

## **ABSTRACT**

- Title:** The importance of sustainability regarding outdoor equipment: The attitude-behaviour gap
- Objectives:** The main objective of my thesis is to identify the factors that influence the attitude-behaviour gap when purchasing sustainable outdoor clothing and to determine how these factors manifest in the decision-making process. These findings will lead to more effective promotion of sustainable outdoor gear.
- Methods:** The thesis uses the method of quantitative research, namely electronic questioning, which aims to approach the decision-making process when purchasing sustainable outdoor clothing. The research involved 311 respondents engaged in outdoor sports/activities. The set of respondents was thus determined by a partially influenced selection.
- Results:** The most significant factor influencing the attitude-behaviour gap when purchasing sustainable outdoor clothing is the perceived high price. However, the research revealed a certain correlation between the negative impact of higher prices and the awareness of sustainable attributes of outdoor clothing. The greater the respondents' awareness of sustainable attributes throughout the product's life cycle, the lower the negative impact of higher prices. Higher awareness is also associated with a higher degree of importance attached to sustainable attributes when purchasing outdoor clothing, as well as a higher probability of purchase and willingness to pay extra for sustainable attributes. The research also revealed a high level of influence from situational factors, which significantly affect respondents regardless of their attitudes and awareness of sustainability in outdoor clothing.
- Keywords:** sustainability; outdoor clothing; theory of planned behaviour; purchasing behaviour; attitudes; awareness