

Abstract

The main topic of this bachelor thesis is millennials understanding of consumer purchasing behaviour within the fashion industry. So called generation Y is one of the biggest market forces and the emphasis will be put on perception of the concept slow fashion, and secondly on the fast fashion. For this purpose, the theoretical part presents fashion as an important part of the society. Subsequently, description of the current problematic condition of fashion industry is introduced. Furthermore, the concept of slow fashion and emerging of sustainability within the fashion industry is described. The last chapter of the theoretical part regards the Y generation where their shopping habits and fashion industry perceptions were revealed. In the practical part were conducted semi-structured in-depth interviews with respondents from the generation of millennials. These interviews are subsequently analysed, and the acquired data are compared with the theoretical groundwork. The analysis of the interviews suggests that the sustainable aspect of clothing is not one of the primary factors in purchasing decisions for respondents.