

Abstract

The bachelor thesis tackles the issue of ethical consumption of Generation Z in the area of sustainable fashion. Specifically, it focuses on the specifics of ethical fashion consumption of sustainably conscious members of Generation Z and their motivations and barriers to purchasing sustainable and ethical fashion alternatives. The theoretical section defines the terms fast fashion and sustainable fashion, and focuses on ethical consumer behaviour and the characteristics of Generation Z as consumers. The practical part includes the analysis and interpretation of individual semi-structured interviews with ethically conscious members of Generation Z, from which the underlying motivations, barriers and specificities of sustainable fashion consumption of young ethically-minded customers are subsequently outlined. The research revealed the attitude-behaviour gap among respondents and a reduced brand sensitivity in the case of consumption. Good feeling and originality were identified as the main motivations for sustainable purchases, with high price and a limited range of cuts and designs emerging as the biggest barriers.