	.453	.055	.573	.985	.015	.001		.081	.926	.886	.023	.058
	N	61	171	171	171	171	171	171	171	171	61	61	61	61	61
Hoodie Einschätzung 1: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig.	Pearson Correlation	.714**	-.013	-.017	-.099	.071	.285*	.155	-.100	.225	1	.427**	.690**	.252	.405**
	Sig. (2-tailed)	.000	.923	.896	.447	.584	.026	.232	.444	.081		.001	.000	.050	.001
	N	61	61	61	61	61	61	61	61	61	61	61	61	61	61
Hoodie Einschätzung 1: Für mich ist die Produktbeschreibung des Hoodies verständlich.	Pearson Correlation	.313*	-.081	.146	.105	.016	-.021	.108	-.204	.012	.427**	1	.470**	-.105	.022
	Sig. (2-tailed)	.014	.535	.260	.422	.901	.873	.407	.115	.926	.001		.000	.422	.867
	N	61	61	61	61	61	61	61	61	61	61	61	61	61	61
Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als sozial nachhaltig.	Pearson Correlation	.651**	-.320*	-.328**	-.007	.013	.052	-.022	.014	.019	.690**	.470**	1	.129	.221
	Sig. (2-tailed)	.000	.012	.010	.960	.924	.690	.865	.913	.886	.000	.000		.321	.087
	N	61	61	61	61	61	61	61	61	61	61	61	61	61	61
Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig.	Pearson Correlation	.205	-.122	-.034	-.096	.398**	.255*	.002	.223	.291*	.252	-.105	.129	1	.725**
	Sig. (2-tailed)	.112	.351	.793	.461	.002	.047	.988	.084	.023	.050	.422	.321		.000
	N	61	61	61	61	61	61	61	61	61	61	61	61	61	61
Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als komplett nachhaltig.	Pearson Correlation	.327*	.018	-.011	-.048	.244	.208	-.122	-.047	.244	.405**	.022	.221	.725**	1
	Sig. (2-tailed)	.010	.893	.930	.713	.058	.107	.351	.718	.058	.001	.867	.087	.000	
	N	61	61	61	61	61	61	61	61	61	61	61	61	61	61

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations: Environmental Sustainability

Correlations

Variable	Statistic	WTBENVMean	PDIMean	CivEngMean	EnvMean	CountryImageMean	Perception4Mean	0Male1Female	0NoAbi1Abi	0NoCity1City	Hoodie Einschätzung 2: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig.	Hoodie Einschätzung 2: Für mich ist die Produktbeschreibung des Hoodies verständlich.	Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als sozial nachhaltig.	Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig.	Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als komplett nachhaltig.
WTBENVMean	Pearson Correlation	1	-,067	-,132	,112	,122	,159	,097	-,188	-,077	,618**	,446**	,269*	,725**	,536**
	Sig. (2-tailed)		,609	,316	,396	,352	,225	,463	,151	,559	,000	,000	,038	,000	,000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
PDIMean	Pearson Correlation	-,067	1	,028	,163*	,042	-,138	,105	,005	,076	-,023	,212	-,035	-,114	-,131
	Sig. (2-tailed)	,609		,716	,033	,589	,073	,172	,947	,323	,861	,103	,793	,387	,317
	N	60	171	171	171	171	171	171	171	171	60	60	60	60	60
CivEngMean	Pearson Correlation	-,132	,028	1	,206**	,104	-,072	,040	-,114	-,058	-,056	,069	-,147	-,118	-,167
	Sig. (2-tailed)	,316	,716		,007	,174	,348	,600	,137	,453	,668	,599	,262	,370	,203
	N	60	171	171	171	171	171	171	171	171	60	60	60	60	60
EnvMean	Pearson Correlation	,112	,163*	,206**	1	-,024	-,312**	,259**	,148	,147	,002	,044	,063	,006	,133
	Sig. (2-tailed)	,396	,033	,007		,755	,000	,001	,054	,055	,986	,736	,630	,962	,311
	N	60	171	171	171	171	171	171	171	171	60	60	60	60	60
CountryImageMean	Pearson Correlation	,122	,042	,104	-,024	1	,355**	,126	,141	-,043	,179	,116	,329*	,277*	,293*
	Sig. (2-tailed)	,352	,589	,174	,755		,000	,101	,066	,573	,172	,379	,010	,032	,023
	N	60	171	171	171	171	171	171	171	171	60	60	60	60	60
Perception4Mean	Pearson Correlation	,159	-,138	-,072	-,312**	,355**	1	-,200**	,021	,001	,183	,116	,044	,271*	,189
	Sig. (2-tailed)	,225	,073	,348	,000	,000		,009	,784	,985	,161	,379	,737	,036	,149
	N	60	171	171	171	171	171	171	171	171	60	60	60	60	60
0Male1Female	Pearson Correlation	,097	,105	,040	,259**	,126	-,200**	1	,209**	,186*	,097	,207	,254	,074	,157
	Sig. (2-tailed)	,463	,172	,600	,001	,101	,009		,006	,015	,460	,112	,050	,575	,229
	N	60	171	171	171	171	171	171	171	171	60	60	60	60	60
0NoAbi1Abi	Pearson Correlation	-,188	,005	-,114	,148	,141	,021	,209**	1	,261**	-,137	-,065	-,018	-,109	-,178
	Sig. (2-tailed)	,151	,947	,137	,054	,066	,784	,006		,001	,298	,620	,892	,405	,173
	N	60	171	171	171	171	171	171	171	171	60	60	60	60	60
0NoCity1City	Pearson Correlation	-,077	,076	-,058	,147	-,043	,001	,186*	,261**	1	-,222	-,233	-,070	-,057	-,027
	Sig. (2-tailed)	,559	,323	,453	,055	,573	,985	,015	,001		,088	,074	,594	,663	,835
	N	60	171	171	171	171	171	171	171	171	60	60	60	60	60
Hoodie Einschätzung 2: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig.	Pearson Correlation	,618**	-,023	-,056	,002	,179	,183	,097	-,137	-,222	1	,461**	,291*	,806**	,561**
	Sig. (2-tailed)	,000	,861	,668	,986	,172	,161	,460	,298	,088		,000	,024	,000	,000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Hoodie Einschätzung 2: Für mich ist die Produktbeschreibung des Hoodies verständlich.	Pearson Correlation	,446**	,212	,069	,044	,116	,116	,207	-,065	-,233	,461**	1	,157	,440**	,119
	Sig. (2-tailed)	,000	,103	,599	,736	,379	,379	,112	,620	,074	,000		,230	,000	,364
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als sozial nachhaltig.	Pearson Correlation	,269*	-,035	-,147	,063	,329*	,044	,254	-,018	-,070	,291*	,157	1	,313*	,592**
	Sig. (2-tailed)	,038	,793	,262	,630	,010	,737	,050	,892	,594	,024	,230		,015	,000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig.	Pearson Correlation	,725**	-,114	-,118	,006	,277*	,271*	,074	-,109	-,057	,806**	,440**	,313*	1	,638**
	Sig. (2-tailed)	,000	,387	,370	,962	,032	,036	,575	,405	,663	,000	,000	,015		,000
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60
Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als komplett nachhaltig.	Pearson Correlation	,536**	-,131	-,167	,133	,293*	,189	,157	-,178	-,027	,561**	,119	,592**	,638**	1
	Sig. (2-tailed)	,000	,317	,203	,311	,023	,149	,229	,173	,835	,000	,364	,000	,000	
	N	60	60	60	60	60	60	60	60	60	60	60	60	60	60

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix

Correlations: Social + Environmental Sustainability

Correlations

		WTBBOTHMean	PDIMean	CivEngMean	EnvMean	CountryImageMean	Perception4Mean	0Male1Female	0NoAbi1Abi	0NoCity1City	Hoodie Einschätzung 3: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig.	Hoodie Einschätzung 3: Für mich ist die Produktbeschreibung des Hoodies verständlich.	Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als sozial nachhaltig.	Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig.	Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als komplett nachhaltig.
WTBBOTHMean	Pearson Correlation	1	-,144	-,010	,133	-,182	-,054	,122	-,173	,037	,342*	-,007	,334*	,351*	,366**
	Sig. (2-tailed)		,318	,943	,358	,206	,710	,398	,229	,797	,015	,961	,018	,013	,009
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
PDIMean	Pearson Correlation	-,144	1	,028	,163*	,042	-,138	,105	,005	,076	,085	,207	-,008	-,116	-,121
	Sig. (2-tailed)	,318		,716	,033	,589	,073	,172	,947	,323	,557	,148	,957	,422	,403
	N	50	171	171	171	171	171	171	171	171	50	50	50	50	50
CivEngMean	Pearson Correlation	-,010	,028	1	,206**	,104	-,072	,040	-,114	-,058	-,083	-,216	-,052	,034	-,071
	Sig. (2-tailed)	,943	,716		,007	,174	,348	,600	,137	,453	,566	,132	,718	,812	,626
	N	50	171	171	171	171	171	171	171	171	50	50	50	50	50
EnvMean	Pearson Correlation	,133	,163*	,206**	1	-,024	-,312**	,259**	,148	,147	-,289*	-,016	-,240	-,292*	-,325*
	Sig. (2-tailed)	,358	,033	,007		,755	,000	,001	,054	,055	,042	,914	,093	,040	,021
	N	50	171	171	171	171	171	171	171	171	50	50	50	50	50
CountryImageMean	Pearson Correlation	-,182	,042	,104	-,024	1	,355**	-,126	,141	-,043	-,008	-,324*	-,028	-,121	,016
	Sig. (2-tailed)	,206	,589	,174	,755		,000	,101	,066	,573	,953	,022	,847	,402	,910
	N	50	171	171	171	171	171	171	171	171	50	50	50	50	50
Perception4Mean	Pearson Correlation	-,054	-,138	-,072	-,312**	,355**	1	-,200**	,021	,001	,163	-,113	,317*	,284*	,338*
	Sig. (2-tailed)	,710	,073	,348	,000	,000		,009	,784	,985	,257	,436	,025	,046	,016
	N	50	171	171	171	171	171	171	171	171	50	50	50	50	50
0Male1Female	Pearson Correlation	,122	,105	,040	,259**	-,126	-,200**	1	,209**	,186*	-,015	,103	-,201	-,101	-,238
	Sig. (2-tailed)	,398	,172	,600	,001	,101	,009		,006	,015	,915	,477	,162	,483	,097
	N	50	171	171	171	171	171	171	171	171	50	50	50	50	50
0NoAbi1Abi	Pearson Correlation	-,173	,005	-,114	,148	,141	,021	,209**	1	,261**	,137	-,017	-,169	-,093	-,213
	Sig. (2-tailed)	,229	,947	,137	,054	,066	,784	,006		,001	,345	,909	,240	,520	,138
	N	50	171	171	171	171	171	171	171	171	50	50	50	50	50
0NoCity1City	Pearson Correlation	,037	,076	-,058	,147	-,043	,001	,186*	,261**	1	,243	,264	-,051	,140	-,111
	Sig. (2-tailed)	,797	,323	,453	,055	,573	,985	,015	,001		,089	,064	,727	,332	,443
	N	50	171	171	171	171	171	171	171	171	50	50	50	50	50
Hoodie Einschätzung 3: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig.	Pearson Correlation	,342*	,085	-,083	-,289*	-,008	,163	-,015	,137	,243	1	,129	,307*	,453**	,272
	Sig. (2-tailed)	,015	,557	,566	,042	,953	,257	,915	,345	,089		,371	,030	,001	,056
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Hoodie Einschätzung 3: Für mich ist die Produktbeschreibung des Hoodies verständlich.	Pearson Correlation	-,007	,207	-,216	-,016	-,324*	-,113	,103	-,017	,264	,129	1	,147	,434**	,056
	Sig. (2-tailed)	,961	,148	,132	,914	,022	,436	,477	,909	,064	,371		,307	,002	,700
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als sozial nachhaltig.	Pearson Correlation	,334*	-,008	-,052	-,240	-,028	,317*	-,201	-,169	-,051	,307*	,147	1	,802**	,833**
	Sig. (2-tailed)	,018	,957	,718	,093	,847	,025	,162	,240	,727	,030	,307		,000	,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig.	Pearson Correlation	,351*	-,116	,034	-,292*	-,121	,284*	-,101	-,093	,140	,453**	,434**	,802**	1	,756**
	Sig. (2-tailed)	,013	,422	,812	,040	,402	,046	,483	,520	,332	,001	,002	,000		,000
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50
Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als komplett nachhaltig.	Pearson Correlation	,366**	-,121	-,071	-,325*	,016	,338*	-,238	-,213	-,111	,272	,056	,833**	,756**	1
	Sig. (2-tailed)	,009	,403	,626	,021	,910	,016	,097	,138	,443	,056	,700	,000	,000	
	N	50	50	50	50	50	50	50	50	50	50	50	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

T-test Environmentalism, Civic Engagement, Purchase Decision Involvement

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
PDIMean	171	4,6421	,99793	,07631
CivEngMean	171	4,6023	,96766	,07400
EnvMean	171	5,0838	1,38105	,10561

One-Sample Test

Test Value = 4

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PDIMean	8,414	170	,000	,64211	,4915	,7927
CivEngMean	8,140	170	,000	,60234	,4563	,7484
EnvMean	10,262	170	,000	1,08382	,8753	1,2923

One-Sample Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
PDIMean	Cohen's d	,99793	,643	,478	,807
	Hedges' correction	1,00236	,641	,476	,804
CivEngMean	Cohen's d	,96766	,622	,458	,786
	Hedges' correction	,97195	,620	,456	,782
EnvMean	Cohen's d	1,38105	,785	,612	,955
	Hedges' correction	1,38719	,781	,610	,951

a. The denominator used in estimating the effect sizes.
Cohen's d uses the sample standard deviation.
Hedges' correction uses the sample standard deviation, plus a correction factor.

Manipulation check Pretest

Credibility

	N	Minimum	Maximum	Mittelwert	Std.-Abweichung
MIC_Glaubwürdigkeit	44	2	7	6,18	1,574
Ök_Glaubwürdig	44	1	7	4,59	1,545
Soz_Glaubwürdig	44	1	7	4,73	1,500
Beides_Glaubwürdig	44	1	7	4,36	1,699
Gültige Werte (listenweise)	44				

(1= not credible at all; 7=completely credible)

Understanding

	N	Minimum	Maximum	Mittelwert	Std.-Abweichung
MIC_Verständnis	44	2	7	6,36	1,448
Ök_Verständnis	44	2	7	6,18	1,334
Soz_Verständnis	44	2	7	6,16	1,380
Beides_Verständnis	44	2	7	6,25	1,296
Gültige Werte (listenweise)	44				

(1= description not understandable; 7= description completely understandable)

Paired T-Test

I. **Credibility**

1: Made in China Hoodie – Grand Mean Credibility

2: Environmentally Sustainable Hoodie – Grand Mean Credibility

3: Socially Sustainable Hoodie – Grand Mean Credibility

4: Socially and Environmentally Sustainable Hoodie – Grand Mean Credibility

	Gepaarte Differenzen			95% Konfidenzintervall der Differenz				
	Mittelwert	Standardabweichung	Standardfehler des Mittelwertes	Untere	Obere	T	df	Sig. (2-seitig)
Paaren 1 **Made in China** Hoodie Einschätzung: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig. - GrandMeanCredibility	1,21591	1,36142	,20524	,80200	1,62982	5,924	43	,000
Paaren 2 **Ökologisch Nachhaltiger** Hoodie Einschätzung 1: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig. - GrandMeanCredibility	-,37500	,71630	,10799	-,59277	-,15723	-3,473	43	,001
Paaren 3 **Sozial Nachhaltiger** Hoodie Einschätzung 2: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig. - GrandMeanCredibility	-,23864	,68615	,10344	-,44724	-,03003	-2,307	43	,026
Paaren 4 **Soz. & Ök. Nachhaltiger** Hoodie Einschätzung 3: Für mich ist die Produktbeschreibung des Hoodies glaubwürdig. - GrandMeanCredibility	-,60227	,79665	,12010	-,84448	-,36007	-5,015	43	,000

II. Understanding

1: Made in China Hoodie – Grand Mean Understanding

2: Environmentally Sustainable Hoodie – Grand Mean Understanding

3: Socially Sustainable Hoodie – Grand Mean Understanding

4: Socially and Environmentally Sustainable Hoodie – Grand Mean Understanding

Test bei gepaarten Stichproben

		Gepaarte Differenzen			95% Konfidenzintervall der Differenz				
		Mittelwert	Standardab weichung	Standardfehler des Mittelwertes	Untere	Obere	T	df	Sig. (2-seitig)
Paaren 1	**Made in China** Hoodie Einschätzung: Für mich ist die Produktbeschreibung des Hoodies verständlich. - GrandMeanUnderstanding	,12500	,76535	,11538	-,10769	,35769	1,083	43	,285
Paaren 2	**Ökologisch Nachhaltiger** Hoodie Einschätzung 1: Für mich ist die Produktbeschreibung des Hoodies verständlich. - GrandMeanUnderstanding	-,05682	,46338	,06986	-,19770	,08406	-,813	43	,420
Paaren 3	**Sozial Nachhaltiger** Hoodie Einschätzung 2: Für mich ist die Produktbeschreibung des Hoodies verständlich. - GrandMeanUnderstanding	-,07955	,44712	,06741	-,21548	,05639	-1,180	43	,244
Paaren 4	**Soz. & Ök. Nachhaltiger** Hoodie Einschätzung 3: Für mich ist die Produktbeschreibung des Hoodies verständlich. - GrandMeanUnderstanding	,01136	,61699	,09302	-,17622	,19895	,122	43	,903

III. Percieved social sustainability

1: Made in China Hoodie – Grand Mean Social Sustainability

2: Environmentally Sustainable Hoodie – Grand Mean Social Sustainability

3: Socially Sustainable Hoodie – Grand Mean Social Sustainability

4: Socially and Environmentally Sustainable Hoodie – Grand Mean Social Sustainability

Test bei gepaarten Stichproben

		Gepaarte Differenzen			95% Konfidenzintervall der Differenz		T	df	Sig. (2-seitig)
		Mittelwert	Standardab weichung	Standardfehler des Mittelwertes	Untere	Obere			
Paaren 1	**Made in China** Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als sozial nachhaltig. - GrandMeanSocial	-2,03977	,97787	,14742	-2,33707	-1,74247	-13,837	43	,000
Paaren 2	**Ökologisch Nachhaltiger** Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als sozial nachhaltig. - GrandMeanSocial	-1,08523	1,21395	,18301	-1,45430	-,71615	-5,930	43	,000
Paaren 3	**Sozial Nachhaltiger** Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als sozial nachhaltig. - GrandMeanSocial	1,73295	,97109	,14640	1,43772	2,02819	11,837	43	,000
Paaren 4	**Soz. & Ök. Nachhaltiger** Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als sozial nachhaltig. - GrandMeanSocial	1,39205	1,15058	,17346	1,04224	1,74185	8,025	43	,000

IV.   Percieved Environmental Sustainability

1: Made in China Hoodie – Grand Mean Environmental Sustainability

2: Environmentally Sustainable Hoodie – Grand Mean Environmental Sustainability

3: Socially Sustainable Hoodie – Grand Mean Environmental Sustainability

4: Socially and Environmentally Sustainable Hoodie – Grand Mean Environmental Sustainability

Test bei gepaarten Stichproben

		Gepaarte Differenzen					T	df	Sig. (2-seitig)
					95% Konfidenzintervall der Differenz				
		Mittelwert	Standardab weichung	Standardfehler des Mittelwertes	Untere	Obere			
Paaren 1	**Made in China** Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig. - GrandMeanEnvironmental	-1,92045	,93816	,14143	-2,20568	-1,63523	-13,578	43	,000
Paaren 2	**Ökologisch Nachhaltiger** Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig. - GrandMeanEnvironmental	1,76136	1,07421	,16194	1,43477	2,08795	10,876	43	,000
Paaren 3	**Sozial Nachhaltiger** Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig. - GrandMeanEnvironmental	-1,30682	1,12045	,16891	-1,64747	-,96617	-7,737	43	,000
Paaren 4	**Soz. & Ök. Nachhaltig** Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als ökologisch nachhaltig. - GrandMeanEnvironmental	1,46591	1,05184	,15857	1,14612	1,78570	9,244	43	,000

V.   Percieced Complete Sustainability

1: Made in China Hoodie – Grand Mean Complete Sustainability

2: Environmentally Sustainable Hoodie – Grand Mean Complete Sustainability

3: Socially Sustainable Hoodie – Grand Mean Complete Sustainability

4: Socially and Environmentally Sustainable Hoodie – Grand Mean Complete Sustainability

Test bei gepaarten Stichproben

		Gepaarte Differenzen					T	df	Sig. (2-seitig)
					95% Konfidenzintervall der Differenz				
		Mittelwert	Standardabweic hung	Standardfehler des Mittelwertes	Untere	Obere			
Paaren 1	**Made in China** Hoodie Einschätzung: Ich empfinde den gezeigten Hoodie als komplett nachhaltig. - GrandMeanComplete	-1,41477	,76808	,11579	-1,64829	-1,18125	-12,218	43	,000
Paaren 2	**Ökologisch Nachhaltiger** Hoodie Einschätzung 1: Ich empfinde den gezeigten Hoodie als komplett nachhaltig. - GrandMeanComplete	-,09659	1,00611	,15168	-,40248	,20929	-,637	43	,528
Paaren 3	**Sozial Nachhaltiger** Hoodie Einschätzung 2: Ich empfinde den gezeigten Hoodie als komplett nachhaltig. - GrandMeanComplete	-,36932	,82738	,12473	-,62087	-,11777	-2,961	43	,005
Paaren 4	**Soz. & Ök. Nachhaltiger** Hoodie Einschätzung 3: Ich empfinde den gezeigten Hoodie als komplett nachhaltig. - GrandMeanComplete	1,88068	1,38775	,20921	1,45877	2,30260	8,989	43	,000

Statistical Assumptions

Multiple Regression: Country Image & Perception

Linear relationship between variables
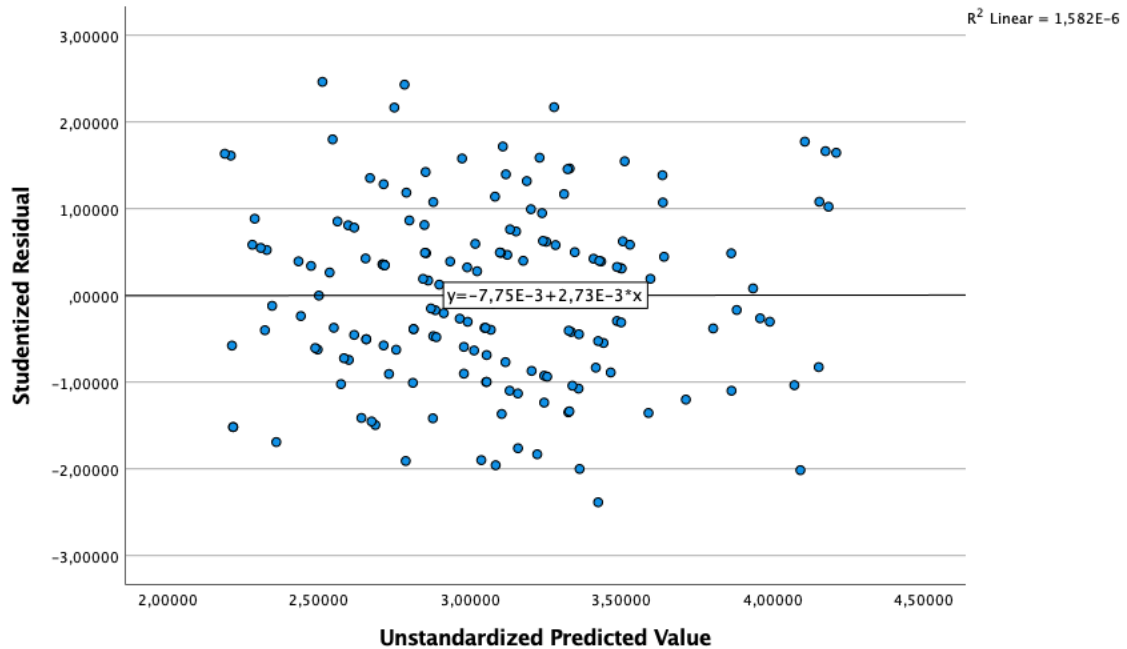
Independence of residuals

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin–Watson
1	,355^a	,126	,121	,87161	
2	,467^b	,218	,209	,82683	
3	,498^c	,248	,234	,81331	2,257

a. Predictors: (Constant), ImageMean
b. Predictors: (Constant), ImageMean, EnvMean
c. Predictors: (Constant), ImageMean, EnvMean, 0Male1Female
d. Dependent Variable: Perc4Mean
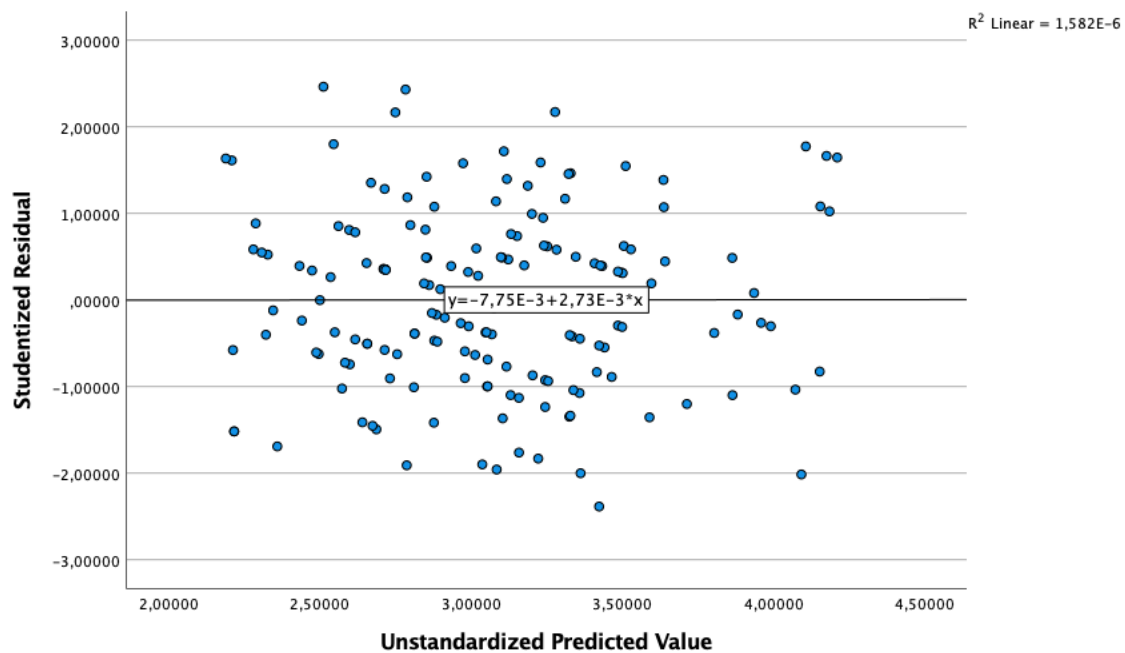
Multicollinearity

Coefficients^a

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	95,0% Confidence Interval for B Upper Bound	Correlations Zero-order	Correlations Partial	Correlations Part	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1,489	,328		4,535	,000	,841	2,138					
	ImageMean	,477	,097	,355	4,934	,000	,286	,668	,355	,355	,355	1,000	1,000
2	(Constant)	2,561	,394		6,504	,000	1,784	3,338					
	ImageMean	,467	,092	,348	5,093	,000	,286	,648	,355	,366	,347	,999	1,001
	EnvMean	-,204	,046	-,304	-4,450	,000	-,295	-,114	-,312	-,325	-,304	,999	1,001
3	(Constant)	2,564	,387		6,619	,000	1,799	3,328					
	ImageMean	,499	,091	,371	5,482	,000	,319	,679	,355	,391	,368	,981	1,020
	EnvMean	-,172	,047	-,256	-3,681	,000	-,265	-,080	-,312	-,274	-,247	,929	1,076
	0Male1Female	-,375	,146	-,181	-2,576	,011	-,663	-,088	-,200	-,195	-,173	,915	1,093

a. Dependent Variable: Perc4Mean

Correlations

		Perc4Mean	ImageMean	EnvMean	CivEngMean	PDIMean	0Male1Female	0NoAbi1Abi	0NoCity1City	Einkommen I	Einkommen II
Pearson Correlation	Perc4Mean	1,000	,355	-,312	-,072	-,138	-,200	,021	,001	,051	,066
	ImageMean	,355	1,000	-,024	,104	,042	,126	,141	-,043	-,101	,054
	EnvMean	-,312	-,024	1,000	,206	,163	,259	,148	,147	-,153	-,116
	CivEngMean	-,072	,104	,206	1,000	,028	,040	-,114	-,058	-,114	-,055
	PDIMean	-,138	,042	,163	,028	1,000	,105	,005	,076	,024	,124
	0Male1Female	-,200	,126	,259	,040	,105	1,000	,209	,186	-,199	,044
	0NoAbi1Abi	,021	,141	,148	-,114	,005	,209	1,000	,261	-,213	-,076
	0NoCity1City	,001	-,043	,147	-,058	,076	,186	,261	1,000	-,041	-,057
	Einkommen I	,051	-,101	-,153	-,114	,024	-,199	-,213	-,041	1,000	,578
	Einkommen II	,066	,054	-,116	-,055	,124	,044	-,076	-,057	,578	1,000
Sig. (1-tailed)	Perc4Mean	.	,000	,000	,174	,036	,004	,392	,493	,253	,195
	ImageMean	,000	.	,378	,087	,295	,050	,033	,287	,095	,243
	EnvMean	,000	,378	.	,003	,016	,000	,027	,028	,023	,066
	CivEngMean	,174	,087	,003	.	,358	,300	,068	,227	,070	,238
	PDIMean	,036	,295	,016	,358	.	,086	,474	,162	,378	,053
	0Male1Female	,004	,050	,000	,300	,086	.	,003	,008	,004	,283
	0NoAbi1Abi	,392	,033	,027	,068	,474	,003	.	,000	,003	,161
	0NoCity1City	,493	,287	,028	,227	,162	,008	,000	.	,295	,229
	Einkommen I	,253	,095	,023	,070	,378	,004	,003	,295	.	,000
	Einkommen II	,195	,243	,066	,238	,053	,283	,161	,229	,000	.
N	Perc4Mean	171	171	171	171	171	171	171	171	171	171
	ImageMean	171	171	171	171	171	171	171	171	171	171
	EnvMean	171	171	171	171	171	171	171	171	171	171
	CivEngMean	171	171	171	171	171	171	171	171	171	171
	PDIMean	171	171	171	171	171	171	171	171	171	171
	0Male1Female	171	171	171	171	171	171	171	171	171	171
	0NoAbi1Abi	171	171	171	171	171	171	171	171	171	171
	0NoCity1City	171	171	171	171	171	171	171	171	171	171
	Einkommen I	171	171	171	171	171	171	171	171	171	171
	Einkommen II	171	171	171	171	171	171	171	171	171	171

Homoscedasticity

Appendix

Normality of residuals

Histogram
Dependent Variable: Perc4Mean

Mean = −4,16E−16
Std. Dev. = 0,991
N = 171

Normal P–P Plot of Regression Standardized Residual
Dependent Variable: Perc4Mean
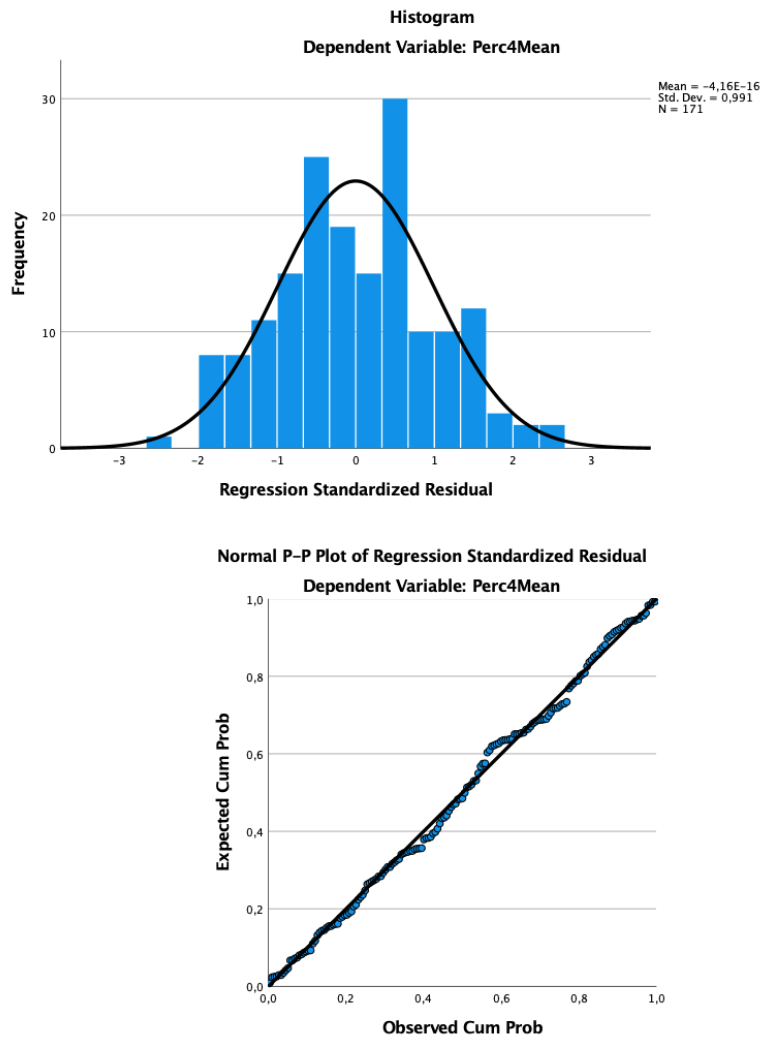
Significance of the model

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18,497	1	18,497	24,348	,000[b]
	Residual	128,390	169	,760		
	Total	146,887	170			
2	Regression	32,033	2	16,016	23,428	,000[c]
	Residual	114,854	168	,684		
	Total	146,887	170			
3	Regression	36,421	3	12,140	18,354	,000[d]
	Residual	110,466	167	,661		
	Total	146,887	170			

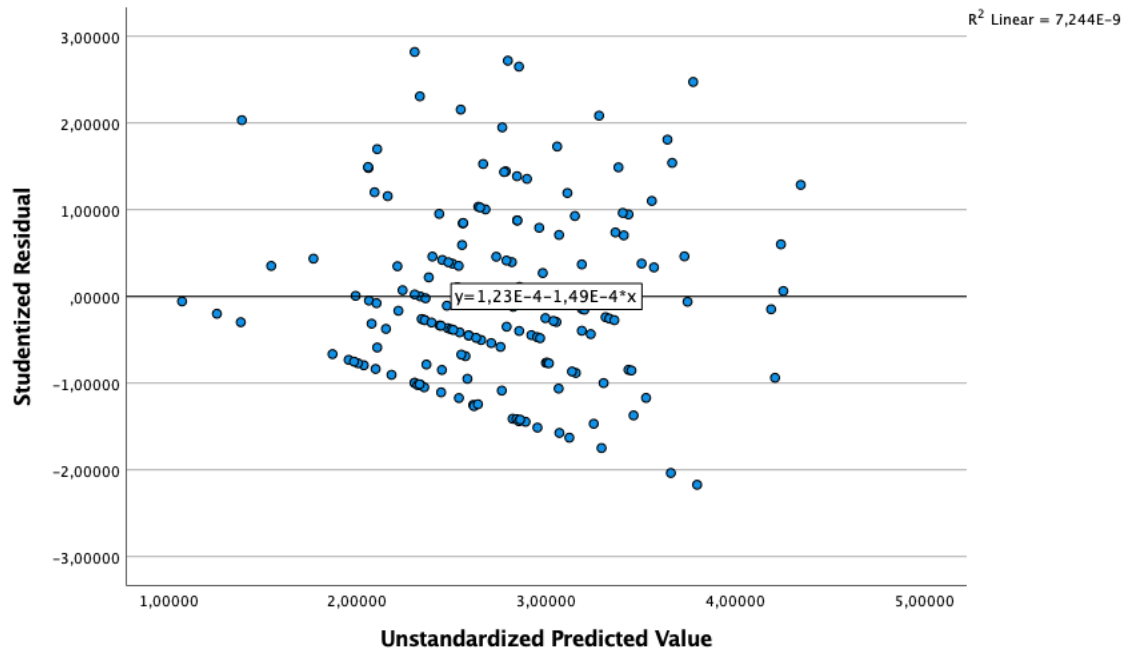a. Dependent Variable: Perc4Mean

b. Predictors: (Constant), ImageMean

c. Predictors: (Constant), ImageMean, EnvMean

d. Predictors: (Constant), ImageMean, EnvMean, 0Male1Female

Multiple Regression: Perception & Willingness to buy

Linear relationship between variables

Independence of residuals

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,332[a]	,110	,105	1,35248	
2	,371[b]	,138	,127	1,33547	
3	,400[c]	,160	,145	1,32176	1,753

a. Predictors: (Constant), Perc4Mean
b. Predictors: (Constant), Perc4Mean, CivEngMean
c. Predictors: (Constant), Perc4Mean, CivEngMean, ImageMean
d. Dependent Variable: WTBMICMean
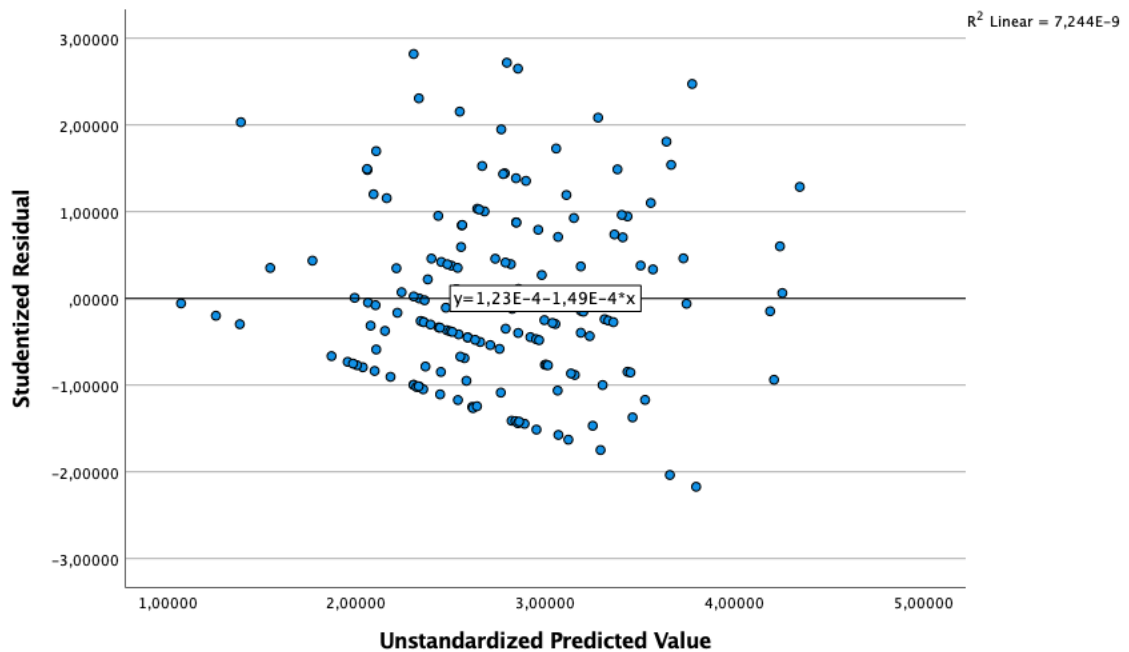
Multicollinearity

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	Upper Bound	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	(Constant)	1,191	,359		3,323	,001	,484	1,899					
	Perc4Mean	,511	,112	,332	4,576	,000	,290	,731	,332	,332	,332	1,000	1,000
2	(Constant)	2,376	,623		3,812	,000	1,146	3,607					
	Perc4Mean	,492	,110	,320	4,455	,000	,274	,710	,332	,325	,319	,995	1,005
	CivEngMean	-,245	,106	-,166	-2,310	,022	-,455	-,036	-,189	-,175	-,165	,995	1,005
3	(Constant)	1,683	,698		2,411	,017	,305	3,061					
	Perc4Mean	,401	,117	,261	3,415	,001	,169	,633	,332	,256	,242	,862	1,160
	CivEngMean	-,276	,106	-,187	-2,606	,010	-,486	-,067	-,189	-,198	-,185	,975	1,025
	ImageMean	,336	,158	,163	2,122	,035	,023	,648	,236	,162	,150	,857	1,167

a. Dependent Variable: WTBMICMean

Correlations

		WTBMICMean	Perc4Mean	ImageMean	EnvMean	CivEngMean	PDIMean	0Male1Female	0NoAbi1Abi	0NoCity1City	Einkommen I	Einkommen II
Pearson Correlation	WTBMICMean	1,000	,332	,236	-,246	-,189	-,073	-,026	,104	,090	-,060	-,037
	Perc4Mean	,332	1,000	,355	-,312	-,072	-,138	-,200	,021	,001	,051	,066
	ImageMean	,236	,355	1,000	-,024	,104	,042	,126	,141	-,043	-,101	,054
	EnvMean	-,246	-,312	-,024	1,000	,206	,163	,259	,148	,147	-,153	-,116
	CivEngMean	-,189	-,072	,104	,206	1,000	,028	,040	-,114	-,058	-,114	-,055
	PDIMean	-,073	-,138	,042	,163	,028	1,000	,105	,005	,076	,024	,124
	0Male1Female	-,026	-,200	,126	,259	,040	,105	1,000	,209	,186	-,199	,044
	0NoAbi1Abi	,104	,021	,141	,148	-,114	,005	,209	1,000	,261	-,213	-,076
	0NoCity1City	,090	,001	-,043	,147	-,058	,076	,186	,261	1,000	-,041	-,057
	Einkommen I	-,060	,051	-,101	-,153	-,114	,024	-,199	-,213	-,041	1,000	,578
	Einkommen II	-,037	,066	,054	-,116	-,055	,124	,044	-,076	-,057	,578	1,000
Sig. (1-tailed)	WTBMICMean	.	,000	,001	,001	,007	,172	,367	,087	,121	,218	,316
	Perc4Mean	,000	.	,000	,000	,174	,036	,004	,392	,493	,253	,195
	ImageMean	,001	,000	.	,378	,087	,295	,050	,033	,287	,095	,243
	EnvMean	,001	,000	,378	.	,003	,016	,000	,027	,028	,023	,066
	CivEngMean	,007	,174	,087	,003	.	,358	,300	,068	,227	,070	,238
	PDIMean	,172	,036	,295	,016	,358	.	,086	,474	,162	,378	,053
	0Male1Female	,367	,004	,050	,000	,300	,086	.	,003	,008	,004	,283
	0NoAbi1Abi	,087	,392	,033	,027	,068	,474	,003	.	,000	,003	,161
	0NoCity1City	,121	,493	,287	,028	,227	,162	,008	,000	.	,295	,229
	Einkommen I	,218	,253	,095	,023	,070	,378	,004	,003	,295	.	,000
	Einkommen II	,316	,195	,243	,066	,238	,053	,283	,161	,229	,000	.
N	WTBMICMean	171	171	171	171	171	171	171	171	171	171	171
	Perc4Mean	171	171	171	171	171	171	171	171	171	171	171
	ImageMean	171	171	171	171	171	171	171	171	171	171	171
	EnvMean	171	171	171	171	171	171	171	171	171	171	171
	CivEngMean	171	171	171	171	171	171	171	171	171	171	171
	PDIMean	171	171	171	171	171	171	171	171	171	171	171
	0Male1Female	171	171	171	171	171	171	171	171	171	171	171
	0NoAbi1Abi	171	171	171	171	171	171	171	171	171	171	171
	0NoCity1City	171	171	171	171	171	171	171	171	171	171	171
	Einkommen I	171	171	171	171	171	171	171	171	171	171	171
	Einkommen II	171	171	171	171	171	171	171	171	171	171	171

Homoscedasticity

Normality of residuals

Significance of the model

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,303	1	38,303	20,940	,000[b]
	Residual	309,137	169	1,829		
	Total	347,440	170			
2	Regression	47,816	2	23,908	13,405	,000[c]
	Residual	299,624	168	1,783		
	Total	347,440	170			
3	Regression	55,683	3	18,561	10,624	,000[d]
	Residual	291,757	167	1,747		
	Total	347,440	170			

a. Dependent Variable: WTBMICMean

b. Predictors: (Constant), Perc4Mean

c. Predictors: (Constant), Perc4Mean, CivEngMean

d. Predictors: (Constant), Perc4Mean, CivEngMean, ImageMean

Appendix C: Abstract (German/Deutsch)

Aus einer Vielzahl von Studien ist bekannt, dass das Image eines Landes einen erheblichen Einfluss auf die Beurteilung von Produkten aus diesem Land hat und letztendlich auch die Kaufbereitschaft beeinflusst. Dieser Effekt wird als ähnlich hoch eingeschätzt wie z.B. der Preis und der Markenname. In Anbetracht dieser Erkenntnisse wurde eine Studie konzipiert, welche die Kaufbereitschaft von Modeprodukten "Made in China" bei Mitgliedern der Generation Z (Jahrgänge 1995-2010), sowie einen möglichen Einfluss von Nachhaltigkeitsmaßnahmen auf deren Kaufbereitschaft untersuchen sollte. Die Grundidee war, dass sich ein schlechtes Länderimage von China negativ auf die Kaufbereitschaft der besonders kritischen Generation Z auswirken könnte und dass sich die Kaufbereitschaft eventuell durch Nachhaltigkeitsmaßnahmen verbessern ließe. Es besteht großes Einvernehmen darüber, dass Nachhaltigkeit die größte Herausforderung unserer Zeit ist und alle Maßnahmen ergriffen werden müssen, die zu einer nachhaltigen Neuordnung in Politik, Wirtschaft und Gesellschaft führen. Dabei ist die Modeindustrie in besonderer Weise gefordert. Das bisherige Konzept der "Fast Fashion" zieht unweigerlich ökologisch fragwürdige Methoden und sozial problematische Arbeitsbedingungen nach sich. Darüber hinaus werden Fast Fashion Produkte zum größten Teil in China produziert, das für seine angeblichen Defizite in allen Bereichen der Nachhaltigkeit in erheblicher Kritik steht. Berücksichtigt man nun noch die besonderen Charakteristika der Generation Z, dann wird verständlich, warum diese Generation als eine besondere Herausforderung für die Modeindustrie angesehen wird. Diese Generation unterscheidet sich von ihren Vorgängergenerationen durch ein besonderes Engagement in den Bereichen Umweltschutz, Politik und Gesellschaft, und ist extrem besorgt um ihre Zukunft.

Um erste Eindrücke über diese Thematik zu gewinnen, wurden neun Hypothesen entwickelt und anhand von 171 Mitgliedern der Generation Z aus der D/A/CH-Region getestet. Die Studie zeigte, dass sowohl das Länderimage von China, sowie die Einschätzung als auch die Kaufbereitschaft von Modeprodukten "Made in China" erheblich schlechter als der neutrale Referenzpunkt bewertet wurden. Des Weiteren wurde eine enge Korrelation zwischen diesen Konstrukten gefunden. Nach der Manipulation der Produkte durch Hinzufügen von Nachhaltigkeitsmerkmalen (soziale, ökologische, soziale + ökologische Nachhaltigkeitsmerkmale) konnte eine signifikante

Steigerung der Kaufbereitschaft in allen drei Gruppen festgestellt werden. Die Ergebnisse zeigen eine enge Verbindung zwischen Modeproduktion in China, Nachhaltigkeit und der Generation Z.

Schlüsselwörter: *Generation Z, Nachhaltigkeit, China, Kaufbereitschaft, Länderimage, Kaufabsicht, Umweltbewusstsein, Mode, Textilindustrie*