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Research of customers' attitudes and perceptions towards circular models in the fashion industry.

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Syros, October 2022

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Acknowledgements

Firstly, I would like to thank my family for their unconditional love and support and for always believing in me. I dedicate this dissertation to them. I would like to specially thank my mother for always being there for me, listening to me and supporting me through all the ups and downs, as well as my brother, that without whom this thesis would not have been achieved.

I would also like to express my gratitude for my friends, Eleni Xanthou, Ioanna Adamopoulou and Nickos Kasdaglis, who have been my second family. These years would not be nearly as enjoyable without their support, love, and motivation. A special thanks to George Kakatsakis for always encouraging, loving, listening, being there for me, and taking care of me, in both good and bad times.

Finally, I would like to express my appreciation to my professor, Irini Rigopoulou, for her guidance, valuable advice, and encouragement during this dissertation.

Abstract

The fashion is one of the most resource-intensive and polluting sectors of industry. Circular economy (CE) has been proposed as a possible solution to these issues. In spite of this, the shift to CE, necessitates fundamental changes in the behaviour and actions of all organization members. Consumers have been identified as crucial economic actors in driving the CE transition process, as their purchasing, usage, and disposal decisions can either drive or obstruct the adoption of new circular fashion models. Their environmental awareness can encourage businesses to become more responsible and offer circular solutions, providing these businesses with a considerable competitive edge in world's economy. This study examines the consumer attitudes and use of various green models. These will be explored through a U&A research. The outcomes of a questionnaire survey conducted throughout August and early September of 2022 with 450 Greek participants will be presented. Finally, the collected data will be analysed statistically, using IBM's SPSS.

Key words: Circular Economy, Circular Business Models, Consumers, U&A research, Theory of Planned Behaviour.

Extended abstract in Greek

Το παρόν κείμενο αποτελεί μια εκτεταμένη περιγραφή της διπλωματικής εργασίας που ακολουθεί στα αγγλικά, με θέμα «Διερεύνηση των στάσεων και αντιλήψεων των πελατών ως προς τα κυκλικά μοντέλα στη βιομηχανία της μόδας».

Σκοπός και στόχοι της διπλωματικής εργασίας

Ο σκοπός αυτής της μελέτης είναι η διεξαγωγή μιας έρευνας «έρευνα χρήσης και στάσης» (U&A: usage and attitudes) για τα ακόλουθα κυκλικά μοντέλα στη βιομηχανία της μόδας, τη μεταπώληση, την ενοικίαση, την επιδιόρθωση και την μεταποίηση (upcycle) ρούχων.

Οι στόχοι της εργασίας είναι οι ακόλουθοι:

- Να εξετάσει τις στάσεις των πελατών και τη χρήση διαφόρων πράσινων μοντέλων και πιο συγκεκριμένα, να διερευνήσει διάφορες παραμέτρους της συμπεριφοράς των καταναλωτών, μέσω των ακόλουθων κλιμάκων (constructs), της ευαισθητοποίησης, της γνώσης, των θετικών στάσεων, των φραγμών και αντιληπτών κινδύνων και των προθέσεων.
- Να εξερευνήσει τον αντίκτυπο συγκεκριμένων παραγόντων στην πρόθεση αγοράς/χρήσης χρησιμοποιώντας το μοντέλο Θεωρίας της Σχεδιασμένης Συμπεριφοράς του Ajzen για το κυκλικό επιχειρηματικό μοντέλο της μεταπώλησης.

Η εργασία είναι βασισμένη στον παραγωγικό συλλογισμό. Έτσι η δομή που ακολουθεί είναι η εξής: στο πρώτο κεφάλαιο υπάρχει η εισαγωγή, στο δεύτερο παρουσιάζεται η βιβλιογραφική ερεύνα και την ανάλυση των βασικών όρων που έχουν χρησιμοποιηθεί. Στο τρίτο η μεθοδολογία για την πρωτογενή ερευνά, στο τέταρτο τα αποτελέσματά της και η στατιστική ανάλυση με τη βοήθεια του λογισμικού SPSS της IBM και τέλος, στο πέμπτο η σύνοψη.

Βιβλιογραφική έρευνα

Η βιομηχανία της μόδας, είναι μια από τις μεγαλύτερες βιομηχανίες στον κόσμο, και απασχολεί περίπου 300 εκατομμύρια ανθρώπους (Ellen MacArthur, 2017), αποφέροντας 1,7 έως 2,51 τρισεκατομμύρια ευρώ σε παγκόσμια ετήσια έσοδα πριν από την πανδημία (McKinsey & Company and Global Fashion Agenda, 2020 ; Euromonitor International, 2018).

Είναι επίσης μια από τις μεγαλύτερες βιομηχανίες που χρησιμοποιούν πολλούς πόρους και που έχουν μεγάλη επίδραση στο περιβάλλον, ενώ ορισμένοι ισχυρίζονται ότι είναι η δεύτερη πιο ρυπογόνα μετά από αυτή πετρελαίου (Moorhouse & Moorhouse, 2018). Η ταχεία ανάπτυξη και επέκταση της βιομηχανίας της μόδας, οι ταχέως μεταβαλλόμενες τάσεις της μόδας, το παγκόσμιο μοντέλο μαζικής παραγωγής, η μεταφορά της παραγωγής στις αναπτυσσόμενες χώρες και η υγειονομική ταφή των απορριμμάτων έχουν συμβάλει σημαντικά στην αύξηση των περιβαλλοντικών προκλήσεων (Dissanayake & Weerasinghe, 2021). Το τρέχον σύστημα κατασκευής, διανομής και κατανάλωσης ρούχων βασίζεται σε ένα γραμμικό μοντέλο που απαιτεί μεγάλες ποσότητες μη ανανεώσιμων πόρων, μετατρέποντας τον τομέα της μόδας σε περιβαλλοντικούς κινδύνους. Το μοντέλο «παίρνω-δημιουργώ-απορρίπτω», χρησιμοποιεί παρθένες πρώτες ύλες και στη συνέχεια τις μετατρέπει σε προϊόντα που χρησιμοποιούνται μέχρι να διατεθούν ως απόβλητα σε χώρους υγειονομικής ταφής ή να αποτεφρωθούν (Ellen MacArthur, 2017). Οι πελάτες αγοράζουν αυτήν τη στιγμή περισσότερα ρούχα από όσα θα φορέσουν και είναι

πρόθυμοι να απορρίψουν μεταχειρισμένα προϊόντα σε μικρό χρονικό διάστημα. Ο μέσος αριθμός φορών που φοριέται ένα ρούχο πριν το απορρίψουν έχει μειωθεί κατά 36% παγκοσμίως τα τελευταία 15 χρόνια. Έτσι οι καταναλωτές σε όλο τον κόσμο σπαταλούν περίπου 460 δισεκατομμύρια ευρώ ετησίως απορρίπτοντας ρούχα που θα μπορούσαν να συνεχίσουν να φορούν και πιστεύεται ότι ορισμένα ρούχα πετιούνται μετά από επτά έως δέκα φορές που έχουν φορεθεί. Παράλληλα, η κατασκευή ενδυμάτων έχει περίπου διπλασιαστεί σε σχέση με τα προηγούμενα 15 χρόνια.

Καθώς αυξάνεται η παραγωγή ρούχων, αυξάνονται και οι εκπομπές αερίων του θερμοκηπίου. Το 2015, οι εκπομπές αερίων του θερμοκηπίου από την παραγωγή κλωστοϋφαντουργικών προϊόντων ανήλθαν σε 1,2 δισεκατομμύρια τόνους CO_2, ενώ μέχρι το 2020, η βιομηχανία της μόδας ήταν υπεύθυνη για το 4% των παγκόσμιων εκπομπών. Επιπλέον, ο κλάδος της κλωστοϋφαντουργίας εξαρτάται σε μεγάλο βαθμό από μη ανανεώσιμους πόρους όπως το πετρέλαιο για την παραγωγή συνθετικών ινών, τα λιπάσματα για την καλλιέργεια βαμβακιού και τα χημικά για τη παραγωγή, τη βαφή και το φινίρισμα ινών και υφασμάτων. Ενώ, καταναλώνει περίπου 93 δισεκατομμύρια κυβικά μέτρα νερού κάθε χρόνο, επιβαρύνοντας έτσι περιοχές με πρόβλημα λειψυδρίας και απελευθερώνει μεγάλες ποσότητες επιβλαβών χημικών ουσιών, μέσω του νερού, στο περιβάλλον (Kant , 2012). Επιπροσθέτως, τα τελευταία χρόνια, ο κλάδος αυτός ενοχοποιείται και για την αύξηση των πλαστικών που εισέρχονται στον ωκεανό, γεγονός το οποίο δημιουργεί αυξανόμενη ανησυχία λόγω των επιζήμιων συνεπειών για το περιβάλλον και την υγεία. Υπολογίζεται ότι μέχρι το 2050, οι ωκεανοί του κόσμου θα περιέχουν περισσότερο πλαστικό από ό,τι ψάρια κατά βάρος (Global Fashion Agenda and McKinsey & Company, 2021). Ακόμη, υπάρχει μεγάλη αύξηση των κλωστοϋφαντουργικών απορριμμάτων λόγω της ραγδαίας αύξησης της (ταχείας) κατασκευής και κατανάλωσης μόδας. Μετά τη χρήση των ρούχων, χάνεται σχεδόν όλη η αξία των υλικών από τα οποία κατασκευάζονται. Το 87% των συνολικών εισροών ινών που χρησιμοποιούνται για ρούχα απορρίπτονται σε χώρους υγειονομικής ταφής ή αποτεφρώνονται, με αποτέλεσμα τη σπατάλη υλικών άνω των 100 δισεκατομμυρίων ευρώ ετησίως. Κάθε δευτερόλεπτο, ένα απορριμματοφόρο γεμάτο με κλωστοϋφαντουργικά προϊόντα πετιέται σε χωματερές ή καίγεται. Ενώ οι πιο διαδεδομένοι λόγοι για τους αγοραστές να απορρίψουν πρόωρα τα ρούχα τους είναι η εφαρμογή, η αλλαγή των τάσεων της μόδας, το ότι τα βαριούνται ή ότι έχουν καταστραφεί/φθαρθεί (Niinimäki, 2013). Επιπρόσθετα, η παραγωγή ενδυμάτων έχει επίσης μια ηθική συνιστώσα. Οι εργαζόμενοι σε βιομηχανίες ενδυμάτων συχνά αμείβονται λιγότερο από έναν βιώσιμο μισθό και εργάζονται σε επικίνδυνες συνθήκες.

Η Κυκλική Οικονομία (ΚΟ) είναι μια συστημική προσέγγιση που αντιμετωπίζει παγκόσμια ζητήματα όπως η κλιματική αλλαγή, η απώλεια βιοποικιλότητας, τα απόβλητα και η ρύπανση, ενώ παράλληλα αναδεικνύει κρίσιμες κοινωνικοοικονομικές ανάγκες. Παρέχει επίσης τη δυνατότητα αύξησης της ευημερίας, της δημιουργίας θέσεων εργασίας και της ανθεκτικότητας με ταυτόχρονη μείωση των εκπομπών αερίων του θερμοκηπίου, των αποβλήτων και της ρύπανσης. Η βασική αρχή μιας κυκλικής οικονομίας είναι οι ροές των πόρων να μεγιστοποιούνται και οι πόροι να κυκλοφορούν σε κλειστό βρόχο ξανά και ξανά, εξαλείφοντας την ανάγκη για παρθένα υλικά και πόρους. (Dissanayake & Weerasinghe, 2021; Ellen MacArthur, 2013) Ο σχεδιασμός της απόρριψης και της ρύπανσης, η διατήρηση προϊόντων και υλικών σε χρήση και η αναγέννηση φυσικών συστημάτων είναι τρεις θεμελιώδεις στρατηγικές για την επίτευξη κυκλικής οικονομίας. Οι Kirchherr et al. (2017) εξέτασε 114 ορισμούς του CE και πρότεινε έναν νέο ως «ένα οικονομικό σύστημα που βασίζεται σε επιχειρηματικά μοντέλα που αντικαθιστούν την έννοια του «τέλους

ζωής» με τη μείωση, εναλλακτικά την επαναχρησιμοποίηση, την ανακύκλωση και την ανάκτηση υλικών στην παραγωγή/διανομή και τις καταναλωτικές διαδικασίες, λειτουργώντας έτσι σε μικροεπίπεδο, μεσο επίπεδο και μακροεπίπεδο, με στόχο την επίτευξη βιώσιμης ανάπτυξης, που συνεπάγεται τη δημιουργία περιβαλλοντικών ποιότητα, οικονομική ευημερία και κοινωνική ισότητα, προς όφελος των σημερινών και των μελλοντικών γενεών» (σελ. 224-225). Επίσης, το Ίδρυμα Ellen MacArthur (2013) απεικόνισε τις συνεχείς ροές υλικών σε μια κυκλική οικονομία μέσω του διαγράμματος συστήματος ΚΟ (ή πεταλούδας), όπως φαίνεται στο Σχήμα 4. Μέχρι το 2030, η ΚΟ μπορεί να οδηγήσει σε μείωση κατά 32% στη χρήση υλικών, ενώ ενδεχομένως να μπορούσε να μειώσει τις εκπομπές διοξειδίου του άνθρακα στο μισό έως το 2030.

Στη μόδα, η ΚΟ προσπαθεί να δημιουργήσει πιο βιώσιμα και κλειστού βρόχου συστήματα. Στην κυκλική μόδα υπάρχουν τέσσερις στόχοι: η σταδιακή κατάργηση των προβληματικών συνθέσεων που συμβάλλουν στην απελευθέρωση μικροϊνών, δεύτερον, η αποτελεσματική χρήση ενδυμάτων, τρίτον, η δραστική βελτίωση της ανακύκλωσης και, τέλος, τέταρτον, η αποτελεσματική χρήση πόρων και η μετάβαση σε ανανεώσιμες πηγές ενέργειας.

Τα Κυκλικά Επιχειρηματικά Μοντέλα (ΚΕΜ) έχουν τη δυνατότητα να αποφέρουν σημαντικά περιβαλλοντικά, κοινωνικά και οικονομικά πλεονεκτήματα και μπορούν να εφαρμοστούν σε διάφορες εταιρίες και να προσαρμοστούν με βάση έναν ή περισσότερους βρόχους πόρων (Guldmann, Eva; Aalborg University, 2016). Εξ ορισμού, τα ΚΕΜ διατηρούν τα προϊόντα και τα υλικά που κυκλοφορούν στην οικονομία στην υψηλότερη αξία τους επεκτείνοντας τη χρήση τους ενώ μειώνουν δραστικά τα έξοδα κατασκευής και τη χρήση πόρων. Αυτό βοηθά τον κλάδο στο σύνολό του να παράγει περισσότερα έσοδα ενώ παράγει λιγότερα προϊόντα. Ως αποτέλεσμα, μειώνονται οι εκπομπές αερίων του θερμοκηπίου, η ρύπανση και οι πιέσεις στη βιοποικιλότητα που συνδέονται με την παραγωγή παρθένων ινών, με την επεξεργασία και την παραγωγή προϊόντων. Τα ΚΕΜ ταξινομούνται σε τρεις τύπους: "περισσότερη χρήση ανά χρήστη", "περισσότεροι χρήστες ανά προϊόν" και " πέρα από τα φυσικά προϊόντα" (beyond physical products). Το πρώτο επιτρέπει στον χρήστη να φοράει ένα προϊόν πιο συχνά και για μεγαλύτερες χρονικές περιόδους. Το δεύτερο αποσκοπεί στη δημιουργία και η παροχή πλατφορμών ή/και υπηρεσιών που διευκολύνουν τη ροή των προϊόντων από χρήστη σε χρήστη, επιτρέποντας τη συχνότερη χρήση των προϊόντων. Τέλος, το τρίτο αφορά το σχεδιασμό και την ανάπτυξη μη φυσικών, ψηφιακών προϊόντων ή/και υπηρεσιών που αντικαθιστούν, ενισχύουν και συμπληρώνουν τις απαιτήσεις και τους στόχους των χρηστών σχετικά με τη μόδα (Ellen MacArthur, 2021).

Η μεταπώληση, η ενοικίαση, η επιδιόρθωση και η μεταποίηση (upcycle) ρούχων είναι τα τέσσερα βασικά επιχειρηματικά μοντέλα που μπορούν να δημιουργήσουν ροές προϊόντων και υλικών στην οικονομία και έχουν αυξήσουν το μερίδιό τους στην παγκόσμια αγορά μόδας από 3,5% σε 23% έως το 2030, αντιπροσωπεύοντας μια ευκαιρία 700 δισεκατομμυρίων ευρώ. (Syret, Lammas, & GFA, 2022 ; Ellen MacArthur Foundation, 2017).

Για να συμβάλει στον περιορισμό της υπερθέρμανσης του πλανήτη στους 1,5 βαθμούς Κελσίου, η βιομηχανία της μόδας πρέπει να μειώσει τις εκπομπές CO_2 κατά περίπου 50% (1,1 δις τόνους) έως το 2030. Εάν τα ΚΕΜ επιτύχουν μερίδιο αγοράς 23% έως το 2030, οι συνολικές εκπομπές CO_2 της βιομηχανίας της μόδας ενδέχεται να είναι μειωμένες έως και 16%, αντιπροσωπεύοντας έως και το ένα τρίτο της μείωσης που απαιτείται για την παραμονή σε περιορισμό 1,5 βαθμών. Αυτό μπορεί να συμβεί ως αποτέλεσμα της αύξησης της χρήσης των ρούχων.

Η μεταπώληση είναι η διαδικασία μέσω της οποίας τα μεταχειρισμένα αγαθά που πωλούνται μέσω peer-to-peer, μέσω τρίτων και μέσω επανεμπορίου και ανάκτησης ιδιόκτητης επωνυμίας. Στη μόδα, ο όρος αναφέρεται σε ρούχα που εξακολουθούν να είναι αρκετά ανθεκτικά αν και έχουν χρησιμοποιηθεί από κάποιον (τουλάχιστον) μια φορά και μπορούν να επαναχρησιμοποιηθούν, επομένως τα μοντέλα μεταπώλησης προσφέρουν μια ελκυστική ευκαιρία (Ellen MacArthur, 2021). Η μεταπώληση ρούχων εφαρμόζεται ευρέως σε όλο τον κόσμο, κυρίως μέσω φιλανθρωπικών καταστημάτων και διαδικτυακών αγορών και αναμένεται να αυξηθεί κατά 127% έως το 2026.

Η ενοικίαση αναφέρεται τόσο σε ενοικιάσεις peer-to-peer από ιδιώτες ή σε μοντέλα μεγάλης κλίμακας ενοικίασης για μία φορά όσο και σε συνδρομή μέσω πλατφορμών πολλαπλών ή μεμονωμένων επωνυμιών (Ellen MacArthur, 2021). Η ενοικίαση έχει χαμηλότερο ρυθμό ανάπτυξης από τη μεταπώληση, αλλά αναπτύσσεται στην Ευρώπη και τις Ηνωμένες Πολιτείες καθώς οι πελάτες νιώθουν πιο άνετα να νοικιάζουν όχι μόνο σε ειδικές περιπτώσεις, αλλά και για καθημερινά προϊόντα. Οι μεμονωμένοι πελάτες έχουν πλέον πρόσθετα μέσα για να πουλήσουν, να ανταλλάξουν και να αποκτήσουν ενδύματα χάρη στο διαδίκτυο. Τα επιχειρηματικά μοντέλα που βασίζονται σε υπηρεσίες μέσα σε ένα κυκλικό επιχειρηματικό σύστημα μπορεί να επεκτείνουν την ενοικίαση και τη μίσθωση ενδυμάτων για να συμπεριλάβουν καθημερινά ρούχα, αντί απλώς για εορταστικά ή/και ρούχα εργασίας (Niinimäki, 2018). Ωστόσο, για να είναι επιτυχημένο, τα είδη ένδυσης θα πρέπει να έχουν καλή ποιότητα και ανθεκτικότητα και να είναι στην μόδα (Dissanayake & Weerasinghe, 2021).

Η επιδιόρθωση είναι η διαδικασία επαναφοράς ενός κατεστραμμένου ή σπασμένου προϊόντος ή εξαρτήματος σε κατάσταση χρήσης (Ίδρυμα Ellen MacArthur, 2021). Αυξάνει τη διάρκεια ζωής ενός προϊόντος στον τόπο χρήσης επιθεωρώντας και συντηρώντας το για να διατηρήσει ή να αποκαταστήσει τη λειτουργικότητά του (Lüdeke-Freund et al., 2018). Μέσω της επιδιόρθωσης, το ρούχο διατηρείται ή/και αποκτά πάλι τη λειτουργικότητά του, με αποτέλεσμα, η διάρκεια ζωής του να αυξάνεται. Η επιδιόρθωση ενδυμάτων πολυτελείας παρέχει μεγαλύτερα περιθώρια κέρδους λόγω της καλύτερης ποιότητας και ανθεκτικότητας των υλικών και του κινήτρου των καταναλωτών να διατηρούν αντικείμενα υψηλής αξίας. Οι πελάτες εκτιμούν όλο και περισσότερο τις υπηρεσίες επισκευής, ιδιαίτερα σε αυτόν τον τομέα, ασκώντας πίεση στις επιχειρήσεις να αυξήσουν τις υπάρχουσες δυνατότητες επισκευής τόσο ως προς τις κατηγορίες προϊόντων, όσο και στα μέρη στα οποία είναι διαθέσιμες (Ellen MacArthur, 2017),

Η μεταποίηση (upcycle) είναι η λειτουργία με την οποία δημιουργείται ένα προϊόν από υπάρχοντα προϊόντα ή εξαρτήματα. Είναι μια προσέγγιση για την παράταση της διάρκειας ζωής των ρούχων που διαφορετικά θα προορίζονταν για απόρριψη. Τρόποι μεταποίησης είναι η αποσυναρμολόγηση απορριπτόμενων ρούχων, η ανάκτηση χρήσιμων εξαρτημάτων, ο επανασχεδιασμό, η εκ νέου βαφή για την κατασκευή νέων ρούχων (Dissanayake & Sinha, 2015 ; Syret, Lammas, & GFA, 2022) με βελτιωμένη αξία, ποιότητα και μεγαλύτερη διάρκεια ζωής (Yoo et al., 2021; Yu & Lee, 2019).

Οι Kirchherr et al. (2017) εντόπισαν ένα κενό στην έρευνα των αντιλήψεων των καταναλωτών σχετικά με την κυκλική οικονομία, ενώ οι Elzinga et al. (2020) τονίζουν την ανάγκη για μελέτη σχετικά με τις στάσεις των καταναλωτών και τα κίνητρα για συμμετοχή σε ΚΕΜ. Παράλληλα, οι καταναλωτές έχουν αναγνωριστεί ως κρίσιμοι οικονομικοί παράγοντες στη διαδικασία μετάβασης προς την ΚΟ, καθώς οι επιλογές αγοράς, χρήσης και απόρριψής τους μπορούν να προωθήσουν ή να εμποδίσουν την υιοθέτηση νέων μοντέλων κυκλικής μόδας. Ένα σημαντικό μέρος των καταναλωτών έχει αρχίσει να ενεργεί πιο υπεύθυνα απέναντι στο περιβάλλον, δίνοντας έμφαση

στις περιβαλλοντικές ανάγκες κατά τη λήψη αποφάσεων αγοράς (Musova et al., 2021). Επιπρόσθετα, προηγούμενη έρευνα έχει δείξει ότι οι περιβαλλοντικές ή ηθικές ανησυχίες των καταναλωτών δεν αντικατοπτρίζονται απαραίτητα στην αγοραστική τους συμπεριφορά. Το χάσμα στάσης-συμπεριφοράς δεν είναι πλήρως κατανοητό. Οι αποφάσεις αγοράς των καταναλωτών δεν ευθυγραμμίζονται απαραίτητα με τα ιδανικά τους (Niinimäki, 2010 ; Vehmas et al., 2018). Παρά το γεγονός ότι οι καταναλωτές είναι πιο πληροφορημένοι σχετικά με τα φιλικά προς το περιβάλλον ρούχα, οι πωλήσεις είναι μειωμένες. Οι McNeill και Moore (2015) τόνισαν διάφορα εμπόδια στην υιοθέτηση βιώσιμων ρούχων: Πρώτον, υπάρχει έλλειψη γνώσης και ενδιαφέροντος για τις περιβαλλοντικές επιπτώσεις της παραγωγής ινών, δεύτερον, η κοινωνική αποδοχή για την βιώσιμη μόδα θεωρείται χαμηλή, τρίτον, υπάρχει περιορισμένη διαθεσιμότητα βιώσιμων ρούχων, ενώ είναι περιορισμένα και ως προς το στυλ, τέταρτον, υπάρχει έλλειψη διαθεσιμότητας μεγεθών και πέμπτον, η τιμή τους είναι υψηλότερη (Kirchherr, et al., 2018).

Conceptual Framework

Σε αυτή τη διπλωματική, εφαρμόσαμε, στο μοντέλο μεταπώλησης, μια εκτεταμένη έκδοση της Θεωρίας της Σχεδιασμένης Συμπεριφοράς του Ajzen για να αποκτήσουμε καλύτερη κατανόηση του ρολού των πελατών των στάσεων και των αντιλήψεων του με σκοπό να προβλέψουμε την πρόθεση υιοθέτησης του συγκεκριμένου κυκλικού επιχειρηματικού μοντέλου. Σε αυτή τη θεωρία, η πρόθεση συμπεριφοράς καθορίζεται από τρεις κύριους παράγοντες: τη στάση, η οποία αναφέρεται στο βαθμό στον οποίο ένα άτομο έχει μια ευνοϊκή ή δυσμενή εκτίμηση της εν λόγω συμπεριφοράς, στα υποκειμενικά πρότυπα, που αναφέρεται στην αντιληπτή κοινωνική πίεση για να εκτελέσει ή όχι τη συμπεριφορά και στον αντιληπτό έλεγχο συμπεριφοράς, ο οποίος θεωρείται ότι αντικατοπτρίζει την προηγούμενη εμπειρία. Αυτά είναι τα κίνητρα που επηρεάζουν τη συμπεριφορά μιας δεδομένης ενέργειας, σε αυτή την περίπτωση την πρόθεση αγοράς (Ajzen, 1991). Επίσης, ενσωματώνουμε τη γνώση ως φίλτρο στην αρχή, την επίγνωση ως διεύρυνση της στάσης και την ποιότητα ως συντονιστή, όπως φαίνεται στο Σχήμα 6.

Μεθοδολογία της πρωτογενούς ερευνάς

Οι ποσοτικές και ποιοτικές μεθοδολογίες έρευνας είναι εκ διαμέτρου αντίθετες. Η ποσοτική έρευνα επικεντρώνεται στη συλλογή αριθμητικών ή μετρήσιμων δεδομένων για να απαντήσει σε ερωτήματα όπως τι, πότε, πού και ποιος, ενώ οι ποιοτικές προσεγγίσεις εξετάζουν το γιατί και το πώς λαμβάνεται μια απόφαση (Given, 2008). Εμείς επιλέξαμε την ποσοτική προσέγγιση και συγκεκριμένα τον διερευνητικό τύπο έρευνας κατά το στάδιο της πρωτογενούς έρευνας αφού στόχος μας ήταν να διερευνήσουμε και να ποσοτικοποιήσουμε τις στάσεις και τις αντιλήψεις ενός μεγάλου δείγματος, αυτού του ελληνικού πληθυσμού.

Το ερωτηματολογίου είχε συνολικά 450 συμμετέχοντες. Το βασικό δείγμα αποτελούνταν από Έλληνες γεννημένους μετά το 2004, καθώς απαιτούνταν να είναι τουλάχιστον 18 ετών για να συμπεριληφθούν στο δείγμα της έρευνας. Σε αυτό οι γυναίκες ήταν 81,7% (368) και οι άνδρες 17,9% (80), η πλειοψηφία ήταν μεταξύ 24-35 ετών (30,5%;137), απόφοιτοι πανεπιστημίου (50,6% ; 227) και ζούσαν σε πόλεις (56,5% ; 253).

Το ερευνητικό εργαλείο που χρησιμοποιήσαμε ήταν το ερωτηματολόγιο, οι κλίμακες και τα στοιχεία του οποίου δημιουργήθηκαν σύμφωνα με την έρευνα U&A και προσαρμόστηκαν από σχετική βιβλιογραφία, όπως φαίνεται στον Πίνακα 33. Το ερωτηματολόγιο κατασκευάστηκε/ δημιουργήθηκε στο Google Forms και αποτελούνταν από επτά ενότητες. Η πρώτη ήταν μια

ερώτηση φίλτρου σχετικά με τις γνώσεις διαφόρων πράσινων μοντέλων. Στο τέλος αυτής, εάν οι συμμετέχοντες είχαν επιλέξει «Καθόλου» και «Λίγο» σε όλα, δεν έπρεπε να συνεχίσουν τη συμπλήρωση του ερωτηματολογίου. Η δεύτερη ενότητα εξέτασε γενικά ερωτήματα όπως η περιβαλλοντική συνείδηση, η στάση απέναντι στα ΚΕΜ και η καταναλωτική συμπεριφορά. Στη συνέχεια, στο τρίτο μέρος, οι ερωτηθέντες έπρεπε να επιλέξουν το μοντέλο με το οποίο ήταν περισσότερο εξοικειωμένοι, από τις ακόλουθες επιλογές: μεταπώληση ρούχων, ενοικίαση ρούχων, επιδιόρθωση ρούχων και η μεταποίηση ρούχων. Στη συνέχεια, το ερωτηματολόγιο προγραμματίστηκε έτσι, ώστε να μεταβαίνει στην ενότητα που είχαν επιλέξει. Μετά από αυτό, υπήρχαν τα δημογραφικά στοιχεία. Οι μετρήσεις έγιναν κυρίως με τη χρήση πενταβάθμιας κλίμακας Likert. Προκειμένου να διασφαλιστεί ότι η συμπλήρωσή του απαιτούσε λίγο χρόνο και ότι οι ερωτήσεις ήταν απλές, διεξήχθη μια πιλοτική δοκιμή, πριν τον διαμοιρασμό του ερωτηματολογίου. Σε αυτή τη μελέτη, εφαρμόσαμε μια εκτεταμένη έκδοση της Θεωρίας της Σχεδιασμένης Συμπεριφοράς του Ajzen (Σχήμα 6), όπου ήταν δυνατό. Μετά από αυτό το κομμάτι, κάνοντας τις κατάλληλες αλλαγές, ξεκινήσαμε να διανέμουμε το ερωτηματολόγιο στο διαδίκτυο. Συλλέξαμε απαντήσεις από την πρώτη Αυγούστου έως τις δέκα Σεπτεμβρίου 2022. Αρχικά στείλαμε το ερωτηματολόγιο σε φίλους και συγγενείς, μετά το ανεβάσαμε στα μέσα κοινωνικής δικτύωσης, εστιάζοντας σε ομάδες με παρόμοια θέματα και τέλος το διαμοιραστήκαμε με σχετικούς οργανισμούς.

Αποτελέσματα Έρευνας

Οι στατιστικοί έλεγχοι που κάναμε ήταν περιγραφική στατιστική και ανάλυση γραμμικής παλινδρόμησης (για το μοντέλο μεταπώλησης). Για την υποστήριξή τους χρησιμοποιήθηκαν επίσης το Cronbach Alpha και η παραγοντική ανάλυση. Πραγματοποιήθηκε επίσης η δοκιμή Chi-Square και μια ανάλυση συσχέτισης για την υποστήριξη των ερευνητικών μας στόχων. Τα δεδομένα της έρευνας υποβλήθηκαν σε επεξεργασία με το λογισμικό Excel και στη συνέχεια αναλύθηκαν με το λογισμικό SPSS της IMB, το οποίο περιλάμβανε μεταξύ άλλων τα προαναφερθέντα στατιστικά τεστ.

Η μεταπώληση ήταν το πιο δημοφιλές μοντέλο μεταξύ των συμμετεχόντων, με 235 άτομα (51,9%). Από αυτούς, το 69% δεν πιστεύει ότι τα μεταχειρισμένα ρούχα θα βελτίωναν τον τρόπο που φαίνονται, το 64,5% δεν πιστεύει ότι το μεταχειρισμένα ρούχα (MP) θα τους βοηθούσαν να αισθάνονται αποδεκτοί και το 60,7% πιστεύουν ότι δεν θα δημιουργούσαν θετική εντύπωση στους άλλους. Η πλειοψηφία τους (93,2%) πιστεύει ότι τα MP είναι οικονομικά και σε λογικές τιμές (92,2%), παρέχουν καλή σχέση ποιότητας/τιμής (90,1%) και είναι αξιόπιστα προϊόντα σε σχέση με την τιμή τους (87,6%). Οι περισσότεροι από αυτούς δεν ενδιαφέρονται επίσης για το τι σκέφτονται οι φίλοι τους όταν φορούν MP (82%) και το 79% δεν ανησυχεί για το τι σκέφτονται οι άλλοι για αυτούς όταν φορούν μεταχειρισμένα ρούχα. Το 74% νιώθει άνετα να φοράει αυτού του είδους τα ρούχα δημόσια και το 83,4% θεωρεί ότι τα MP ταιριάζουν με την προσωπική του εικόνα. Επιπλέον, το 72,2% δεν θεωρεί ότι σπαταλούσε χρήματα για MP και η πλειοψηφία (81,5%) πιστεύει ότι αυτά τα ρούχα είναι υγιεινά και καθαρά. Η πλειοψηφία (81,1%) συμφώνησε ότι πρέπει να χρησιμοποιούν ΚΕΜ, αλλά περισσότεροι από τους μισούς (55,3%) δεν πιστεύουν ότι τα μέλη της οικογένειάς τους συμφωνούν ότι πρέπει να χρησιμοποιούν ΚΕΜ και το 49,1% δεν επηρεάζεται από την οικογένεια και τους φίλους για τη χρήση ΚΕΜ. Επιπλέον, για τη χρήση των ΚΕΜ, οι συμμετέχοντες δεν επηρεάζονται κατά 86,9% από διάσημους, το 77,8% από μέσα μαζικής ενημέρωσης και το 66,85% από διαδικτυακά φόρουμ. Τέλος, το 77% συμφωνεί ότι τα MP συμβαδίζουν με τις αξίες και τον τρέχοντα τρόπο ζωής τους.

Η επιδιόρθωση ήταν το δεύτερο πιο επιλεγμένο μοντέλο, με 184 συμμετέχοντες (40,6%). Η έλλειψη δεξιοτήτων είναι ένα από τα πιο σημαντικά εμπόδια στην επισκευή ρούχων (36%). Άλλα εμπόδια είναι ότι πιστεύουν ότι οι υπηρεσίες αλλαγής είναι ακριβές (29,3%), είναι πολύ χρονοβόρες (19,5%), ότι τα ρούχα δεν θα έμοιαζαν ίδια μετά την επιδιόρθωση (17,5%), ότι οι υπηρεσίες αλλαγής είναι δύσκολο να βρεθούν στην κοινότητά τους (16,75 %), ότι τα ρούχα δεν θα εφάρμοζαν το ίδιο μετά την επιδιόρθωση (16,2%) και ότι είναι άβολο και δεν αξίζει τον κόπο (14,5%). Τα κύρια κίνητρα για την επισκευή ρούχων ήταν ότι τα ρούχα συνεχίζουν να διαρκούν περισσότερο (69%), ότι τους ταιριάζουν καλά (64,7%), ότι οι συμμετέχοντες έχουν προσωπικό δέσιμο μαζί τους (59,6%) και κατά 56,9% ότι είχαν ξοδέψει υψηλά ποσά για αυτά ή ότι στοχεύουν να περιορίσουν το περιβαλλοντικό τους αποτύπωμα. Επιπλέον, περισσότεροι από τους μισούς (57%) πιστεύουν ότι η επισκευή ρούχων είναι σημαντική, καλή και πολύτιμη. Η πλειονότητά τους (70,2%) δεν είναι σίγουροι για τις ικανότητές τους στην επισκευή, δεν βοηθούν την οικογένεια ή/και τους φίλους τους στην επισκευή ρούχων (68,5%), δεν φτιάχνουν τα ρούχα τους μόνοι τους (63%) και δεν ρωτούν την οικογένειά τους ή/και φίλους για να τους βοηθήσουν να επιδιορθώσουν τα ρούχα τους (50,7%). Επιπλέον, η πλειοψηφία τους δεν πετάει ρούχα που μπορούν να επισκευαστούν (89,9%), δεν πετάει ρούχα επειδή δεν πιστεύουν πια ότι είναι της μόδας (87,7%), δεν ανακυκλώνουν ρούχα όταν βολεύει μόνο για τους (72,4%), δεν πετούν ρούχα γιατί δεν ταιριάζουν πλέον στο γούστο/στυλ τους (68%) και δεν πετούν τα κατεστραμμένα ρούχα στα σκουπίδια (60,2%). Τέλος, το 56,9% δεν σκοπεύει να επιδιορθώσει τα ρούχα του το επόμενο έτος, αλλά το 82% σκοπεύει να διορθώσει τα ρούχα του τον επόμενο χρόνο και το 62,6% σκοπεύει να μάθει περισσότερα για τη βασική επισκευή ρούχων το επόμενο έτος.

Τέλος, υπήρχε ανεπαρκές δείγμα για τη μελέτη και ανάλυση των μοντέλων της μεταποίησης και της ενοικίασης, με 29 και 2 συμμετέχοντες, αντίστοιχα. Αυτό πιθανώς υποδηλώνει ότι ο ελληνικός πληθυσμός δεν είναι ακόμη εξοικειωμένος με αυτά.

Στη συνέχεια κάναμε ανάλυση γραμμικής παλινδρόμησης και εφαρμόσαμε τη Θεωρίας της Σχεδιασμένης Συμπεριφοράς του Ajzen για το μοντέλο της μεταπώλησης γιατί μόνο σε αυτή την περίπτωση το δείγμα ήταν αρκετό. Αρχικά, χρησιμοποιήσαμε τη λειτουργική αξία για την ποιότητα και την τιμή (RS_FV_Q-P), για να αναλύσουμε στάσεις. Πραγματοποιήσαμε μια δοκιμή αξιοπιστίας, χρησιμοποιώντας το Cronbach's Alpha. Σε αυτή την περίπτωση ήταν 0,84 δείχνοντας ότι η κλίμακά μας έχει υψηλό επίπεδο εσωτερικής συνέπειας στο συγκεκριμένο δείγμα. Στη συνέχεια, χρησιμοποιήθηκε το τεστ KMO για να εκτιμηθεί η ισχύς της μερικής συσχέτισης μεταξύ των μεταβλητών. Το αποτέλεσμά μας υποδηλώνει ότι οι βαθμοί πληροφόρησης των μεταβλητών επικαλύπτονται σημαντικά/ ότι υπάρχει ουσιαστική μερική συσχέτιση. Επομένως, μπορεί να γίνει παραγοντική ανάλυση. Μέσω του Bartlett Sphericity τεστ, βρήκαμε ότι ο πίνακας συσχέτισης δεν είναι πίνακας ταυτότητας. Από την Ανάλυση Διασποράς (Total Variance Explained) βρήκαμε ότι υπάρχουν δύο παράγοντες και από τη Cumulative, η οποία είναι υψηλή, εντοπίσαμε ότι οι μεταβλητές συσχετίζονται με κάποιο παράγοντα. Το Rotated Component Matrix επιβεβαιώνει επίσης την ύπαρξη των παραγόντων. Αφού ολοκληρώσαμε όλη την απαραίτητη ανάλυση, επιβεβαιώσαμε ότι μπορούμε να κάνουμε γραμμικές παλινδρομήσεις. Μέσω της ανάλυσης ANOVA βρήκαμε ότι F=6.449, είναι ασθενές, αν και το significant είναι μικρότερο από 0,001, που είναι υψηλό. Τέλος, μέσω της ανάλυσης συντελεστών (Coefficients) διαπιστώσαμε ότι όσο αυξάνεται το RS_FV_Q_1-3 και το RS_FV_P_1,3, αυξάνεται και το RS_PI_BIP_3, αλλά καθώς αυξάνεται το RS_FV_P_1,3, το RS_PI_BIP_3 μειώνεται. (Για τα αρχικά δείτε τον Πίνακα 33).

Στη συνέχεια χρησιμοποιήσαμε την κοινωνική αξία (RS_SV_1-3) για να εξετάσουμε υποκειμενικούς κανόνες. Ξεκινήσαμε με το τεστ αξιοπιστίας χρησιμοποιώντας το Cronbach's Alpha, όπου ήταν 0,870 κι έτσι επιβεβαιώθηκε ότι η κλίμακά μας έχει υψηλό επίπεδο εσωτερικής συνέπειας στο συγκεκριμένο δείγμα. Στη συνέχεια, χρησιμοποιήθηκε το τεστ KMO για να εκτιμηθεί η ισχύς της μερικής συσχέτισης μεταξύ των μεταβλητών. Το αποτέλεσμά μας υποδηλώνει ότι οι βαθμοί πληροφόρησης των μεταβλητών επικαλύπτονται σημαντικά/ ότι υπάρχει ουσιαστική μερική συσχέτιση. Επομένως, μπορεί να γίνει παραγοντική ανάλυση. Μέσω του Bartlett Sphericity τεστ, βρήκαμε ότι ο πίνακας συσχέτισης δεν είναι πίνακας ταυτότητας. Από την Ανάλυση Διασποράς (Total Variance Explained) βρήκαμε ότι υπάρχει ένας παράγοντες και από τη Cumulative, η οποία είναι υψηλή, εντοπίσαμε ότι οι μεταβλητές συσχετίζονται με κάποιο παράγοντα. Το Rotated Component Matrix επιβεβαιώνει επίσης την ύπαρξη των παραγόντων. Αφού ολοκληρώσαμε όλη την απαραίτητη ανάλυση, επιβεβαιώσαμε ότι μπορούμε να κάνουμε γραμμικές παλινδρομήσεις. Μέσω της ανάλυσης ANOVA βρήκαμε ότι F= 8.708, είναι ασθενές, αν και το significant είναι μικρότερο από 0,001, που είναι υψηλό. Τέλος, μέσω της ανάλυσης συντελεστών (Coefficients), ανακαλύψαμε ότι ως RS_SV_1,3 αυξάνεται, το ίδιο και το RS_PI_BIP_3, αλλά καθώς αυξάνεται το RS_SV_2, το RS_PI_BIP_3 μειώνεται.

Τέλος, χρησιμοποιήσαμε την κλίμακα του αντιληπτού ελέγχου συμπεριφοράς (RS_PBC_1-5) για να εξεταστούμε τον αντιληπτός έλεγχος συμπεριφοράς. Ξεκινήσαμε με μια δοκιμή αξιοπιστίας Cronbach's Alpha, που ήταν 0,786, υποδεικνύοντας ότι η κλίμακά μας έχει υψηλό επίπεδο εσωτερικής συνέπειας με αυτό το δείγμα. Μετά από αυτό, εφαρμόστηκε η δοκιμή KMO για να εκτιμηθεί η ισχύς της μερικής συσχέτισης μεταξύ των μεταβλητών, η οποία έδειξε ότι οι βαθμοί πληροφοριών για τις μεταβλητές επικαλύπτονται σημαντικά/ότι υπάρχει ουσιαστική μερική συσχέτιση. Ως εκ τούτου, μπορεί να γίνει παραγοντική ανάλυση. Μέσω του Bartlett Sphericity τεστ, βρήκαμε ότι ο πίνακας συσχέτισης δεν είναι πίνακας ταυτότητας. Από την Ανάλυση Διασποράς (Total Variance Explained) βρήκαμε ότι υπάρχει ένας παράγοντας και από τη Cumulative, η οποία είναι υψηλή, εντοπίσαμε ότι οι μεταβλητές συσχετίζονται με κάποιο παράγοντα. Αφού ολοκληρώσαμε όλη την απαραίτητη ανάλυση, επιβεβαιώσαμε ότι μπορούμε να κάνουμε γραμμικές παλινδρομήσεις. Μέσω της ανάλυσης ANOVA βρήκαμε ότι F= 21.338, είναι ασθενές, αν και το significant είναι μικρότερο από 0,001, που είναι υψηλό. Τέλος, παρατηρήσαμε μέσω της ανάλυσης συντελεστών (Coefficients), ότι όταν αυξάνεται το RS_PBC_1-5, αυξάνεται και το RS_PI_BIP_3.

Στο μοντέλο επιδιόρθωσης σκοπεύαμε να εφαρμόσουμε τη Θεωρίας της Σχεδιασμένης Συμπεριφοράς, ωστόσο επειδή υπήρχε περιορισμένη πρόθεση επισκευής ρούχων όπως μπορεί να διακριθεί από τα περιγραφικά στατιστικά στοιχεία, δεν μπορέσαμε. Αρχικά πραγματοποιήσαμε μια δοκιμή αξιοπιστίας, χρησιμοποιώντας το Cronbach's Alpha, για το συνολικό μοντέλο επισκευής, το οποίο ήταν 0,712, υποδεικνύοντας ότι η κλίμακά μας έχει υψηλό επίπεδο εσωτερικής συνέπειας σε αυτό το δείγμα. Στη συνέχεια, χρησιμοποιώντας τους μέσους, ανακαλύψαμε ότι οι συμμετέχοντες αναγνωρίζουν σημαντικά εμπόδια στην επισκευή ρούχων (Πίνακας 25) και χρησιμοποιώντας τη συχνότητα επιδιόρθωσης ρούχων (EP) (Πίνακας 26) ανακαλύψαμε ότι δεν σκοπεύουν να επιδιορθώσουν τα ρούχα τους. Έτσι, για να αντιμετωπίσουμε αυτό το κενό, αναζητήσαμε τι θα προέκυπτε από το κίνητρο της EP (Πίνακας 27) και ανακαλύψαμε ότι αυτοί οι παράγοντες είναι επίσης ανεπαρκώς ισχυροί, αν και οι στάσεις EP (Πίνακας 28) είναι υψηλές. Επιπλέον, ίσως εάν η εσωτερική κοινωνική πίεση είχε αυξηθεί, η πρόθεση της EP να ήταν μεγαλύτερη.

Τέλος, εξετάσαμε τις συσχετίσεις μεταξύ του ατομικισμού (INDV_1-3) και της εξωτερικής κοινωνικής πίεσης της μεταπώλησης και της επισκευής (RS _SP_EXT_1-3 και RP_EXT_1-3, αντίστοιχα). Στην μεταπώληση, φαίνεται ότι ο ατομικισμός και η εξωτερική κοινωνική πίεση ευθυγραμμίζονται (aligned) ενώ στην επιδιόρθωση, υπάρχει μια ασθενής, αλλά οριακά στατιστικά σημαντική συσχέτιση μεταξύ των INDV_12 και RP_EXT_2. Αυτό υποδηλώνει ότι τα "διαδικτυακά φόρουμ" έχουν τη μεγαλύτερη επιρροή σε αυτούς μεταξύ των "μέσων μαζικής ενημέρωσης", των "διαδικτυακών φόρουμ" και των "διάσημων".

Αξιολόγηση του σκοπού και των στόχων της έρευνας

Πετύχαμε τον γενικό στόχο αυτής της διπλωματικής, που ήταν να διεξαγάγουμε μια έρευνα U&A (έρευνα χρήσης και στάσης) για τα κυκλικά μοντέλα στη βιομηχανία της μόδας.

Παράλληλα καταφέραμε επιτυχώς να εξετάσουμε τις στάσεις των καταναλωτών και τη χρήση διαφόρων πράσινων μοντέλων και πιο συγκεκριμένα, να διερευνήσουμε τις διάφορες παραμέτρους της συμπεριφοράς των καταναλωτών, μέσω των ακόλουθων δομών (constructs), της ευαισθητοποίησης, της γνώσης, των θετικών στάσεων, των φραγμών και αντιληπτών κινδύνων και των προθέσεων.

Επίσης, ερευνήσαμε τον αντίκτυπο συγκεκριμένων παραγόντων στην πρόθεση αγοράς/χρήσης χρησιμοποιώντας το μοντέλο Θεωρίας της Σχεδιασμένης Συμπεριφοράς του Ajzen για το κυκλικό επιχειρηματικό μοντέλο της μεταπώλησης, με επιτυχία.

Περιορισμοί και Μελλοντική Έρευνα

Ένας από τους περιορισμούς της μελέτης ήταν ότι οι συμμετέχοντες στην έρευνα επιλέχθηκαν με τεχνική τυχαίας δειγματοληψίας. Ως εκ τούτου, δεν μπορέσαμε να επιβεβαιώσουμε και τα τέσσερα μοντέλα, λόγω ανεπαρκών δειγμάτων σε δύο από αυτά. Η μελλοντική έρευνα μπορεί να χρησιμοποιήσει ένα πιο καθορισμένο δείγμα για να διασφαλίσει ότι υπάρχουν αρκετοί συμμετέχοντες σε κάθε μοντέλο και στη συνέχεια να υπάρξει σύγκριση των μοντέλων. Επιπλέον, θα ήταν ενδιαφέρον να εξερευνήσουμε διαφορετικές ηλικίες, χωρίς τον περιορισμό της ηλικίας, και πώς μπορεί να γίνει η διαχείριση του οικογενειακού προϋπολογισμού χωρίς και με τη χρήση αυτών των μοντέλων. Σε αυτή τη διπλωματική, μελετάμε τα κίνητρα των συμμετεχόντων να χρησιμοποιήσουν αυτά τα μοντέλα στο μέλλον. Συνεπώς, θα ήταν ενδιαφέρον να δούμε τα κίνητρά τους να χρησιμοποιούν αυτά τα μοντέλα σήμερα. Τέλος, μια μελέτη παρακολούθησης (tracking research) θα μπορούσε να είναι εποικοδομητική προκειμένου να παρατηρηθούν οι μεταβαλλόμενες απόψεις, στάσεις και αντιλήψεις των καταναλωτών για τα μοντέλα με την πάροδο του χρόνου.

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- CBMs: Circular Business Models
- CE: Circular Economy
- CF: Circular Fashion
- CRP: Clothes Repair
- FF: Fast Fashion
- GHG: Greenhouse Gas
- SCHC: Secondhand Clothes
- TPB: Theory of Planned Behaviour

Chapter 1: Introduction

1.1 Introduction

This chapter serves as a guide through the main pillars of this study and the problem area we will study. We also discuss the motivation for this dissertation, as well as its goals and objectives. Finally, we will present the structure of the project.

1.2 Background

This research area is structured around three main pillars.

- Attitudes and perceptions of consumers
- Circular Business Models
- Fashion Industry

In the last years many researchers have taken work focusing on either one of them, with consumers' attitudes and perceptions towards CBMs being a particularly new research subject. Circular Economy and CBMs are typically examined from the standpoint of the manufacturer, particularly in the fashion industry. Combinations of the aforementioned areas are only recently making their way to the surface but there is still, a research gap on consumer attitudes and motivation to participate in CBMs (Elzinga et al., 2020 ; Kirchherr et al., 2017 ; Catulli et al., 2017)

1.3 Reason for study

Fashion industry is one of the most polluting industries in the world, producing billions of tons of GHG emissions, polluting the oceans, the groundwater and the soil through textile manufacturing, apparel construction, and disposal. Circular Economy can help with global challenges including climate change, biodiversity loss, waste, and pollution while also meeting fundamental socioeconomic requirements. By implementing it, the industry can become more environmentally friendly. Additionally, consumers have been identified as crucial economic actors in driving the CE transition process, as their purchasing, usage, and disposal decisions can either drive or obstruct the adoption of new circular fashion models. (Musova et al., 2021). Therefore, there is an urgent need to investigate their attitudes and perceptions of CBMs.

1.4 Dissertation aim

The aim of this study is to conduct a U&A research (usage and attitude research) towards circular models in the fashion industry (resale, rental, repair and remake, remanufacturing and upcycle).

1.4.1 Dissertation objectives

- Examine consumers' attitudes and use of various green models and more specifically, to explore several parameters of consumers' behaviour, through the following constructs, awareness, knowledge, positive attitudes, barriers and perceived risks and intention.
- Explore the impact of specific factors on purchase/use intention using the Ajzen's Theory of Planned Behaviour model for the Resale circular business model.

1.5 Research project structure

The structure of this research project is consisted of six chapters beginning with the more general introduction to the subject, and progressing to the more specific objectives, the research methodology and its results.

Chapter 1: Introduction

This chapter introduces the problem area and provides a general description of the approach we will use. The study's purpose, as well as the project's aims and objectives, are also addressed.

Chapter 2: Literature Review

In this chapter, we present a critical and thorough analysis and commentary on the existing relevant literature. The following topics are addressed in depth are the state of the fashion industry, the Linear Business Model, the Circular Economy, Circular Fashion, Circular Business Models, the role of consumers and the Conceptual Framework of this study.

Chapter 3: Primary research methodology

This chapter will present the various phases and processes that were followed in the primary research execution. The various methodologies will be presented using terminology from the existing literature. Finally, the chosen method will be thoroughly examined.

Chapter 4: Research results

In this chapter, the findings of the primary research gathered through the questionnaire will be presented, critically analysed, and compared to the proposed conceptual model.

Chapter 5: Summary, Conclusions, and Recommendations

This chapter will provide a summary of the entire research project, evaluating whether the dissertation's aim and objectives were adequately addressed, while also identifying areas that require additional research and suggesting future work.

1.6 Summary

The first chapter provided an introduction to this research project, outlining the purpose and specific objectives, as well as providing context for the decision to examine consumers' attitudes and perceptions of CBMs in the fashion industry. The project structure was described so that readers have a general understanding of what to expect in the following chapters. In the next chapter, we will examine and analyse a detailed literature review around the terminology fundamental to this research project, like linear fashion, Circular Economy and CMBs.

Section A: Secondary Research

Chapter 2: Literature review

2.1 Introduction

A literature review is a more or less systematic method of collecting and analyzing prior research (Snyder, 2019). In order to get enough information, we conducted an in-depth literature research on the subjects of linear business models in fashion, circular economy and fashion, circular business models and customers, and in this chapter, we will explore a detailed analysis of the findings.

2.2 The State of Fashion Industry

Fashion industry, one of the biggest industries in the world, employing about 300 million people throughout the value chain (Ellen MacArthur Foundation, 2017), generating between 1.7 to 2.51 trillion euros in global annual revenues before the pandemic (McKinsey & Company and Global Fashion Agenda, 2020 ; Euromonitor International, 2018), while after, Euromonitor (2021) estimates a -18.1% reduction in the size of the global apparel and footwear market in 2020 (to €1.45 tn), whereas McKinsey (2021) reports a 20% decline in revenue for the fashion and apparel sector for the 2019-2020 fiscal year.

It is also one of the most resource and environment intensive industries, while some claim it is the second most polluting after the oil industry (Moorhouse & Moorhouse, 2018). The rapid development and expansion of fashion industry, the fast-changing fashion trends, the global model of mass manufacturing, the migration of production to developing nations, and the landfill of waste have all contributed considerably to the rise of environmental challenges (Dissanayake & Weerasinghe , 2021). The apparel sector created 2.1 billion tons CO_2 in 2018. (Ellen MacArthur Foundation, 2021) This represent 4% of global carbon emissions, a larger share of emissions than France, Germany, and the United Kingdom combined (Ritchie, Roser, & Rosado, 2020). Furthermore, this industry accounts for approximately 70% of fashion's greenhouse gas (GHG) emissions (Global Fashion Agenda and McKinsey & Company , 2021) The clothing and textile industry use water abundantly, it is also accountable for approximately 20% of industrial water pollution caused by textile processing and dyeing, contributes approximately 35% of primary microplastic pollution in the ocean and generates enormous amounts of textile waste, much of which is disposed of in landfills or incinerated, including unsold product. Global textile production per capita has increased from 5.9 kg to 13 kg per year between 1975 and 2018. Similarly, global consumption of clothes has increased to an estimated 62 million tons per year, with a projected increase to 102 million tons by 2030. (Niinimäki, et al., 2020) As a result, fashion firms now produce nearly twice as much clothing as they did before the year 2000, yet the average number of times a garment is worn before it is no longer usable reduced by 36% during the same period (Ellen MacArthur Foundation, 2017).

The majority of today's fashion industry still relies on a linear business model that adheres to the "take-make-dispose" approach, which is why all of the aforementioned things are perpetuated.

2.2.1 Linear Business Model

The current system of clothes manufacturing, distribution, and consumption is built on a linear model that requires large amounts of nonrenewable resources, exposing the fashion sector to environmental risk. This "take-make-dispose" rationale, uses raw materials, then transforms them into products that are used until they are disposed of as waste at landfills or incinerated. (Ellen MacArthur Foundation, 2017)

Customers currently buy more clothing than they will wear and are eager to discard used goods. The average number of times a garment is worn before it is no longer usable has reduced by 36% globally during the last 15 years. Clothing underutilization is a big potential to gain value.

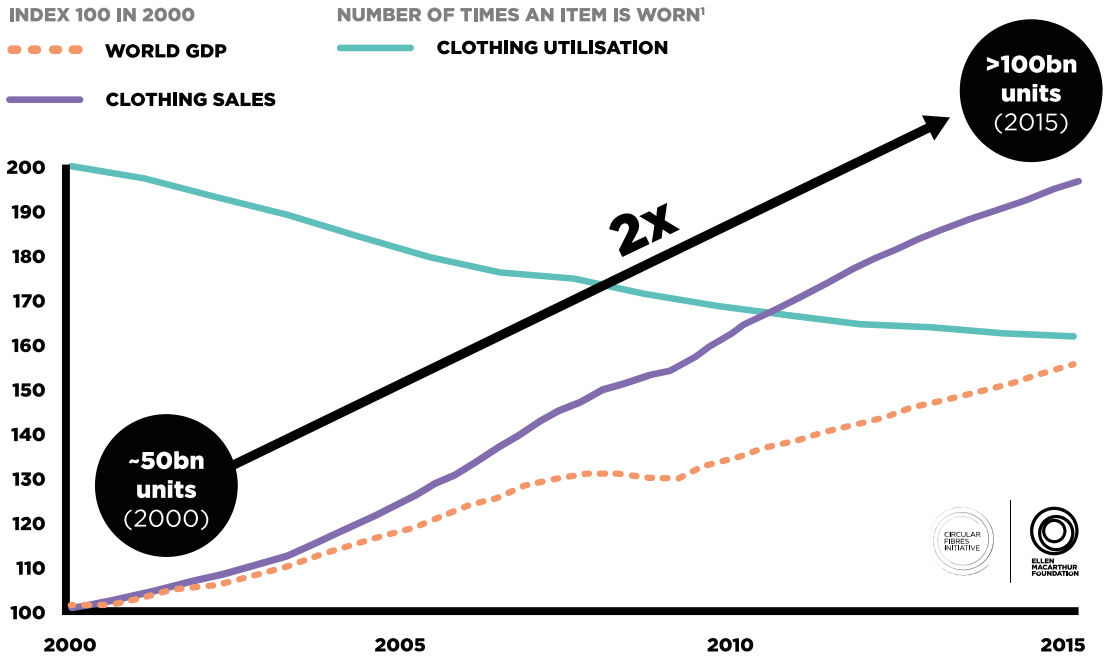

Figure 1: Growth of clothing sales and decline in clothing utilization since 2000 (Ellen MacArthur Foundation, 2017)

Consumers worldwide waste approximately 460 billion euros a year by discarding clothing that they could continue to wear, and it is believed that some garments are tossed after only seven to ten wears. Concurrently, apparel manufacturing has roughly doubled in the previous 15 years (see Figure 1), driven by a growing middle-class population worldwide and rising per capita sales in mature economies. In Italy 14.5kg of new garments are purchased annually (per person), in Germany 16.7kg, in United Kingdom 26.7kg and between 13kg-16kg of textiles in Denmark, Sweden, Norway, and Finland. (Niinimäki, et al., 2020) The latter rise is primarily due to the 'fast fashion' phenomenon, which has shorter turnaround times for new trends, a greater number of collections each year and often lower prices (European Environment Agency, 2021 ; Ellen MacArthur Foundation, 2017).

As clothing production increases, greenhouse gas emissions also increase. The biggest GHG emissions per unit of material are produced by textiles and aluminum (Kissinger, Sussmann, Moore, & Rees, 2013). In 2015, GHG emissions from textile production amounted to 1.2 billion tons of CO_2 equivalent, 21 more than all international flying and marine shipping combined (International Energy Agency, 2016). By 2020, the fashion industry was responsible for 4% of global emissions, which is equal to the annual GHG emissions of France, Germany, and the United Kingdom combined. Upstream activities, particularly energy-intensive raw material production, preparation, and processing, account for more than 70% of emissions. The remaining 30% are generated via brand activities such as transportation and retail, as well as usage and end-of-life, as detailed in Figure 2. (McKinsey & Company and Global Fashion Agenda, 2020) Despite attempts to cut emissions, the industry is on a road that will far exceed the 1.5-degree target set out by the Intergovernmental Panel on Climate Change (IPCC) and accepted in the 2015 Paris Agreement to mitigate climate change (United Nations, 2015). To follow this course, the garment

industry must reduce its GHG emissions to 1.1 billion metric tons of CO_2 equivalent by 2030. Aligning the industry with the 1.5-degree scenario will require a significant reduction in the use of virgin resources. Material production accounts for over 40% of greenhouse gas emissions (Figure 2) with oil-consuming textiles being the main contributor.

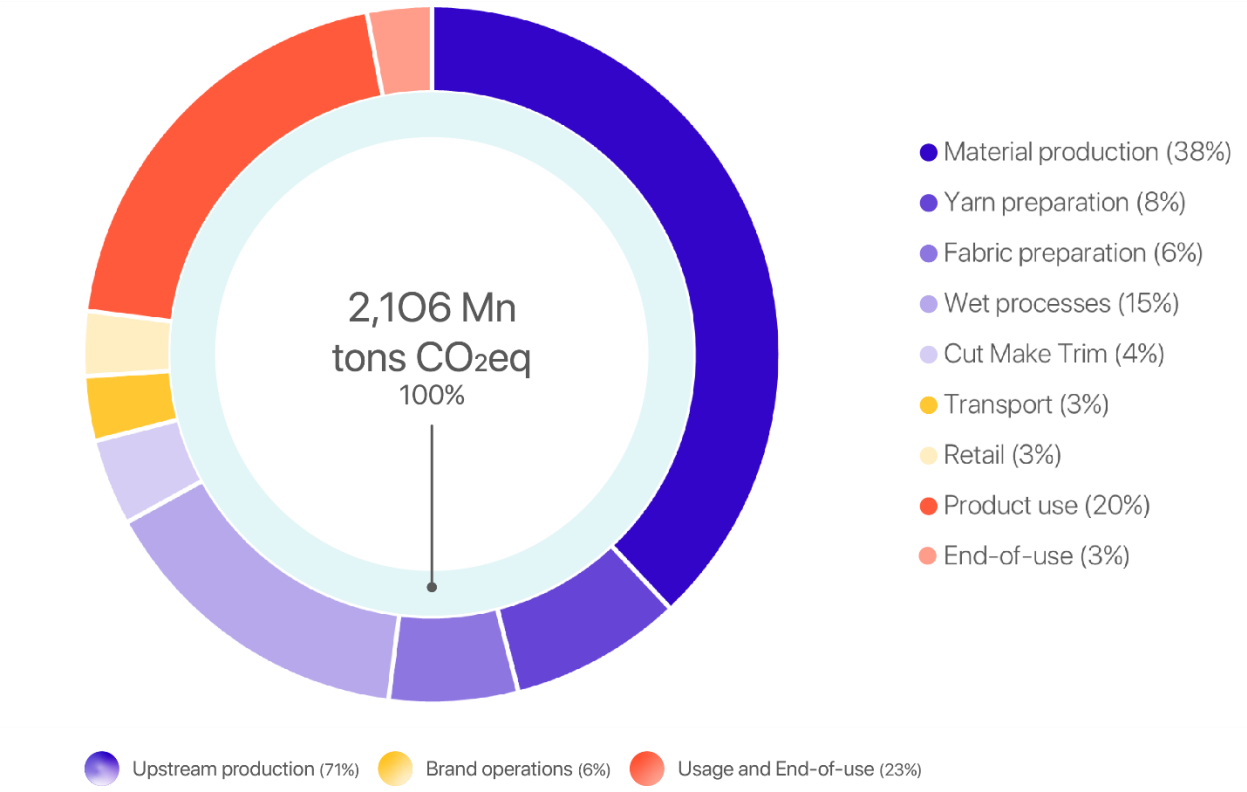

Figure 2 Apparel and Footwear GHG emissions in 2018 (McKinsey & Company and Global Fashion Agenda, 2020)

The textiles sector is heavily reliant on nonrenewable resources - 98 million tons in total annually - such as oil to manufacture synthetic fibres, fertilisers to grow cotton, and chemicals to produce, dye, and finish fibres and textiles. Plastic-based textile fiber production consumes an estimated 342 million barrels of oil per year, while cotton production consumes an estimated 200,000 tons of insecticides and 8 million tons of fertilizer per year (Ellen MacArthur Foundation, 2017). The fashion industry accounts for 60% of global fiber output, with the remainder utilized for interiors, industrial textiles, geotextiles, agrotextiles, and sanitary textiles, among other things. Polyester (a synthetic) accounted for 51% (54 million tons) of textile manufacturing in 2018, followed by cotton at 25% (26 million tons). As shown in Figure 3, cotton, polyester, non-cotton cellulosics, polyamide, and polypropylene are the most common fiber kinds, with silk and wool grouped together as 'other.' Global population growth is also displayed. By the 2010s, textile production had surpassed global population growth, owing partly to the rise of low-cost manufacturing and quick fashion (Niinimäki, et al., 2020). Polyester dominates production due to its performance attributes and cost-effectiveness, and it is expected to grow even more as consumers in emerging Asian and African nations adopt Western lives and attire (McKinsey & Company and Global Fashion Agenda, 2020).

Textile industry (including cotton cultivation) consumes around 93 billion cubic meters of water each year, contributing to challenges in some water-stressed areas. The textile dyeing and finishing industry

has caused significant pollution because it is one of the most chemically intensive sectors on the globe, contaminating pure water second only to agriculture. It releases large amounts of harmful chemical-laced water into the environment (Kant , 2012). For example, approximately 20% of industrial water contamination in the world is attributable to the dyeing and treatment of fabrics (Ellen MacArthur Foundation, 2017). Indonesia's Citarum River has more than 200 textile manufacturers along its banks, which discharge dyes and other chemicals into the water, such as lead, arsenic, chromium and mercury, changing the color of the river, as seen in Image 1, and severely affecting the local ecosystem (Yallop, 2014). Many people suffer from dermatitis, contact rashes, and digestive difficulties as a result of these, as well as developmental delays, renal failure, chronic bronchitis, and an increased risk of malignancies (Carrubba, 2020). Despite these dire conditions, it is critical for the 25 million people who rely on it for agriculture, water, and energy on a daily basis.

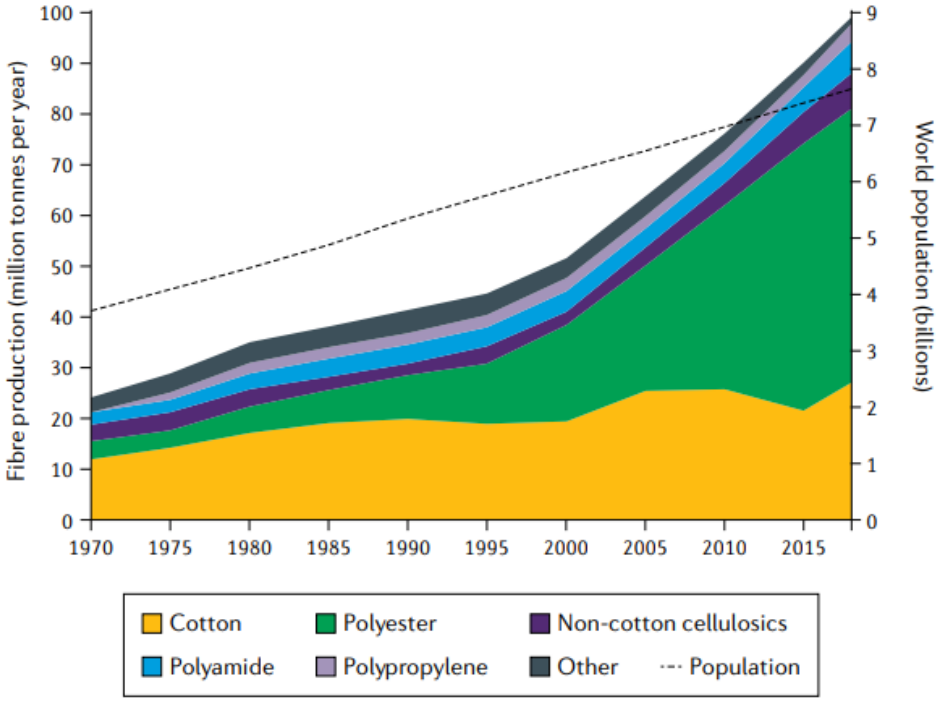

Figure 3: Growth in global population and textile production by fiber type (Niinimäki, et al., 2020)

Yarn production occurs after fiber production and includes spinning and, in certain cases, wet processing such as dyeing. Textiles are made from yarns by knitting or weaving, and wet operations such as bleaching, dyeing, and finishing consume a lot of water and energy. Furthermore, textile manufacturing generates a lot of trash. Finished textiles are delivered to garment makers for assembly (cutting and sewing). Trims (such as sewing threads, buttons, zippers, linings, labels, and lace) are used in garment production in addition to fabrics. Clothing production accounts for 19% of CO2 emissions, with wet processing accounting for 15% and cutting, creating, and trimming the cloth accounting for 4% (Figure 2).

Image 1: Waste products from textile mills at Rancaekek, Indonesia flow from factory buildings into the nearby Cikiging River, one of the sources of the Citarum. Image by Larry C. Price. Indonesia, 2016

Another important concern is production waste, also known as pre-consumer waste, which is generated throughout the textile and garment manufacturing process and consists of fiber, yarn, and fabric waste, with the latter being the most resource intensive. More than 25% of resources are expected to leak out of original supply chains for a variety of reasons, with the vast majority being downcycled, burned, or dumped. Clothing losses in production account for 12% of annual fiber production. Cloth waste is created during the cutting step of garment manufacture and is influenced by how well the flat designs fit on the fabric as well as the overall garment design. Image 2 shows an example layout from the clothing manufacturing industry. Furthermore, mistakes in garment assembly lead to garment waste.

Two common garment items are studied to expose their impact in order to provide an overview and an illustration of the environmental impact of fashion: a T-shirt and a pair of jeans made in Asia (mainly China, Bangladesh, and Turkey) and used in Sweden. The CO_2 equivalent of a T-shirt is 2.6kg, with 8% from cotton production, 19% from yarn manufacturing, 50% from garment production, 4% from distribution and selling, and 19% from the user phase. A pair of jeans emits 11.5kg of CO2, with 9% coming from cotton production, 10% coming from yarn manufacturing, 57% coming from garment production, 4% coming through distribution and retailing, and 20% coming from the user phase. (Niinimäki, et al., 2020) A pair of pants requires 15,000 liters of water (Hoekstra, 2013) while a cotton t-shirt requires 2.700 liters, which is similar to a person's 900-day water intake (National Geographic, 2013).

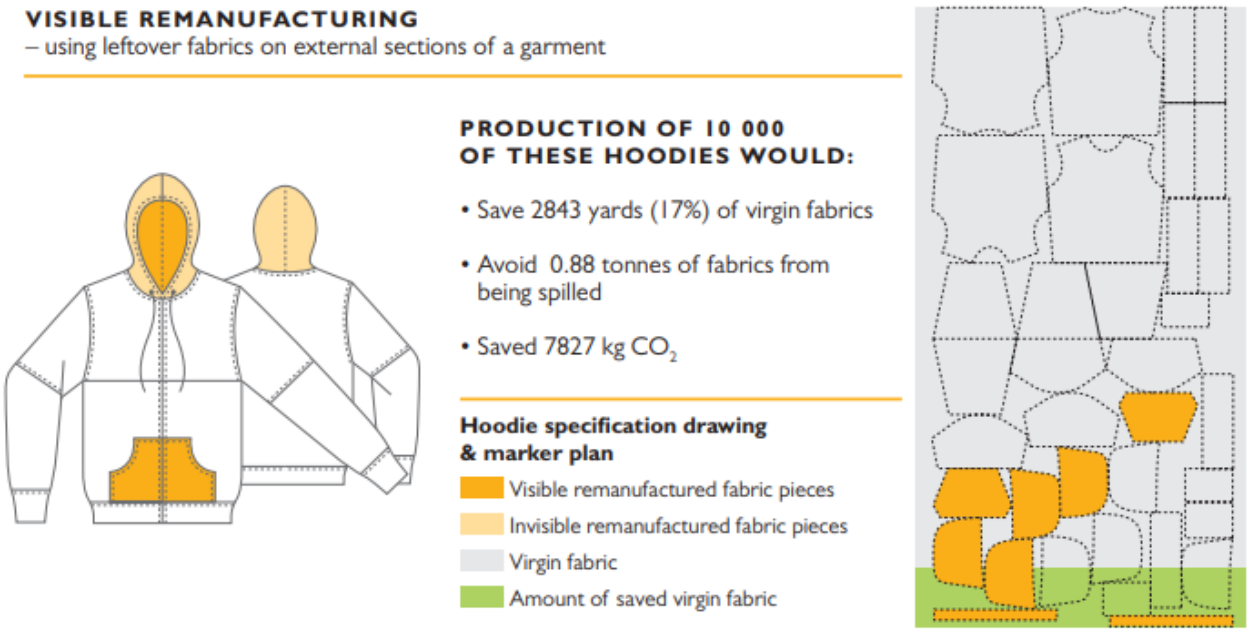

Image 2: Visible remanufacturing (Niinimäki, 2018)

Clothing production also has an ethical component. Workers in garment manufacturers are frequently paid less than a livable wage while working in hazardous conditions. Rana Plaza, the world's deadliest textile factory catastrophe, is a stark illustration. The Rana Plaza complex in Bangladesh collapsed in April 2013, killing over a thousand people. Despite the fact that fissures appeared in the building the day before the accident, garment workers were forced back to work. The majority of the fatalities were female textile workers, many of whom were adolescents, despite the fact that it is unlawful for factories to engage anybody under the age of 18, and the majority of them were earning around 30€ per month to create garments for Western fast-fashion labels (Perraudin, Frances ; The Guardian, 2019 ; Perraudin, Frances ; The Guardian, 2019).

Customers are currently buying more clothing than they will use -60% of German and Chinese consumers admit to owning more clothes than they require (Greenpeace, 2017)- and are willing to dump them after little use. Over the previous 15 years, the average number of times a garment is worn before it is no longer useable has decreased by 36% internationally (Figure 1) Given the foregoing, this behaviour has a significant environmental impact.

Furthermore, in recent years, the textile sector has been highlighted as a major contributor to the problem of plastics entering the ocean, which is an increasing worry due to the detrimental environmental and health consequences. It is estimated that every time we do our laundry, washing plastic-based textiles such as polyester, nylon, or acrylic, an average of 9 million microfibers are released into wastewater treatment plants, where they cannot be recovered and end up in the ocean (Image 3), according to the International Union for Conservation of Nature (2017). It is estimated that by 2050, the world's oceans would contain more plastic than fish by weigh. (Global Fashion Agenda and McKinsey & Company , 2021). Moreover, simply wearing synthetic clothing emits plastic fibres into the air. Catarino et al. (2018) discovered that we are eating and drinking plastic, and that plastic fibres are even raining down from the sky. We also breathe in 13,000 to 68,000 plastic microfibers every year from our clothing, carpets, curtains, and other fabrics. In light of this, scientists discovered microplastic contamination in human

blood for the first time in 2022, with the microscopic particles found in nearly 80% of those examined (Leslie, et al., 2022).

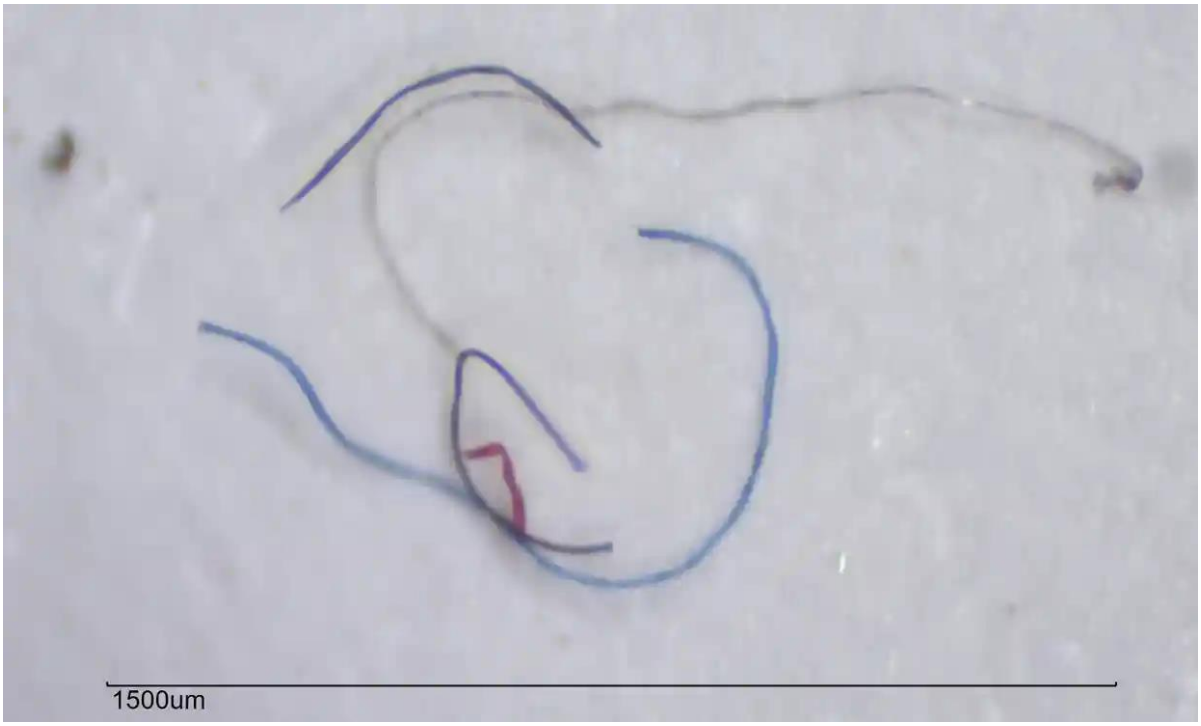

Image 3: Tiny plastic fibers taken from a water sample in Blue Hill Bay in the gulf of Maine. Photograph: Marine Environmental Research Institute

An increase in textile waste by the rapid expansion of (fast) fashion manufacturing and consumption. After clothing is used, almost all the value in the materials they are made from is lost. Almost all of the value in the materials used to make garments is lost after use. 87% of total fiber input used for clothing is landfilled or cremated, resulting in a material waste of more than 100 billion euros per year, based on 2.8€ per kilo for cotton yarn and 1.7€ per kilo for polyester yarn. As much as 73% of material entering the clothing system is lost after final garment usage, 10% is lost during garment production (e.g., as offcuts), and 2% is sent to landfill or incinerated from garments produced but never sold. It is common for premium brands to trash unsold merchandise in order to protect the brand's value. Every second, one garbage truck of textiles is landfilled or burnt. While the most prevalent causes for buyers to discard apparel prematurely are fit, fashion trends change, boredom, and damaged/worn out goods (Niinimäki, 2013). Furthermore, Western countries have traditionally dealt with textile waste by exporting old items to developing countries like Africa. For example, the estimated annual cost to the UK economy of landfilling garments and home textiles is 108 million euros (Ellen MacArthur Foundation, 2017).

There is also an environmental cost since harmful substances included in textiles, such as leftover dyes or chemicals introduced during production or use, can leach out into the environment as the textiles disintegrate. It is estimated that the degradation of textiles in landfills releases about 2,000 tons of toxic colorants in the EU each year (KEMI, 2014).

2.3 Circular Economy

The circular economy is a systems solution approach that addresses global issues such as climate change, biodiversity loss, waste, and pollution while also providing critical socioeconomic needs. It also provides the ability to increase prosperity, job creation, and resilience while reducing GHG emissions, waste, and pollution. The essential principle of a circular economy is that resource flows are maximised and resources are circulated in a closed loop over and over again, eliminating the need for virgin materials and resources (Dissanayake & Weerasinghe , 2021 ; Ellen MacArthur Foundation, 2013). Designing out waste and pollution, keeping products and materials in use, and regenerating natural systems are three fundamental strategies for achieving circular economy. As a result, the first CE principle is to eliminate waste and pollution. As we discussed in the previous part, our economy now operates on a take-make dispose model. We take basic materials from the Earth, process them into products, and then dispose them as waste. Much of this waste is lost because it winds up in landfills or incinerators. Because our planet's resources are limited, this system cannot be sustainable in the long run. At the end of their useful life, materials in a CE re-enter the economy. The second CE principle is to circulate products and materials at the maximum possible value. This entails keeping materials in use as a product or, if that is no longer possible, as components or raw materials. Nothing goes to waste, and the essential value of products and resources is preserved. Finally, the last principle is to renew nature in order to promote natural processes and give nature greater space to thrive (Ellen MacArthur Foundation, 2013).

Kirchherr et al. (2017) examined 114 definitions of CE and suggested a new one as "an economic system that is based on business models which replace the 'end-of-life' concept with reducing, alternatively reusing, recycling and recovering materials in production/distribution and consumption processes, thus operating at the micro level (products, companies, consumers), meso level (eco-industrial parks) and macro level (city, region, nation and beyond), with the aim to accomplish sustainable development, which implies creating environmental quality, economic prosperity and social equity, to the benefit of current and future generations." (p.224-225). While Ellen MacArthur Foundation (2013) illustrated the continuous flows of materials in a circular economy through the CE system (or butterfly) diagram, as it is seen in Figure 4. There are two main cycles – the technical cycle and the biological cycle. The technical cycle, which is crucial for products that are used rather than consumed, is shown on the right side of the butterfly diagram. The diagram depicts smaller inner loops surrounded by larger outside loops. Inner loops are where the most value can be captured because they preserve more of a product's embedded value by keeping it intact. As a result, interior loops such as sharing, sustaining, and reusing should take precedence over outer loops that see the product broken down and recreated. These loops also save money for customers and businesses since they reuse items and materials that are currently in use rather than investing in new ones. In a circular economy, the outermost loop, recycling, is thus the last choice because it involves removing a product's embedded value by reducing it to its fundamental ingredients. The biological cycle, shown on the left side of the diagram, is for materials that can biodegrade and safely return to the soil. This cycle is mostly concerned with consumable products, such as food. Other biodegradable materials, such as cotton or wood, may eventually find their way from the technical cycle into the biological cycle after degrading to the point where they can no longer be used to manufacture new products.

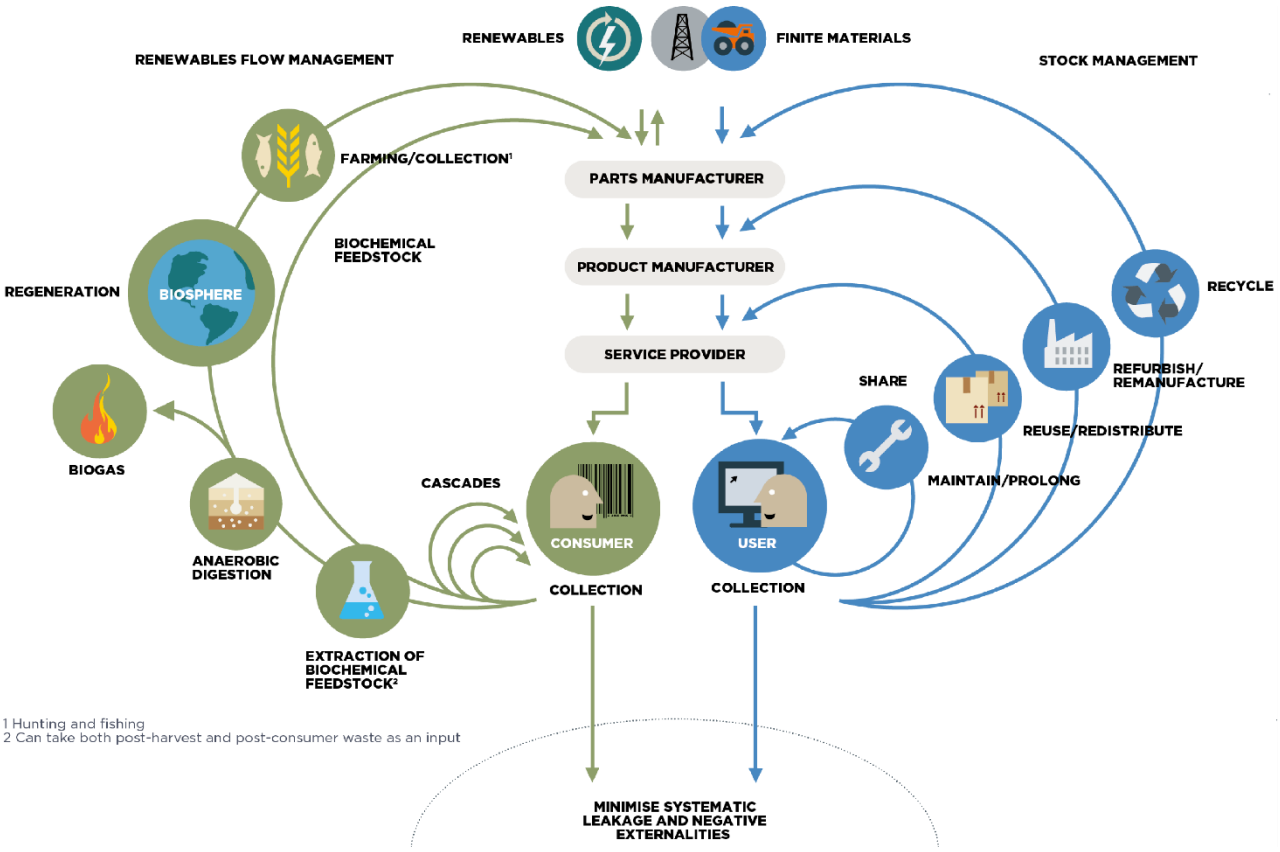

Figure 4: The circular economy system diagram (Ellen MacArthur Foundation, 2013)

Circular Economy has the potential to have macroeconomic effects by gradually decoupling economic growth from virgin resource inputs, encouraging innovation, increasing growth, and creating more resilient employment. The elimination of waste from the industrial cycle through 'closing the loop' offers lower production costs and more limited reliance on resources. Economies could benefit from significant net savings on material and energy prices, increased supply risk mitigation, higher multipliers as a result of industry shifts, and decreased externalities. For instance, it can create a net economic benefit of 1.8 trillion euros, and two million additional jobs until 2030 in the European Union (EU) (European Commission, 2014). Finally, consumers and users will benefit from having more options, fewer issues deriving from early obsolescence, improved service quality and secondary advantages (Ellen MacArthur Foundation, 2013). In 2020, when the European Commission (2020) issued a new circular economy action plan aimed at making Europe cleaner and more competitive, textile (clothing and fabrics) was chosen as a priority product due to its environmental effect and circularity prospects.

The potential benefits of a circular economy go beyond the economy and into the natural world. The circular economy contributes significantly to meeting global climate targets by eliminating waste and pollution, reusing products and materials, and regenerating rather than deteriorating natural systems. By 2030, the CE might result in a 32% reduction in material usage, such as synthetic fertilisers, pesticides, agricultural water use, and so on. It could potentially cut carbon dioxide emissions in half by 2030.

2.4 Circular Economy in Fashion

In fashion, a circular economy strategy tries to create more sustainable and closed-loop systems. Dissanayake and Weerasinghe (2021) after analyzing different definitions of Circular Fashion defined the term as "a fashion system that moves towards a regenerative model with an improved use of sustainable and renewable resources, reduction of non-renewable inputs, pollution and waste generation, while facilitating long product life and material circulation via sustainable fashion design strategies and effective reverse logistics processes" (p.5).

In CF there are four aims: first, phase out of problem compounds and microfiber release, second efficiently utilize garment, third, drastically improve recycling, and finally, fourth effective resource usage and transition to renewable inputs. To achieve the first, industry efforts should be aligned and coordinated to develop safe material cycles, with a substantial reduction in plastic microfiber discharge. For the second, the way clothes are made, sold, and utilized should be revolutionized in order to break free from their increasingly disposable nature. Short-term garment rental should be expanded, durability should be made more appealing, and apparel utilisation should be increased through brand pledges and policy. For the third, to drastically improve recycling by improving clothes design, collection, and reprocessing. There ought to be focus on technological innovation to improve the economics and quality of recycling, as well as an increase in demand for recycled materials (Ellen MacArthur Foundation, 2017).

The Greek government (2022) has addressed the textile waste issue in its official gazette (p.111-112). They presented three categories, each with a few solutions. The first is to reduce textile waste by encouraging reduced consumption of new fabrics, encouraging collection for reuse, designing, organising, and operating a Nationwide Collective Alternative Waste Management System, promoting eco-labelling of good environmental choice of used clothing, promoting, and supporting new alternative business models, and developing initiatives by clothing manufacturing or importing industries/enterprises. The second, is to extend the life of textile items by developing a design guideline for clothing producers/manufacturers, reusing old materials in new products, encouraging repair through tax benefits, and extending warranty/service periods from companies/brands. Finally, the third goal is to improve the environmental quality of textile products by lowering the presence of harmful chemicals in fabrics, improving design to promote reuse and recycling, specifying quality criteria for reusable second-hand clothes, and further promoting the EU-Ecolabel.

2.5 Circular Business Models

Circular business models have the potential to bring considerable environmental, social, and economic advantages, and they may be applied in a variety of corporate settings and customized based on one or more resource loops (Guldmann, Eva; Aalborg University, 2016). By definition, CBMs maintain products and materials circulating in the economy at their highest value, increasing their use while effectively decoupling revenue streams from manufacturing and resource use. This helps the sector as a whole to generate more revenue while producing fewer products. Greenhouse gas emissions, pollution, and biodiversity pressures connected with virgin fiber production, processing, and product manufacturing are reduced as a result. Figure 5 depicts how CBMs might contribute to a circular economy by decoupling corporate profitability from production and the use of virgin resources. These business ideas make use of the circular economy's "inner loops" of the butterfly diagram (Figure 4).

Material and technological innovation is a critical enabler in the transition from a linear to a circular economy. According to Pedersen et al. (2019) CBMs have additional technological requirements, however Kirchherr et al. (2018) do not see technological restrictions (including circular design) as a

substantial impediment. CBMs require effective policy implementation. It has been suggested that the government is the essential player who can speed the transition to a circular economy, which can be accomplished through good policy execution (Kirchherr, et al., 2018). Circularity requires policy instruments that address material use, product design, manufacturing, distribution, consumption, and waste management (Dissanayake & Weerasinghe , 2021).

Circular business models are classified into three types: "more use per user," "more users per product," and "beyond physical products." The first allows the user to wear a product more frequently and for longer periods of time. This could involve developing items to be physically and emotionally durable, offering services to enable long-term usage, and empowering consumers to use their products more frequently and for longer periods of time. Customizing a piece of clothing, for example, increases the emotional relationship the user has to it, making it more difficult to dispose of (Vecchi, 2020) (Ozaki, 2011). The second is to create and provide platforms and/or services that facilitate the flow of products from user to user, allowing the products to be utilised more frequently. Products can be passed from one user to another at any moment and on a 'one-time' or periodic basis. Finally, the third is concerned with the design and development of non-physical, digital products and/or services that replace, enhance, and complement users' fashion demands and goals (Ellen MacArthur Foundation, 2021).

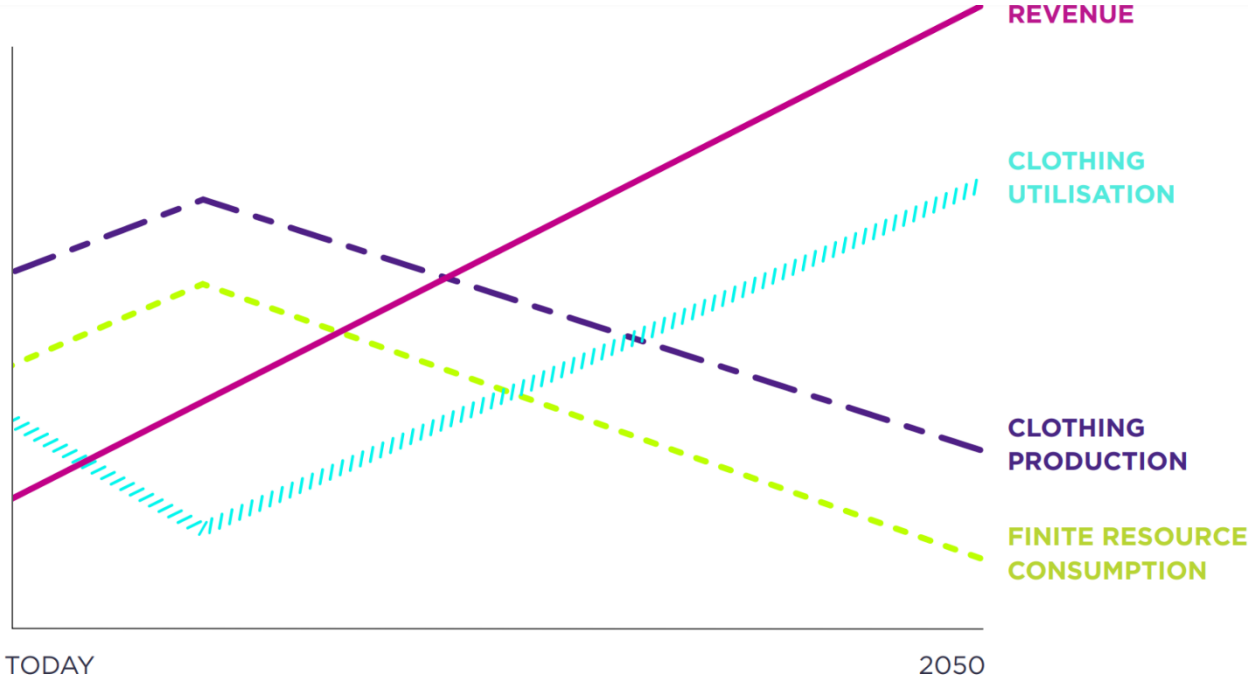

Figure 5: Revenues from production and finite resource consumption are decoupled in a CE (Ellen MacArthur Foundation, 2021)

Resale, Rental, Repair and Remake, Remanufacture and Upcycle are the four key business models that circulate products and materials in the economy and have the potential to decouple revenue streams from manufacturing and resource consumption (Syret, Lammas, & GFA, 2022). These have grown rapidly in recent years, with a market value of 73 billion euros as of 2019 (Business of Fashion ; McKinsey & Company, 2020). This value has been driven mostly by the mass market segment, which accounts for roughly 80% of revenues, with the luxury market segment accounting for the remaining 20%. Resale has the highest revenue share, accounting for approximately 63% of these business models (46 billion euros), with renting accounting for approximately 20%. (15bn euros). Repair and Remake,

Remanufacture and Upcycle have seized 13% (9 billion euros) and 4% (3 billion euros) of the residual market value, respectively. Other models, such as digital clothing, are predicted to increase dramatically in the next years due to environmental and economic benefits, as well as other issues including body and gender inclusion. These business models have the potential to increase their share of the global fashion market from 3.5% to 23% by 2030, representing a 700-billion-euro opportunity. North America and Europe are likely to drive the development of these models, which have the potential to reach USD 430 billion by 2030 as buyers progressively adopt new means of accessing fashion, motivated by considerations such as affordability, empowerment, convenience, and environmental consciousness (Ellen MacArthur Foundation, 2021). Despite their undeniable potential for reputation development and revenue creation, major luxury companies are currently sluggish to implement circular business models. Circular offers by fashion businesses have thus far been primarily minor additions to current business structures (Syret, Lammas, & GFA, 2022). Although it would be preferable to first introduce new models in premium categories where profits can support high shipping costs, this would enhance logistics optimisation and reduce prices, hence aiding in scalability. Starting with high-end categories can help establish brand value and consumer trust, both of which are beneficial when expanding rental and resale models into mass-market segments (Ellen MacArthur Foundation, 2017).

To contribute to limiting global warming to 1.5 degrees Celsius, the fashion industry must reduce CO_2 emissions by about 50% (1.1 billion tons) by 2030. If these CBMs achieve a 23% market share by 2030, the fashion industry's overall CO_2 emissions might be reduced by up to 16%, accounting for up to one-third of the abatement required to stay on a 1.5-degree course. This could occur as a result of increased clothing utilisation. This is essential given that the textile sector now relies primarily on nonrenewable resources, and by 2030, we are estimated to discard more than 134 million tons of textiles per year globally (Global Fashion Agenda & Boston Consulting Group, 2017). At the same time, land-use change for commodity production is the major cause of terrestrial biodiversity loss, with human activities altering about 75% of the Earth's surface (Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), 2019).

What follows next is a thorough examination of these four models:

2.5.1 Resale

Resale is the process through which previously owned things are sold via peer-to-peer (online and offline), third-party marketplaces (online and offline), and own-brand re-commerce and take-back (online and offline). In fashion, the term refers to clothes that have become undesirable but are still durable enough to be reused, so resale models present an appealing opportunity (Ellen MacArthur Foundation, 2021).

Clothing resale is currently widely practiced around the world, primarily through charity shops and online marketplace, but it misses out on opportunities, particularly in places with poor rates of clothing utilisation, where over 70% of items collected for reuse are transported overseas. As clothing becomes more durable, adopting appealing resale models suitable to a broader customer base locally could considerably enhance garment utilisation (Ellen MacArthur Foundation, 2017). It is a worldwide phenomenon that is anticipated to grow 127% by 2026. Technology and online marketplaces are propelling the expansion of the secondhand market, with offline thrift and donation coming in second and offline research coming in third in the United States by 2026 (ThredUp, 2022). It is predicted to grow three times faster than the global apparel market overall, with the highest increase occurring in 2022 at 24%. Some quality-focused firms are already successfully capturing the resale value of their products.

Patagonia , for example, is already benefiting from building up a platform for the selling of their pre-owned goods through their Worn Wear project, Stella McCartney has joined with resale platform The RealReal to encourage shoppers to sell their belongings when they no longer need them (Abad, Mario ; Forbs, 2018). Vestiaire Collective, another resale site that supports local peer-to-peer sales, has tried to develop a user experience comparable to major e-commerce firms while managing and verifying all things once sold. In doing so, it encourages consumers to acquire long-lasting products and take good care of their possessions in order to maximise their resale value. 85% of Vestiaire clients said they are buying fewer but higher quality used things.

When compared to the linear model, resale might result in a 67% reduction in CO2 emissions from production, which, now, accounts for approximately 70% of total emissions (Figure 2). The decrease in production translates directly into a decrease in production emissions. Transportation, logistics, and retail, which account for around 6% of total emissions (Figure 2), remain unaffected. There is a reduction in initial logistics and transportation due to decreased volumes of virgin products, but there are added reverse logistics and local transportation. The use phase, which accounts for approximately 20% of total emissions (Figure 2), would result in a 13% rise in CO2 emissions. Assuming that consumers wash after every second usage, further processing is required before each resale. End-of-life (EoL), which accounts for around 3% of total emissions (Figure 2), may result in a 67% reduction in CO2 emissions, assuming decreased production translates directly to lower EoL emissions. In sum, the resale model saves around 47% CO2 emissions when compared to the linear model. For example, if a non-seasonal dress is resold on a resale marketplace after 20 wears, then worn 20 more times and resold twice more, it can achieve the same number of uses as three dresses, which is 60, saving nearly 50% of CO2 emissions as compared to the linear model (Ellen MacArthur Foundation, 2021).

The majority of consumers (70%) believe that it is easier to shop secondhand now than it was five years ago, owing to the rise of technology and online marketplaces. The overall number of sellers in the United States is 129 million, with 73 million of them alone in 2021, while 195 million are expected. In the United States, used clothing replaced roughly one billion new apparel purchases that would have been made new in 2021. In general, rising environmental knowledge about sustainability issues in the fashion sector has influenced consumers' attitudes and perceptions of buying secondhand clothing (Kim, Woo, & Ramkumar, 2021). Compared to five years ago, nearly half of Generation Z and Millennials are spending a bigger share of their clothing expenditure on secondhand. These generations also report they look for an item secondhand before buying it new (62%), and they examine the resale value of a clothes item (46%). 21% of Generation Z would pay more for clothing they could resell. The top three reasons customers buy used over new are to save money (63%), afford higher-end brands, and find one-of-a-kind products, (Machado et. al, 2019) while Gen Z motivators include being more sustainable and having fun while shopping. Thrifting also elicits pleasant feelings and a sense of pride, with 82% of buyers reporting that they feel a positive mood after purchasing a used item. As a result, by prioritising the customer experience and making resale models straightforward and accessible, resale might become the new norm. Aside from the economic rationale, steps might be taken to make the purchase of used clothing more appealing to customers by increasing convenience (ThredUp, 2022).

2.5.2 Rental

Rental refers to both one-time peer-to-peer rentals by private owners or large-scale rental and subscription models by multi-brand platforms or individual brands (Ellen MacArthur Foundation, 2021).

Rental has a slower growth rate than resale (based on current growth estimates), but it is a growing business in Europe and the United States as customers become more comfortable renting not only on special occasions, but also for everyday products. Individual customers now have additional instruments to sell, swap, and acquire textile products thanks to digitization and the internet. Service-based business models within a circular business ecosystem might expand garment renting and leasing to include everyday and leisure clothing, rather than merely festive and/or work clothing (Niinimäki, 2018). However, in order to be successful, clothing items must incorporate quality, durability, and trend (Dissanayake & Weerasinghe , 2021).

Meanwhile, the user base of peer-to-peer fashion rental app "By Rotation" has increased by 425% in the year since March 2020 (Parcker, Jennifer Barton ; Wired, 2021). These models are also being funded by established industry stakeholders. This includes Ralph Lauren, which has launched a rental platform called "The Lauren Look" and H&M Group, which is experimenting with a variety of resale and rental ideas for its brands. Another example is Rent the Runway (RTR), a prominent designer clothes leasing service in which members can rent clothing for a set monthly fee. Customers can rent a variety of apparel starting with four articles and increasing to an endless number of items through subscription options. Forward and reverse logistics operations are well-organized, with reusable garment bags utilised for shipping and return services, along with a pre-paid return label. Drop-off boxes have been introduced to help with the return process. Rent the Runway drew clients because of its commitment to sustainability, which includes reducing plastic consumption, recycling, and using a toxic-free cleaning procedure. RTR anticipates a 45 to 50 percent year-over-year revenue increase in 2022, totaling 295 million to 305 million euros. Furthermore, active users increased from 74,018 to 134,998, which is slightly higher than pre-pandemic levels (Kennedy, Joan; Business of Fashion, 2022).

Rental and leasing can create collaborative economic models to keep garments in use. Developing long-lasting and stylish clothing items and making them available through sharing platforms has the potential to revolutionize the way people buy and consume clothing. When consumers are willing to change their clothing more frequently, and also when the garment can be worn more times than the owner is willing to, this type of business model can give environmental benefits and resource savings (Dissanayake & Weerasinghe , 2021). Each customer rents an item 20 times and wears it four times on average. The garment is sold and worn another 20 times by the final client after 20 rental cycles, for a total of 100 times over its lifecycle. The clothing is then no longer suitable for reuse and must be discarded. In the linear approach, however, 5 new gowns are required to accomplish 100 uses (Ellen MacArthur Foundation, 2021).

Carbon dioxide emissions can be decreased by roughly 40% in a scenario where a rental model reaches 100 uses, the same number of uses as five non-seasonal garments. This scenario considers potential additional CO2 emissions from rental-model-specific processes (such as cleaning, drying, transport, and logistics). When compared to the linear model, it delivers a significant reduction in emissions from manufacturing and end-of-life processing by not having to generate as many items to accomplish the same number of total uses. When compared to the linear model, rental might result in an 80% reduction in CO2 emissions from manufacturing, which today accounts for roughly 70% of total emissions (Figure 2). Assumes a decrease in production, which translates directly into a decrease in production emissions. Transportation, logistics, and retail, which account for around 6% of total emissions (Figure 2), would see a 60% rise in CO2 emissions. Logistics activities have increased fourfold, but initial transit has decreased by 80%. The consumption phase, which accounts for about 20% of total emissions (Figure 2), would result in an increase of 80% in CO2 emissions (industrial cleaning and drying after every rental).

Assuming customers wash their clothes after every second usage; industrial cleaning after every rental; and some further processing (e.g., repair). End-of-life (EoL) emissions, which account for around 3% of total emissions (Figure 2), may result in an 80% reduction in CO2 emissions; lower production directly correlates to lower EoL emissions. In total, the resale model reduces CO2 emissions by 41% as compared to the linear model. Increasing the number of uses of an occasion dress, which is typically worn only twice before being discarded (compared to an average of 20 uses of a non-seasonal dress), through a peer-to-peer (P2P) rental platform can achieve the same number of uses as 26 individual dresses - saving around 60% of CO2 emissions compared to the linear model (Ellen MacArthur Foundation, 2021).

This allows consumers to wear the latest fashion products without paying exorbitant prices, having more regular access to new designs, and being able to reduce waste through sharing have all been identified as important motivators for customers. On the contrary, some impediments include the possibility of financial loss and concerns about the sanitation and hygiene of rented equipment (Armstrong, Niinimäki, Kujala, Karell, & Lang, 2015). Furthermore, customers have shown a lesser willingness to wear apparel items that have already been worn by others. The hygiene of rental items is one of the primary problems. Meanwhile, the fast fashion's reduced prices allow consumers to purchase clothes more easily. Furthermore, Lee and Chow's (2019) findings imply that if consumers have past fashion rental experience, they are more likely to seek online fashion renting. This means that customers who have previously rented clothing online could generate powerful referrals and word-of-mouth promotion to new renters.

2.5.3 Repair

Repair is the process of restoring a damaged or broken product or component to useable condition (Ellen MacArthur Foundation, 2021). It increases the life of a product at the place of use by inspecting and maintaining it to retain or restore its functionality (Lüdeke-Freund, Gold, & Bocken, 2018).

Repair of luxury apparel provides larger margins due to better quality and durability of items, and consumers' motivation in keeping high-value items. Customers increasingly appreciate repair services, particularly in the luxury sector, putting pressure on businesses to scale existing repair capabilities across geographies and product categories, particularly beyond 2025 due to the repair market's predicted growth trajectory (Ellen MacArthur Foundation, 2017).

Repair might result in an approximately 43% reduction in CO2 emissions from manufacturing, when compared to the linear model, which today accounts for roughly 70% of total emissions (Figure 2). Assumes a decrease in production, which translates directly into a decrease in production emissions. Transportation, logistics, and retail, which account for around 6% of total emissions (Figure 2), are expected to remain constant. Reduced initial logistics and transportation, but increased repair logistics and local transportation – unclear, but likely minor adjustment. The use phase, which accounts for around 20% of total emissions (Figure 2), would result in a 6% rise in CO2 emissions due to additional repair processing. End-of-life (EoL) emissions, which account for around 3% of total emissions (Figure 2), might result in a 43% reduction in CO2 emissions if production is reduced. When compared to the linear model, the repair model reduces CO2 emissions by 41%. In the cotton dress example, the user wears it 20 times before taking it to a repair business, where a seam is damaged. The dress is worn another 15 times after the repair, increasing the number of uses by 75%. When compared to the linear model, a repair service can achieve the same number of uses as 1.75 gowns, saving roughly 30% of CO2 emissions. The dress is remade or recycled after 35 wears. To reach this amount of uses in the linear model, nearly two new gowns must be manufactured (Ellen MacArthur Foundation, 2021). In 2016, the

Renewal Workshop, who repairs and resells brand-new clothing on their site, removed approximately 9,000 kg of clothing from U.S. landfills, saved 56,000 liters of petrol, conserved approximately 400,000,000 liters of water, and saved 27,215 of chemicals by repairing them (Scarano, 2017).

Adoption of clothes repair and restyle services on a large scale could greatly boost apparel utilisation. However, if a company implements a repair model but the consumer needs to go to considerable lengths to identify and use it, it will not be helpful in expanding product usage. According to the findings of the Worldwide Responsible Accredited Production's (2017) consumer apparel study, nearly one third of U.K. customers polled had garments that they had not worn because they needed some form of repair (e.g., broken zipper, button replacement, ripped seam). Nearly 30% of participants said they would be more likely to mend garments if they had the requisite abilities, and around 20% said they could have utilised half of their unused clothes if they had been fixed. This translates to 166 million clothing pieces in the United Kingdom alone (Diddi & Yan, 2019). Another frequently cited reason for not repairing clothes is the expensive expense of repair, which is a time-consuming operation needing a high degree of ability. Clothing mending also has a negative connotation, as it is considered "women's job", a domestic and nonessential chore. In Fisher et al.'s (2008) participants stated that they connected repairs with poverty or old age, and that they would prefer to avoid clothing with obvious repairs to shield themselves and their families from stigma. Another factor is that consumers may be discouraged from mending their own clothes at home due to a lack of sewing abilities (Dissanayake & Weerasinghe , 2021). Furthermore, rapid fashion consumption has exacerbated the situation since buyers no longer feel emotionally linked to their clothes and hence have little motive to repair and extend their usable life. This lack of connection has had a significant impact on consumer psychology regarding repair (Diddi & Yan, 2019).

However, as the physical and emotional longevity of clothes improves, so will the demand for and economics of those services. Product design, design for disassembly and reassembly, isolating materials that will enter in biological and in technological cycles (Bocken, de Pauw, Bakker, & van der Grinten, 2016), and specific manufacturing techniques are all important in allowing for high repair and maintenance rates. Retailers are beginning to offer repair services, in which customers may bring their clothes to the store and have them fixed. These types of repairing services extend product life while also building long-term client relationships and new revenue streams for retailers (Geissdoerfer, Pieroni, Pigosso, & Soufani, 2020). New independent cloth repairing shops are emerging, offering cloth repairing, mending services, and sewing skill classes, allowing consumers to extend the life of their products. Self-repair by product owners may increase if standard, globally applicable components, and standard interfaces were adopted to allow for the easy replacement of broken parts with a minimal number of tools. Other criteria could include providing (free) repair instructions and designing 'use cues' in the product to help repair, as well as making the most vulnerable elements (likely to break or wear down) easy to access and handle (Niinimäki, 2018). Nudie Jeans, for example, gives repair kits to consumers so that they can mend their jeans at home (Guldmann, Eva; Aalborg University, 2016). In March 2020, the EU released its New EU Circular Economy Action Plan (CEAP) to ensure that products have lengthy lifecycles and may be repaired or repurposed (European Commision, 2020).

In McNeill et al. (2020) study fashion-conscious customers revealed a propensity to maintain (repair) and manage items in their fashion wardrobe depending on emotional "liking" for the garment as well as greater price of the garment. Furthermore, these fashion-conscious young buyers expressed an interest in fixing fast fashion apparel. This seeming paradox highlights the importance of emotional attachment to garments, as a consumer may mend a low-quality or low-cost item that they love rather than discarding a higher-priced or branded garment that they do not.

2.5.4 Remake, remanufacture and upcycle

Remake and remanufacture is the operation by which a product is created from existing products or components. It is a valuable approach for extending the life of clothing that would otherwise be destined for obsolescence. It entails disassembling discarded clothing, recovering useful component parts, redesigning, re-dyeing, and resembling them to manufacture new clothing (Dissanayake & Sinha, 2015 ; Syret, Lammas, & GFA, 2022) with improved value and quality in their future lifespan (Yoo, Jung, & Oh, 2021 ; Yu & Lee, 2019).

The terms “remanufacture”, and “upcycling” are frequently used interchangeably. Both are tactics for avoiding material waste by designing goods that are at least as valuable as, if not more valuable than, the original product. The goal or design strategy for upcycling is to achieve a higher retail value than the original product would (McDonough & Braungart, 2002), whereas the goal or design strategy for remanufacture is to achieve an 'as good as new' product that is at least equal to, if not better than, the original product. The material input in upcycling may or may not have been utilised, the materials may have been spare for the production line and thus may or may not be faulty, whereas in remanufacturing the materials have been used, they may be worn out in portions, or intended for garbage if not used (Dissanayake & Sinha, 2015).

Several fashion designers used the notion of remanufacturing to create sustainable fashion collections utilising post-consumer textile waste at the beginning of the twenty-first century (Niinimäki & Hassi, 2011). Fabric that has already been manufactured is extracted from the garbage and used as a resource in this process. As it generates additional money revenues, this has been identified as a potential business possibility for sustainable fashion designers (Dissanayake & Sinha, 2015). For example, Viktor and Rolf used fabrics from past collections in the new one. The demand for distinctive and individual works is also driving growth (Ellen MacArthur Foundation, 2021). Furthermore, the global upcycling market is approximately 150 million euros, and upcycling has seen particularly rapid growth in the United States. For instance, the number of products labelled "upcycled" went from 30,000 in 2011 to 263,685 in 2013, representing an increase of 879% (Yu & Lee, 2019). Material innovation and product design advancements, driven by the expansion of other CBMs such as rental and resale, are expected to make it easier for manufacturers and merchants to reproduce things. Regulation and investments increase demand forecasting tools and reverse logistics technology, minimising overstock over time. Meanwhile, the expansion of other CBMs and waste regulations increase the amount of worn clothing accessible for remaking (Ellen MacArthur Foundation, 2021).

Clothing that has been remanufactured may not retain its original identity or functionality; for example, a trouser can be remanufactured into a skirt, a top or a bag. As a result, it is critical that clothes be designed in such a way that they can be simply dismantled. By incorporating appropriate stitch kinds or bonding technologies, the design process can promote easy disassembly. Fabrics must be durable and of reasonable quality in order to be used in the remanufacturing process. Some process level challenges, such as sourcing suitable input, high process throughput time, and skill requirements for disassembly and redesigning, are preventing the remanufacturing industry from scaling up. These challenges may be overcome by designing garments for disassembly and remanufacturing (Dissanayake & Weerasinghe , 2021).

A number of companies, including Adidas, FREITAG, and Patagonia, as well as several social entrepreneurs and startups, have actively pushed and practised upcycling. Adidas, one of the world's leading clothing brands, has also manufactured and marketed a running shoe prototype made partially

from recovered fishing nets (Morgan, Clancy ; Insider, 2020 ; Wilson, 2016). For Days, for example, creates its clothing from 100% cellulosic fibres -mostly organic cotton- so that they may be easily converted into new outfits or recycled once they are worn out. For Days incentivizes clients to return unwanted garments in exchange for a financial reward, allowing them to repair and recycle them in practise (Ellen MacArthur Foundation, 2021).

Customer opinion around environmental issues is particularly pressing ecommerce firms to reduce waste and keep things in circulation. They also make an effort to maintain their true self-image by purchasing things that reflect their self-identity and personality. Upcycling products, in particular, may impart personal meaning and character by giving it more charm. According to Sung et al. (2015), upcycling, as a creative and engaging user activity, may provide feelings of self-expression, group affiliation, special memories, and pleasure, all of which are potential product attachment determinants. When consumers perceive that a product represents their personal image or personality, they form a strong attachment to it. Although it is commonly considered that upcycled products pose a functional risk, consumers who have purchased and upcycled products have more knowledge of the product stored in their memory than non-purchasers, allowing them to more favorably appraise the price and quality of the product. Finally, consumers may seek aesthetic appeal, economic savings, environmental benefits, and intrinsic pleasure when purchasing an upcycled product (Wilson, 2016).

2.6 The consumers' role

Kirchherr et al. (2017) identified a broad research gap in addressing consumers' perspectives on the Circular Economy. This reinforces the assertion by Borrello et al. (2017), p. 1) that "little is known about consumers' willingness to participate in a Circular Economy". Catulli et al. (2017) argue that consumer acceptability of CBMs is understudied, and Elzinga et al. (2020) emphasise the need for study on consumer attitudes and motivation to participate in CBMs.

Consumers have been recognized as critical economic actors in driving the CE transition process, as their purchase, usage, and disposal choices can promote or impede the adoption of new circular fashion models. A considerable portion of consumers have begun to act more responsibly toward the environment, emphasising environmental needs while making purchasing decisions (Musova, Musa, Drugdova, Lazaroiu, & Alayasa, 2021). Furthermore, the cofounder of Doodlage -which is a sustainable fashion brand- argued that sustainable fashion would be impossible unless consumers are aware (Mishra, Jain, & Malhotra, 2021)

Around 21% of the potential for expedited abatement is directly tied to consumer activities in the use and end-of-use phases, which are facilitated by mindful consumption and innovative industrial business models. According to an analysis, in order to follow the 1.5-degree trajectory, we must live in a society where one out of every five clothes is traded via circular business models by 2030. They must contribute to industry emissions reduction initiatives through their purchasing habits. Consumers may choose products with reduced emissions footprints, such as those manufactured using low-carbon materials, when given knowledge. They can also use circular business models to extend the life of fashion products and reduce emissions associated with manufacture. Additionally, users can take better care of products during the use phase by limiting washing and drying. If, for example, one in every six washing loads were skipped, half of the loads were washed at temperatures below 30 degrees, and every sixth dryer usage was replaced with open-air drying, an additional 186 million tons of CO2 emissions might be avoided (McKinsey & Company and Global Fashion Agenda, 2020).

Previous research has shown that consumers' environmental or ethical concerns do not necessarily reflect into their shopping behaviour. The attitude-behavior gap is not completely understood. Consumer purchase decisions are illogical and are not necessarily aligned with their ideals (Niinimäki, 2010 ; Vehmas et al., 2018) Despite the fact that consumers are growing more aware of eco-friendly clothing and that there is a demand for it, it is still not selling well. They care about the environment, with 74% of US citizens believing that their individual consumption habits have a significant impact on the planet and half of fast fashion shoppers believing that fast fashion is harmful to the environment, but they also believe that fast fashion is cheap and convenient, with 72% of consumers shopping fast fashion because it is good value for money and nearly half choosing it because it saves them time. Furthermore, 59% of fast fashion shoppers feel it is difficult to break the habit (ThredUp, 2022). Despite this, over two-thirds of FF shoppers say they want to buy more secondhand clothing. 65% of those who bought their first thrifted item a year ago claim they wish to stop buying fast fashion, 48% of FF shoppers say they strive to avoid buying it whenever possible, and 43% of FF buyers say they feel guilty for wearing or purchasing fast fashion (ThredUp, 2022). Consumers also feel powerless at the start of the life cycle of a garment because the majority of are made in developing countries. Participants in Vehmas et al.'s (p. 293, (2018)study indicated, "I am not as interested in finding out where my garments came from as I am in knowing where they will end up." In practise, the majority of them donated their old clothes to a charity or someone in need, traded them with friends, or sold them at flea markets. Another survey found that while 30% of customers express an intention to buy ethically, only 3% actually do so (Carrington, Neville, & Whitwell, 2010).

McNeill and Moore (2015) highlighted various barriers to the adoption of sustainable clothes. First, there is a lack of knowledge and interest in the environmental effects of different fiber production; second, social acceptability for sustainable fashion is perceived as low; and third, there is a limited availability of sustainable clothing outlets, which are also available in limited styles (e.g. lack of business suits). There is also a lack of availability of required sizes and fits; higher pricing for sustainable clothes, as well as poor presentation of clothing in second-hand shops, are cited as barriers in the literature. Furthermore, there is a hesitant corporate culture (Kirchherr, et al., 2018). According to Harris et al. (2016) sustainability alone will not suffice to make the necessary adjustments in consumer apparel purchasing. There are three reasons for this: clothing sustainability is too complex, customers' ethical concerns are too broad, clothing is not an altruistic purchase; and sustainability is a low priority concern in consumers' purchase criteria. Additionally, status products and products that connect people and communities rely heavily on the social community. Consumption decisions are influenced by the consumer's desired image and lifestyle (WE MAKE ; Rousseau, Sandra ; Carmen, Raïsa , 2021) and people demand high quality, elegant, and fashionable apparel from circular clothing (Vehmas et. al, 2018). Finally, according to de Aguiar Hugo et al. (2021), systems are excessively bureaucratic and convoluted; for instance, there is a lack of clear government standards and policies, and installation costs are exorbitant, preventing fashion enterprises from embracing alternative energy sources.

Another difficulty is that 77% of customers believe it is difficult to find trustworthy information regarding the circularity of businesses' actions (Mostaghel & Chirumalla, 2021). Furthermore, when a company's goals for corporal responsibility do not match its actual practises, the mismatch is obvious, and its supply chain members (e.g., consumers) may perceive the discrepancy as hypocrisy, which is generally recognized as the company is claiming to be something that it is not. For instance, although H&M promises to encourage sustainability, shoppers may notice that the company still produces around 600 million fashion products each year, many of which end up in landfills. In this case, some customers may

believe that H&M's claims do not match its behaviour, and so the company is hypocritical (Ki, Park, & Ha-Brookshire, 2020).

Age is also an essential factor in environmental awareness. When compared to prior generations, the younger generations Y (born 1977-1994) and Z (born after 1995) generally have a better understanding (Kusa & Greskova, 2016). Younger consumers are also more willing to spend a greater amount for garments than for a competitive product with no environmental concept.

According to Calvo-Porral and Lévy-Mangin (2020), customers' attitudes toward ecologically responsible apparel are influenced by compassion, status improvement, perceived consumer effectiveness, and happiness. Furthermore, the favourable image of circular products and their perceived safety are the primary motivators for consumer acceptance (Calvo-Porral & Lévy-Mangin, 2020). Camacho-Otero et al. (2018) discovered, based on a review of the literature, that the main factors influencing the perception and acceptance of circular solutions fall into one of seven major themes: personal characteristics, product and service offering, knowledge and understanding, experience and social aspects, risks and uncertainty, benefits, and other psychological factors. Other key challenges surround customers' ownership worries, particularly in the business-to-consumer sector, as well as customers' apathy when they lease rather than purchase things (Mostaghel & Chirumalla, 2021). Gomes et al. (2022) on the other hand, discovered that political and legal, economic, environmental, demographic, customer-related, product/service offer, and product/service-related factors influence circular consumer behaviour.

Apparel firms, with the help of government and non-governmental organisations, can create a system that informs customers about the materials used in the production of their clothes, who made them, and the environmental impact of the production. Circularity should be communicated through a variety of platforms, including social media, web pages, radio, television, public space advertisements, or price tag information. Musova et al. (2021) discovered that respondents' desire to support innovative circular models in the fashion sector is greater than their awareness (knowledge). Morgan and Birtwistle (2009) attributed the lack of knowledge to a lack of media coverage. The usage of digital and social media channels in communication and marketing is now mandatory. Naturally, using digital platforms for advertising allows you to reach enormous audiences quickly and affordably. Furthermore, as Harris et al. (2016) have noted, transparency of the entire production process loop is critical since it enhances consumer trust.

2.7 Conceptual Framework

A conceptual framework is used in research to define the major concepts or variables that must be analyzed, as well as the relationships between them (Afribary, 2020). Miles et al. (2020) defined it as "[An explanation], either graphically or in narrative form, [of] the main things to be studied—the key factors, variables, or constructs—and the presumed relationships among them" (p. 15). It covers the existing literature's state of general knowledge, exposes gaps in understanding of a certain phenomenon or research challenge, and discusses the methodological grounds of a given study under examination.

In this dissertation, we applied, in the resale model an extended version of Ajzen's Theory of Planned Behavior to obtain a better understanding of the role of consumers' attitudes and perceptions in forecasting the intentions to adopt specific circular business models. In this theory, behavioural intention is determined by three primary factors: attitude, which refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question, subjective norms, which

refers to the perceived social pressure to perform or not perform the behaviour, and perceived behavioural control, which is assumed to reflect past experience. These are the motivators that influence a given action's behaviour, in this case the intention to buy (Ajzen, 1991). We also incorporate knowledge as a filter at the beginning, awareness as an attitude expansion and quality as moderator, as seen in Figure 6.

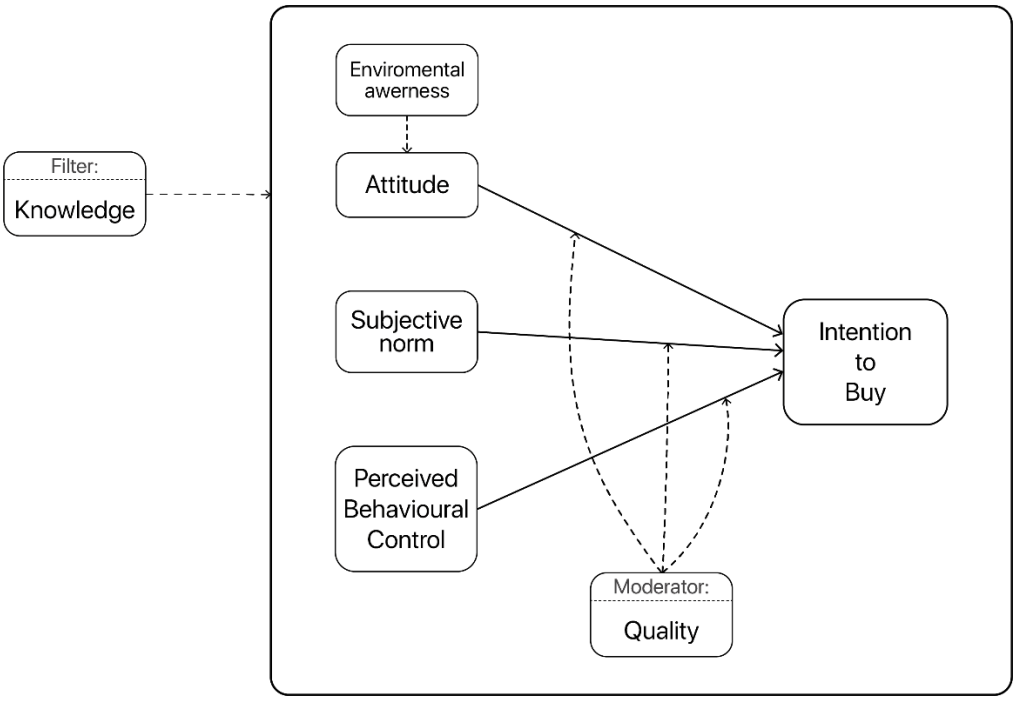

Figure 6: Model based on Conceptual Framework

The TPB model has been widely used to explain human motives for participating in specific actions, such as the direct association between TPB variables and behavioural intent to engage in environmentally friendly practices. For instance, in the study of Mansilla-Obando et al. (2021), the TPB is utilised to understand the social behaviour of stakeholders that collaborate in a charity shop that implements circular economy techniques. In Elzingaet al.'s (2021) study they employ a modified TPB to obtain a better understanding of the relative importance of consumers' beliefs and socio-demographic factors in predicting intentions to adopt CBM and activities. Elzinga et al. (2020) investigate the research gap concerning the consumer perspective on the CE and analyse environmental decision making.

2.8 Summary

In this chapter we thoroughly analysed the existing literature. We examined the current situation in the fashion industry, which is strongly reliant on the linear "take-make-dispose" model, as well as the significant environmental impact it has. Thereupon, we studied the circular economy in fashion industry and the circular business models, giving emphasis on resale, rental, repair, and remake, remanufacture and upcycle. Subsequently, we identified the role that consumers have in adapting the CBMs, their attitudes, their behaviours, and their perceptions. Finally, we presented the proposed conceptual framework we developed for this study.

Section B: Primary research

Chapter 3: Primary research methodology

3.1 Introduction

This chapter works as a guide through the methodology and research approaches that were chosen for the primary research. In addition to presenting the methodology and research process, we will describe why they were selected. The reason for selecting the quantitative method will also be discussed. This chapter also includes the questionnaire's design, measures, and data collection.

3.2 Primary research

According to Hox and Boeije (2005), primary research, data are obtained for a specific study topic by utilizing procedures best suited to the research challenge. It is also important when examining a local problem or discovering how a larger issue plays out at the local level (Lynn Driscoll, 2011).

3.3 Qualitative and Quantitative Research

3.3.1 Qualitative Research

Qualitative approaches are effective for resolving the ways that researchers have when developing projects, and they are often used to capture individuals' thoughts, feelings, or interpretations of meaning and process (Given, 2008). It may also be required because the topic is innovative, has never been addressed with a specific sample or group of individuals, or current theories do not apply to the specific sample or group under research (Creswell, 1994). In-depth interviews, focus group discussions, observation, content analysis, visual approaches, and life histories or bios are used to accomplish this (Hennink , Hutter, & Bailey, 2020).

3.3.2 Quantitative Research

Quantitative and qualitative research methodologies are diametrically opposed. Quantitative research concentrates on collecting numerical or countable data to answer queries like what, when, where, and who (Given, 2008). According to Creswell (1994) the researchers examine the link between variables by asking questions or by making hypotheses. It is useful when it is necessary to quantify a problem or topic and/or categorize it more easily to generalize results to a population. As a result, a large sample size is required. This method utilizes inquiry strategies such as surveys, online polls, systematic observations, and longitudinal studies (Creswell, 1994).

3.4 Selected methodology

We chose the quantitative approach, and specifically the exploratory research type, during the primary research stage since our goal was to explore and quantify the attitudes and the perceptions of a large sample, that of the Greek population, and quantify their responses. Thus, this approach was the most appropriate.

A qualitative method would have been ineffective in this case since we did not intend to review all data as individual cases and examine the material independently, but rather as a total in quantified form.

This research project was founded entirely on deductive logic. We began with the purpose for this dissertation and its aims, which were then enhanced and supported by the literature review, and then confirmed by primary research.

3.5 Methods

3.5.1 Population and sampling

The research sample follows the structure of the Greek population, which was 10,423,481 people, according to the Hellenic Statistical Authority (2022), in terms of gender and age. With such a research population and an adopted error margin of 5 percent, at least 385 responses are required (Taherdoost, 2016). We followed the random sampling technique and in total, 450 respondents participated in the questionnaire survey. The basic sample consisted of inhabitants in Greece born after 2004, as it was required to be at least 18 years to be included in the survey sample. From those, 81.7% (368) were women, 17.9% (80) men and 0.4% (2) identified as other. The majority (30.5%) were between the ages of 24-35 (137), 19.4% (88) were 45-54, 17.4% (78) were 55-64, 15.2% (69) were 35-44, 14.1% (63) were 18-24, and 3.3% (15) were older than 64. Nearly half of them are university graduates (50.6%) and most of them (56.5%) live in cities. 33.6% of them (152) have as a monthly income of 501-1000€ and 28%, 1001-1500€ (127). The majority of them (56.3%, 255) spends 0-50€ in apparel per month.

3.5.2 Research tool

The research tool we used was a questionnaire, the scales, and items of which were created in accordance with the U&A research. That includes the awareness and knowledge, image, and attitudes (positive and barriers/risks) and willingness to implement, as well as with the research structure. These were adapted from relevant literature, as shown in Table 33. It was built in Google Forms and consisted of seven sections. The first was a filter question about the knowledge of various CBMs. After the end of this, if the participants had selected "Strongly disagree" and "disagree" in all of them, they were not to continue with completing the questionnaire. The second section addressed general questions such as environmental awareness, attitudes towards CBMs, and consumption behaviour. Then, in the third, responders had to choose the model they were most familiar with, from the following options: clothes resale, clothes rental, clothes repair, and clothes remake, remanufacture and upcycle. Then, the questionnaire was set up to go to the section they had selected. After that, there were the demographics. The measurement were mainly five-point Likert scales, with 1 being strongly disagree, 2 disagree, 3 moderately agree, 4 agree, and 5 strongly agree. There were a few multiple choices, in the model selection and in the demographics.

In order to ensure that the survey was the appropriate length and that the questions were straightforward, we conducted a pilot test to our survey. In this, while they were completing the questionnaire, they were encouraged to think aloud. Four people participated. Our main concern was the amount of time required and the intricacy of selecting the model that they know best. The feedback in terms of time was good; the minimum that a participant took to finish was 8.13 minutes and the maximum, 13.45'. However, remarks were made about how tough it was to choose because they had to manually pick the proper section and bypass the ones they didn't know about. One who wanted to complete the fifth section stated, "I'm not sure whether I'm doing the right thing by skipping the questions" and had to go back and forth a few times to make sure they didn't miss anything, as none of the questions could be marked as "required". Another couldn't figure out how to select the category he desired. Taking these issues into consideration, we altered the method participants could select models. We created a question asking which model they were most familiar with, and by choosing on their preferred option, we designed the questionnaire to only show that area.

3.5.3 Measures

In this study, as we previously addressed, we have applied an extended version of Ajzen's Theory of Planned Behavior (Figure 6), where it was possible. According to this theory, three key elements influence behavioural intention: attitude, subjective norms, and perceived behavioural control. These are the motivators that influence the behaviour of a certain action, in this case the intention to buy (Ajzen, 1991).

In the beginning we added a filter question, about the knowledge of certain circular models. The following measures were used to assess awareness: environmental awareness (AW_G_1-10), attitudes toward CBMs (ATT_CBM_1-5) and consumption behaviour, specifically quality consciousness (CNS_BH_1-4). These were used as an extension to attitude. To examine attitudes, we used measures such as perceptions (social and functional value), risks (social, financial, and sanitary), barriers (RP_BAR 1-7), motivations (RP_MOT 1-5), attitudes (RP_ATT 1-3), and garment disposal behaviour (RP_DIS 1-6). Subjective norms were addressed by the scale of social pressure, specifically by interpersonal and external influence (SP_INT_1-4 and SP_EXT_1-3 respectively). Perceived behavioural control (PBC_1-5) and frequency (RP_FRQ_1-4) scales were used to assess perceived behavioural control. Finally, the scales of compatibility (PI_C_1-3), behavioural intention to purchase (PI_BIP_1-4), and clothes repairing intention (RP_INTE_1-3) were used to assess purchase intention. You can see them in extensive detail on Table 33.

3.5.4 Data collection

After the questionnaire design (Appendix B: Questionnaire from Google forms as it was distributed) and the pilot tests we started distributing the questionnaire online. We collected responses from the first of August until the tenth of September 2022. We first shared it with friends and family, then on social media, focusing on groups with similar topics such as Reuse it, Zero Waste, Circular Economy, etc., and finally with organizations such as Consumers' Association "The Quality of Life" (ΕΚΠΙΖΟ), Circular Greece (LIFE-IP CEI-Greece), NoWaste21 and Education Center for the Environment and Sustainability of Syros Ermoupolis (KEPEA).

3.7 Summary

This chapter presented and justified all of the methodologies employed in this study in detail. From primary and secondary research approaches to the decision to use a questionnaire as a quantitative approach, this chapter thoroughly examined its design, its measures, and data collection. The next chapter will provide a thorough analysis of the results.

Chapter 4: Research Results

4.1 Introduction

In this chapter we will present and analyse the resalts for our questionnaire. The statistical checks we did were descriptive statistics and linear regression analysis (for the Resale model). Cronbach's alpha and factor analysis were also used to support them. A Chi-Square test and a correlation analysis were also carried out to support our research objectives. The survey data was processed with Excel software and then analysed with IMB's SPSS (Statistical Package for Social Sciences) software, which included the aforementioned statistical tests, among others.

4.2 Descriptive statistics

The initial questions covered knowledge of several CBMs. From these mentioned, participants knew moderately and more, clothes swapping by 75.6% (343), remake, remanufacture and upcycle by 81.2% (367), clothes resale by 91.2% (413) and clothing repair by 92.1% (413). Clothes rental were not or fairly known by 59.6% (270).

In the second section, general questions were asked. The first part focused on environmental awareness. Participants agreed or strongly agreed on all of the issues (68.89%), indicating that their environmental awareness is high. The second part was focused on the attitudes towards CBMs, which were favorable (78.5%). The third and final section investigated consumer behaviour, specifically quality consciousness, and discovered that they are generally interested in acquiring high-quality clothing (62.4%).

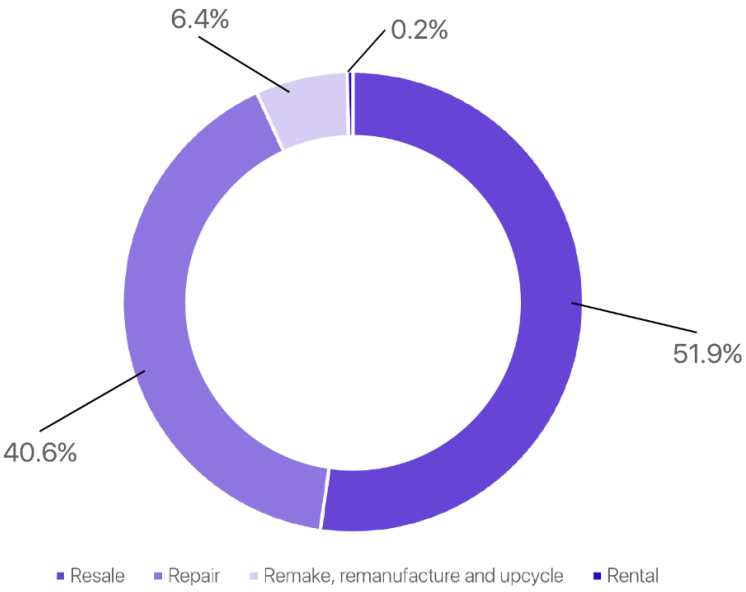

Figure 7: Chart of the chosen models

The most popular model among respondents was resale (51.9%; 235). The social value was low, with 64.54%[1] , stating that they don't or fairly agree with the following "secondhand clothes would help me to feel acceptable" by 33.5%[1], "would improve the way that I am perceived" according to 35.8%[1], and "would make a good impression on other people" by 31.5%[1]. The participants agreed moderately that secondhand clothes have consistent quality, are well made, and perform consistently by 44,5%[1] while they agreed and agreed moderately that they are reasonably priced, offer value for money, are good

[1] From those who chose this model

product for the price and are economical by 71,52%[1]. The social risk was low, with 77.55%[1] not agreeing in RS_SCR_1-7 (see Table 33). The financial risk was also low, with 72.25%[1] won't feel like they wasted money to secondhand clothing. Sanitary risk was low as well, with 52.4%[1] believing that SCHC is likely to be hygienic. The majority of the participants (55.29%[1]) think that their family members don't believe that they should use CBMs but they believe they should moderately and more by 81.1%[1]. Furthermore, mass media, online forums and celebrities don't influence their intention of using CBMs by 52.33%[1]. They moderately believe that they have the resources, knowledge, and ability to buy secondhand clothes by 39.11%[1]. When asked if they are confident that they can choose SCHC over buying new ones in the next 6 months, there was a division, with 27.16%[1] agreeing moderately and 27.55%[1] strongly agreeing. The 34,87%[1] found SCHC to be sufficiently suitable with their values and their current lifestyle. A 32.75%[1] usually prefer to buy secondhand clothes rather than purchasing new one's clothes and a 35.64%[1] moderately believe that in the future, they will buy secondhand clothes rather than purchasing clothes.

Repair was the second most chosen model with 40.6% (184). The barriers to clothes repair were low, with 51.35%[1] strongly disagreeing in questions RP_BAR_1-7 (see Table 33). The motivation for clothes mending was substantial, with 61.42%[1] agreeing or strongly agreeing in questions RP_MOT_1-5 (see Table 33). CRP is regarded as important by 55.41%[1] of participants, good by 62.27%[1], and valuable by 50.49%[1]. 33.74%[1] do not mend their own clothes and 45%[1] are not confidence in their mending abilities. 49%[1] don't discard garments because they are no longer fashionable or do no longer suit their taste/style. They don't dispose garments that can be repaired by 62%[1] and 42.85%[1] do not put damaged garments in the trash but when they do, they recycle them by 46.3%[1]. A 41%[1] of the participants are not persuaded by their family members to use CBMs. Furthermore, 57.7%[1] do not believe that mass media, online forums, or celebrities influence their intention to use CBMs. Finally, 62.56%[1] intends to learn more about basic clothes repair in the next year.

Remake, remanufacture and upcycle was chosen by 6.4% (29). 67.18%[1], stating that moderately or less agree with the following "upcycled clothes would help me to feel acceptable". In the question "upcycled clothes would improve the way that I am perceived" a conflict occurred, with 28,12%[1] choosing strongly to disagree and another 28,12%[1] agreeing. The participants agreed moderately that remanufactured clothes have consistent quality, are well made, and perform consistently by 41%[1] while they agreed and agreed moderately that they are reasonably priced, offer value for money, are good product for the price and are economical by 79.68%[1]. The social risk was low, with 62.18%[1] not agreeing in RM_SCR_1-7 (see Table 33). The financial risk was also low, with 66%[1] won't feel like they wasted money on upcycled clothing. Sanitary risk was low as well, with 58.9%[1] believing that remade clothes are likely to be hygienic. More than half of the participants (53,12%[1]) don't believe that their friends and family members influence their use of CBMs. Furthermore, mass media, online forums and celebrities don't influence their intention of using CBMs by 59.84%[1]. 76.56%[1] moderately or more believe that they have the resources, knowledge, and ability to buy upcycled clothes. When asked if they are confident that they can choose upcycled clothes over new ones in the next 6 months, there was a division, with 31.25%[1] agreeing moderately and 31.25%[1] strongly agreeing. The 40.62%[1] found remade clothes to be sufficiently suitable with their values and their current lifestyle. A 48.43%[1] moderately prefer to buy upcycled clothes rather than purchasing new one's clothes and a 54.68%[1] moderately believe that in the future, they will buy secondhand clothes rather than purchasing clothes.

The least chosen model was rental, with only two people (0.4%), knowing this model best to choose it. Thus, we didn't have a sufficient sample to analyse it. However, we believe that this was anticipated because Greece has only one clothes renting service.

The last questions were about individualism. The majority of the participants (93.6%) said that they live their life in their own way. For 79.3% it is important for them to pursue their own personality. Finally, more than half (57.6%) disagreed or moderately agreed that they make decisions and act in consideration of their own interests rather than the interests of the group.

4.3 Statistical controls of the proposed model

The statistical checks we did was Cronbach's alpha and factor analysis. A Chi-Square test analysis as well as a correlation analysis were also implemented to support our research objectives. Then we did linear regression analysis for the Resale model because only in this case the sample was sufficient.

4.3.1 Resale

In the resale model we implemented Ajzen's TPB model. We employed the functional value for quality and price (RS_FV_Q-P[2]), to analyse attitudes. Initially we conducted a reliability test, using Cronbach's Alpha. In this case it was .84 (as shown in Table 1), indicating that our scale has a high level of internal consistency with this specific sample. Then, the KMO test was used to assess the strength of the partial correlation between the variables. From our result, we had a KMO value of .836 (Table 2). This suggests that the variables' degrees of information overlap significantly/that there is a substantial partial correlation. Therefore, factor analysis is a possibility. Through Bartlett's Sphericity test, we found that the significant is less than .001, indicating that the correlation matrix is not an identity matrix.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,840	,847	7

Table 1: Reliability Statistics (RS_Q-P[2])

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,836
Bartlett's Test of Sphericity	Approx. Chi-Square	711,511
	df	21
	Sig.	<,001

Table 2: KMO and Bartlett's Test (RS_Q-P[2])

[2] See Table 33

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,669	52,421	52,421	3,669	52,421	52,421	2,726	38,944	38,944
2	1,325	18,934	71,355	1,325	18,934	71,355	2,269	32,411	71,355
3	,509	7,267	78,622						
4	,473	6,756	85,377						
5	,369	5,272	90,649						
6	,357	5,106	95,755						
7	,297	4,245	100,000						

Extraction Method: Principal Component Analysis.

Table 3: Total Variance Explained (RS_Q-P[2])

Rotated Component Matrix[a]

	Component	
	1	2
RS_FV_P_1	,866	,089
RS_FV_P_4	,842	,111
RS_FV_P_2	,779	,325
RS_FV_P_3	,743	,355
RS_FV_Q_2	,162	,845
RS_FV_Q_3	,221	,823
RS_FV_Q_1	,181	,791

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 3 iterations.

Table 4: Rotated Component Matrix (RS_Q-P[2])

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig
437,066	71,288	6	229	<,001

Table 5: Hotelling's T-Squared Test (RS_Q-P[2])

From the Total Variance Explained (Table 3) we found that there are two factors made, and the Cumulative in the second row shows a value of 71,355, which is high, and therefore means that the variables are correlated with some factor. The Rotated Component Matrix (Table 4) also confirms the existence of the factors because the loadings are high (greater than 0.6). Lastly, we conducted the Hotelling's T-Squared Test (Table 5), which also showed that the significant is less than .001.

After we finished all the necessary analysis, we confirmed that we can do linear regressions. In Table 6 we can see that the Adjusted R Square is .140, indicating that 14% of the variance of the variable RS_PI_BIP_3[2] is explained by the variable RS_ Q-P[2]. Through ANOVA analysis (Table 7) we found that F=6,449, which is weak, although the significant is less than .001, which is high. Finally, through the Coefficients analysis (Table 7), we found that as the RS_FV_Q_1-3[2] and RS_FV_P_1,3[2] increases, so does the RS_PI_BIP_3[2], but as the RS_FV_P_1,3[2] increases, the RS_PI_BIP_3[2] decreases.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,407[a]	,166	,140	,874

a. Predictors: (Constant), RS_FV_P_4, RS_FV_Q_2, RS_FV_Q_1, RS_FV_P_2, RS_FV_Q_3, RS_FV_P_3, RS_FV_P_1

b. Dependent Variable: RS_PI_BIP_3

Table 6: Model Summary (RS_ Q-P/ RS_PI_BIP_3[2])

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34,484	7	4,926	6,449	<,001[b]
	Residual	173,413	227	,764		
	Total	207,898	234			

a. Dependent Variable: RS_PI_BIP_3

b. Predictors: (Constant), RS_FV_P_4, RS_FV_Q_2, RS_FV_Q_1, RS_FV_P_2, RS_FV_Q_3, RS_FV_P_3, RS_FV_P_1

Table 7: ANOVA (RS_ Q-P/ RS_PI_BIP_3[2])

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,311	,371		3,536	<,001		
	RS_FV_Q_1	,090	,079	,088	1,137	,257	,615	1,627
	RS_FV_Q_2	,074	,098	,062	,752	,453	,532	1,879
	RS_FV_Q_3	,240	,094	,214	2,556	,011	,522	1,916
	RS_FV_P_1	,015	,130	,010	,118	,906	,462	2,166
	RS_FV_P_2	-,077	,127	-,055	-,602	,548	,441	2,267
	RS_FV_P_3	,285	,118	,212	2,410	,017	,474	2,110
	RS_FV_P_4	-,076	,128	-,051	-,593	,554	,496	2,017

a. Dependent Variable: RS_PI_BIP_3

Table 8: Coefficients (RS_ Q-P/ RS_PI_BIP_3[2])

Then we used the social value (RS_SV_1-3[2]) to examine subjective norms. We started with a reliability test using Cronbach's Alpha. It was .870 in this case (as shown in Table 9), confirming that our scale has a high level of internal consistency with this particular sample. The KMO test was then applied to determine the strength of the partial correlation between the variables. Our KMO value was .719 based on our results (Table 10). This implies that the degrees of information for the variables overlap significantly/that there is a substantial partial correlation. Therefore, factor analysis is a possibility. Through Bartlett's Sphericity test, we found that the significant is less than .001, indicating that the correlation matrix is not an identity matrix. From the Total Variance Explained (Table 11) we found that there is one factor made, and the Cumulative in the first row shows a value of 79,419, which is high, and therefore means that the variables are correlated with some factor. Lastly, we conducted the Hotelling's T-Squared Test (Table 12), which also showed that the significant is less than .001.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,870	,870	3

Table 9: Reliability Statistics (RS_SV_1-3[2])

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,719
Bartlett's Test of Sphericity	Approx. Chi-Square	358,787
	df	3
	Sig.	<,001

Table 10: KMO and Bartlett's Test (RS_SV_1-3[2])

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,383	79,419	79,419	2,383	79,419	79,419
2	,385	12,831	92,250			
3	,232	7,750	100,000			

Extraction Method: Principal Component Analysis.

Table 11: Total Variance Explained (RS_SV_1-3[2])

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig
23,363	11,631	2	233	<,001

Table 12: Hotelling's T-Squared Test (RS_SV_1-3[2])

We confirmed that we can perform linear regressions after completing all of the necessary analysis. In Table 13 we can see that the Adjusted R Square is .102, indicating that 10.2% of the variance of the variable RS_PI_BIP_3[2] is explained by the variable RS_ SV_1-3[2]. We discovered F=8,708 by ANOVA analysis (Table 14), which is weak, despite the significant being less than .001, which is high. Finally, through the Coefficients analysis (Table 15), we discovered that as the RS_SV_1,3[2] increases, so does the RS_PI_BIP_3[2], but as the RS_SV_2[2] increases, the RS_PI_BIP_3[2] decreases.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,319[a]	,102	,090	,899

a. Predictors: (Constant), RS_SV_3, RS_SV_1, RS_SV_2

b. Dependent Variable: RS_PI_BIP_3

Table 13: Model Summary (RS_SV_1-3/ RS_PI_BIP_3[2])

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,123	3	7,041	8,708	<,001[b]
	Residual	186,775	231	,809		
	Total	207,898	234			

a. Dependent Variable: RS_PI_BIP_3

b. Predictors: (Constant), RS_SV_3, RS_SV_1, RS_SV_2

Table 14: ANOVA (RS_SV_1-3/ RS_PI_BIP_3[2])

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,176	,153		14,225	<,001		
	RS_SV_1	,167	,087	,187	1,926	,055	,412	2,427
	RS_SV_2	-,008	,098	-,008	-,076	,939	,348	2,871
	RS_SV_3	,165	,084	,174	1,962	,051	,495	2,021

a. Dependent Variable: RS_PI_BIP_3

Table 15: Coefficients (RS_SV_1-3/ RS_PI_BIP_3[2])

The perceived behavioural control (RS_PBC_1-5[2]) was then utilized to examine perceived behavioural control. (RS_PBC_1-5[2]) to examine perceived behavioral control. We began with a Cronbach's Alpha reliability test. In this case it was .786, as shown in Table 16, indicating that our scale has a high level of internal consistency with this sample. After that, the KMO test was applied to assess the strength of the partial correlation between the variables. Based on our findings, our KMO value was .766 (Table 17).This indicates that the degrees of information for the variables overlap significantly/that there is a substantial partial correlation. Hence, factor analysis is a possibility. We next discovered that the significant is less than .001 using Bartlett's Sphericity test, indicating that the correlation matrix is not an identity matrix. From the Total Variance Explained (Table 18) we found that there is one factor made, and the Cumulative in the first row has a value of 55,394, which is high, therefore means that the variables are correlated with some factor. Lastly, we conducted the Hotelling's T-Squared Test (Table 19), which revealed that the significant is less than .001.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,785	,786	5

Table 16: Reliability Statistics (RS_PBC_1-5[2])

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,766
Bartlett's Test of Sphericity	Approx. Chi-Square	399,379
	df	10
	Sig.	<,001

Table 17: KMO and Bartlett's Test (RS_PBC_1-5[2])

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,770	55,394	55,394	2,770	55,394	55,394
2	,957	19,147	74,541			
3	,553	11,062	85,603			
4	,450	8,996	94,599			
5	,270	5,401	100,000			

Extraction Method: Principal Component Analysis.

Table 18: Total Variance Explained (RS_PBC_1-5[2])

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig
80,270	19,810	4	231	<,001

Table 19: Hotelling's T-Squared Test (RS_PBC_1-5[2])

After performing all of the necessary analysis, we confirmed that we can do linear regressions. In Table 20 we can see that the Adjusted R Square is .303, indicating that 30.3% of the variance of the variable RS_PI_BIP_3[2] is explained by the variable RS_ PBC_1-5[2]. ANOVA analysis revealed F=21,338 (Table 21), which is weak, despite the significant being less than .001, which is high. Finally, we noticed through the Coefficients analysis (Table 22), that when RS_PBC_1-5[2] increases, so does RS_PI_BIP_3[2].

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,564[a]	,318	,303	,787

a. Predictors: (Constant), RS_PBC_5, RS_PBC_1, RS_PBC_4, RS_PBC_3, RS_PBC_2

b. Dependent Variable: RS_PI_BIP_3

Table 20: Model Summary (RS_PBC_1-5/RS_PI_BIP_3[2])

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66,075	5	13,215	21,338	<,001[b]
	Residual	141,823	229	,619		
	Total	207,898	234			

a. Dependent Variable: RS_PI_BIP_3

b. Predictors: (Constant), RS_PBC_5, RS_PBC_1, RS_PBC_4, RS_PBC_3, RS_PBC_2

Table 21: ANOVA (RS_PBC_1-5/RS_PI_BIP_3[2])

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,684	,327		2,090	,038		
	RS_PBC_1	,002	,090	,002	,021	,983	,455	2,199
	RS_PBC_2	,181	,113	,136	1,601	,111	,411	2,436
	RS_PBC_3	,045	,080	,040	,554	,580	,571	1,752
	RS_PBC_4	,443	,066	,460	6,680	<,001	,629	1,590
	RS_PBC_5	,006	,074	,005	,084	,933	,860	1,163

a. Dependent Variable: RS_PI_BIP_3

Table 22: Coefficients (RS_PBC_1-5/RS_PI_BIP_3[2])

4.3.2 Repair

In the repair model we intended to implement Ajzen's TPB model, however because limited clothing repairing intention can be distinguished from descriptive statistics, as shown by means in Table 23, we couldn't.

Statistics

		RP_INT_1	RP_INT_2	RP_INT_3	RP_INT_4
N	Valid	184	184	184	184
	Missing	266	266	266	266
Mean		2,66	3,36	2,22	1,99
Std. Deviation		1,027	,770	1,101	1,051
Variance		1,055	,593	1,212	1,104

Table 23: Statistics of Repair Intention (RP_INT_1-4[2])

Initially we conducted a reliability test, using Cronbach's Alpha, for overall the repair model, which was .712, as shown in Table 24 indicating that our scale has a high level of internal consistency with this specific sample.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,714	,712	35

Table 24: Cronbach's Alpha for Repair

Statistics

		RP_BAR_1	RP_BAR_2	RP_BAR_3	RP_BAR_4	RP_BAR_5	RP_BAR_6	RP_BAR_7
N	Valid	184	184	184	184	184	184	184
	Missing	266	266	266	266	266	266	266
Mean		2,15	1,80	1,60	1,73	1,74	2,01	1,64
Std. Deviation		1,210	,940	,875	,917	,914	,972	,913
Variance		1,463	,883	,766	,841	,836	,945	,834

Table 25: Statistics on Repair Barriers (RP_BAR_1-7[2])

Statistics

		RP_FRQ_1	RP_FRQ_2	RP_FRQ_3	RP_FRQ_4
N	Valid	184	184	184	184
	Missing	266	266	266	266
Mean		2.21	2.07	1.94	2.48
Std. Deviation		1.088	1.061	.982	1.140
Variance		1.184	1.126	.964	1.300

Table 26: Statistics of the Repair Frequency (RP_FRQ_1-4[2])

Statistics

		RP_MOT_1	RP_MOT_2	RP_MOT_3	RP_MOT_4	RP_MOT_5
N	Valid	184	184	184	184	184
	Missing	266	266	266	266	266
Mean		3,22	3,23	3,44	3,57	3,33
Std. Deviation		1,040	1,074	,866	,765	,888
Variance		1,081	1,153	,751	,586	,789

Table 27: Statistics of the Motivation to Repair (RP_MOT_1-5[2])

Then, using means, we discovered that the participants acknowledge significant barriers to clothing repair (Table 25), and using CRP frequency (Table 26) we discovered that they do not intend to mend their clothes. So, in order to address this gap, we searched for what would emerge from CRP motivation (Table 27) and discovered that these factors are also insufficiently strong, although CRP attitudes (Table 28) are high. Furthermore, perhaps if internal social pressure had been increased, the CRP's intention would have been greater.

Statistics

		RP_ATT_1	RP_ATT_2	RP_ATT_3
N	Valid	184	184	184
	Missing	266	266	266
Mean		4.42	1.67	4.32
Std. Deviation		.735	1.057	.810
Variance		.541	1.117	.656

Table 28: Statistics of Repair Attitudes (RP_ATT_1-3[2])

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,824	,815	43

Table 29: Cronbach's Alpha for Remake, remanufacture and upcycle

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,937	,932	29

Table 30: Cronbach's Alpha for Rental

Finally, while the Cronbach's Alpha was sufficient for both Remake, remanufacture and upcycle and rental models, as shown in Tables Table 29 and Table 30 respectively, the sample size was insufficient for further analysis.

Lastly, we examined the correlations between Individualism (INDV_1-3[2]) and resale's and repair's External Social Pressure (RS _SP_EXT_1-3[2] and RP_EXT_1-3[2], respectively). Table 31 shows that individualism and external social pressure are aligned. From the Table 32, we can see that there is a weak correlation, but marginally statistically significant between INDV_1[2] and RP_EXT_2[2]. This suggests that "online forums" are the most influential to them among "mass media," "online forums," and "celebrities".

Correlations

		RS_SP_EXT_1	RS_SP_EXT_2	RS_SP_EXT_3	INDV_1	INDV_2	INDV_3
RS_SP_EXT_1	Pearson Correlation	1	,648**	,598**	,045	,013	,106
	Sig. (2-tailed)		<,001	<,001	,489	,843	,106
	N	235	235	235	235	235	235
RS_SP_EXT_2	Pearson Correlation	,648**	1	,480**	,024	,019	,035
	Sig. (2-tailed)	<,001		<,001	,713	,767	,590
	N	235	235	235	235	235	235
RS_SP_EXT_3	Pearson Correlation	,598**	,480**	1	,025	,016	,098
	Sig. (2-tailed)	<,001	<,001		,706	,810	,133
	N	235	235	235	235	235	235
INDV_1	Pearson Correlation	,045	,024	,025	1	,526**	,210**
	Sig. (2-tailed)	,489	,713	,706		<,001	<,001
	N	235	235	235	450	450	450
INDV_2	Pearson Correlation	,013	,019	,016	,526**	1	,149**
	Sig. (2-tailed)	,843	,767	,810	<,001		,002
	N	235	235	235	450	450	450
INDV_3	Pearson Correlation	,106	,035	,098	,210**	,149**	1
	Sig. (2-tailed)	,106	,590	,133	<,001	,002	
	N	235	235	235	450	450	450

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

Table 31: Correlations between Individualism and Resale's External Social Pressure

Correlations

		INDV_1	INDV_2	INDV_3	RP_EXT_1	RP_EXT_2	RP_EXT_3
INDV_1	Pearson Correlation	1	,526**	,210**	,015	-,133	-,062
	Sig. (2-tailed)		<,001	<,001	,843	,071	,406
	N	450	450	450	184	184	184
INDV_2	Pearson Correlation	,526**	1	,149**	-,003	-,064	-,095
	Sig. (2-tailed)	<,001		,002	,967	,387	,199
	N	450	450	450	184	184	184
INDV_3	Pearson Correlation	,210**	,149**	1	,013	,032	,005
	Sig. (2-tailed)	<,001	,002		,865	,663	,951
	N	450	450	450	184	184	184
RP_EXT_1	Pearson Correlation	,015	-,003	,013	1	,568**	,562**
	Sig. (2-tailed)	,843	,967	,865		<,001	<,001
	N	184	184	184	184	184	184
RP_EXT_2	Pearson Correlation	-,133	-,064	,032	,568**	1	,516**
	Sig. (2-tailed)	,071	,387	,663	<,001		<,001
	N	184	184	184	184	184	184
RP_EXT_3	Pearson Correlation	-,062	-,095	,005	,562**	,516**	1
	Sig. (2-tailed)	,406	,199	,951	<,001	<,001	
	N	184	184	184	184	184	184

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

Table 32: Correlations between Individualism and Repair's External Social Pressure

4.4 Summary

In this chapter we reported and analysed the resalts for our questionnaire. Firstly, we thoroughly presented the descriptive statistics. We then performed Cronbach's alpha and factor analysis to complement the linear regression analysis, for the resale model. To support our research objectives, a Chi-Square test and a correlation analysis were also performed. The aforementioned were thoroughly examined using multiple tables.

Chapter 5: Summary, Conclusions, Recommendations

5.1 Introduction

The final chapter of this dissertation will serve as a conclusion, analyzing the study findings, evaluating the degree to which the aims and objectives were achieved, and providing insights and recommendations for future research. This research project's limitations will also be acknowledged.

5.2 Research aims and objectives revised

We achieved the overall aim of this dissertation, which was to conduct a U&A research (usage and attitude research) towards circular models in the fashion industry.

Additionally, the individual objectives that we established were the following:

- We effectually examine consumers' attitudes and use of various green models and more specifically, to explore several parameters of consumers' behaviour, through the following constructs, awareness, knowledge, positive attitudes, barriers and perceived risks and intention.
- We explored the impact of specific factors on purchase/use intention using the Ajzen's Theory of Planned Behaviour model for the Resale circular business model, with success.

5.3 Summary of research findings and Conclusions

The questionnaire survey had 450 respondents in total. The basic sample consisted of Greeks born after 2004, as being at least 18 years old was required for inclusion in the survey sample. There were 81.7% (368) women and 17.9% (80) men among them; the majority were between the ages of 24-35 (30.5% ; 137), university graduates (50.6% ; 227), and lived in cities (56.5% ; 253).

Resale was the most popular model among the participants, with 235 responders (51.9%). From those, 69% do not believe that secondhand clothing would improve how they are seen, 64.5% do not believe that SCHC would help them feel accepted, and 60.7% believe that they would not create a positive impression on others. The majority of them (93.2%) believe that SCHC are inexpensive, and reasonably priced (92.2%), provide good value for money (90.1%), and are a good product for the price (87.6%). Most of them are also unconcerned with what their friends think of them when they wear secondhand clothing (82%) and 79% are not worried about what others think of them when they wear secondhand apparel. 74% are comfortable wearing this sort of clothing in public, and 83.4% consider that SCHC complement their personal image. Moreover, 72.2% do not consider they wasted money on SCHC, and the majority (81.5%) believe these clothes are hygienic and clean. The majority (81.1%) agreed that they should use CBMs, but more than half (55.3%) do not believe that their family members agree that they should use CBMs, and 49.1% are not influenced by family and friends to use CBMs. Furthermore, for their use of CBMs, participants are not influenced by 86.9% of celebrities, 77.8% of mass media, and 66.85% of online forums. Finally, 77% agree that SCHCs are in line with their values and current way of living.

Repair was the second most chosen model, with 184 responders (40.6%). The lack of skills is one of the most significant impediments to clothing repair (36%). Other barriers are that they believe alteration services are expensive (29.3%), it is too time consuming (19.5%), the clothes would not look the same after mending (17.5%), alteration services are difficult to find in their community (16.75%), the clothes would not fit the same after mending (16.2%), and it is inconvenient and not worth the effort (14.5%). The

main incentives for clothing repair were that the clothes continue to last longer (69%), that they fit well (64.7%), that the participants have a personal attachment to them (59.6%), and by 56.9% that they had spent high costs for them or that they aim to limit their environmental footprint. Furthermore, more than half (57%) believe that clothing repair is important, good, and valuable. The majority of them (70.2%) are not confident in their mending abilities, do not assist their family and/or friends in mending clothes (68.5%), do not fix their own clothes (63%), and do not ask their family and/or friends to assist them in mending their clothes (50.7%). Moreover, the majority of them do not dispose of garments that can be repaired (89.9%), they do not dispose of garments because they no longer think they are fashionable (87.7%), they do not recycle garments when it is only convenient for them (72.4%), they do not dispose of garments because they no longer suit their taste/style (68%), and they do not throw damaged garments in the trash (60.2%). Finally, 56.9% do not intend to mend their clothing in the next year, but 82% intend to get their clothes patched in the next year, and 62.6% intend to learn more about basic clothes mending in the coming year.

There was insufficient sample to study and analyse Remake, remanufacture, and upcycle and Rental, with each having 29 and 2 responders, respectively. This probably indicates that the Greek population is not yet familiar with these models.

Participants' awareness of CBM was high, and they had positive attitudes toward them. Most of them believe that using them will positively impact the environment. According to the findings, we can conclude that in Greece, the most well-known models were resale and repair; however, while participants recognized remake, remanufacture, and upcycle as model in the filter question of this study's questionnaire, only a few selected it as a model they knew best among the others. The majority of participants believe that secondhand clothing is cost effective, and they are unconcerned about how they appear when wearing them. They believe they are consistent with their lifestyle, and the majority of them will prefer to buy used garments instead of new ones in the future. Moreover, garment repair intention was low. Participants highlighted substantial barriers, such as a lack of skills or the high cost of repair services. They have no plans to mend their own garments in the future, unless they continue to last longer, fit well, or they are emotionally attached to them. If their friends and relatives put pressure on them, their motivation to mend their clothes might have been stronger. Finally, the majority makes decisions and acts in their own self-interest rather than the community's.

5.4 Limitations and Recommendation for Future Research

One of the study's limitations was that the survey participants were chosen by random sampling technique. Hence, we unable to confirm all four models, due to insufficient samples in two of them. Future research may use a more defined sample to ensure that there are enough participants on each model to compare them afterwards. Additionally, it would be interesting to explore different ages, without the restriction of those over the age of 18, and how family budget management is or may be done without and with the use of these models. In this dissertation, we study participants' motivations to use these models in the future; consequently, it would be interesting to see their incentives to utilize these models today. Finally, a tracking study could be engrossing in order to observe their changing views, attitudes, and perceptions on the models over time.

5.5 Summary

This research project provided a literature overview of the current state of the fashion industry and its problems, of the circular economy and of the circular business models that can be implemented in apparel industry as well as the consumers' role. Then we presented a picture of consumers' attitudes and perceptions mainly on the resale and rental business models in Greece. Lastly, this chapter provided a synopsis of how well we achieved our aims and objectives, a review of research findings, limitations, and suggestions for future research.

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Section C: Appendix

Appendix A: Questionnaire table

Table 33: Questionnaire table, with the scales, items, code names, and references

1st section: Filter				
Knowledge (7 items)		Knowledge of 1.1 Patchwork ***(KN_PTW)*** 1.2 Clothes swapping ***(KN_CSW)*** 1.3 Upcycling ***(KN_RM)*** 1.4 Second-hand clothing ***(KN_RS)*** 1.5 Clothing rental ***(KN_RN)*** 1.6 Lease of jeans ***(KN_JL)*** 1.7 Clothing repair ***(KN_RP)***	5-point Likert	(Musova, Musa, Drugdova, Lazaroiu, & Alayasa, 2021)
2nd section: General				
Awareness (10 items)	2. Environmental ***(AW_G_1-10)***	2.1 Chemical pollutants are produced during manufacturing of synthetic or manufactured fibres such as polyester. 2.2 Air pollution can occur during some common textile dyeing processes. 2.3 Textile dyeing and finishing processes use a lot of water. 2.4 Phosphate-containing laundry detergents can be a source of water pollution. 2.5 Plants and animals have as much right as humans to exist. 2.6 We are approaching the limit of the number of people that the Earth can support. 2.7 Humankind is severely abusing the environment. 2.8 The earth is like a spaceship with only limited room and resources.	5-point Likert scale	(Diddi & Niehm, 2016)

		2.9 When humans interfere with nature, it often produces disastrous consequences. 2.10 The balance of nature is very delicate and can easily be upset.		
Attitudes (5 items)	3. Attitudes towards CBMs ***(ATT_CBM_1-5)***	3.1 I believe that my use of sustainable products will benefit society, environment, and the economy. 3.2 I feel good about myself when I use sustainable products. 3.3 I think sustainability is a meaningful exercise. 3.4 I feel sad when I see how much the natural environment is spoiled. 3.5 I believe that my use of sustainable products will help reduce pollution and improve the environment, society, and the economy	5-point Likert scale	(Kazeminia, Hultman, & Mostaghel, 2016)
Consumption behaviour (4 items)	4. Quality consciousness ***(CNS_BH_1-4)***	4.1 I care more about the quality of clothing than price 4.2 I make a special effort to choose the very best quality clothing 4.3 In general, quality is not the first factor I look for when I go shopping 4.4 I usually buy high-quality brands	5-point Likert scale	(Lang, Armstrong, & Brannon, 2013)
3rd section: Chose model				
	(CH_MDL)	– Clothes Resale – Clothes Rental – Clothes Repair – Clothes Remake, remanufacture and upcycle	Multiple choice	

4th section: Resale				
Perceptions (11 items)	6. Social value ***(RS_SV_1-3)*** 7. Functional value ***(RS_FV)***	6.1 Secondhand clothes would help me to feel acceptable. 6.2 Secondhand clothes would improve the way that I am perceived. 6.3 Secondhand clothes would make a good impression on other people. *Functional value-quality* ***(RS_FV_Q_1-3)*** 7.1.1 Secondhand clothes have consistent quality. 7.1.2 Secondhand clothes are well made. 7.1.3 Secondhand clothes would perform consistently *Functional value-price* ***(RS_FV_P_1-4)*** 7.2.1 Secondhand clothes are reasonably priced. 7.2.2 Secondhand clothes offer value for money. 7.2.3 Secondhand clothes are good product for the price. 7.2.4 Secondhand clothes would be economical	5-point Likert scale	(Mohd Suki, 2016)
Risks (14 Items)	8. Social risks ***(RS_SCR_1-7)*** 9. Financial risks ***(RS_FIR_1-3)*** 10. Sanitary risks ***(RS_SNR_1-4)***	8.1 I am worried about what others will think of me when I wear secondhand clothing 8.2 I am worried that my friends might think I look weird or funny in secondhand clothing	5-point Likert scale	10-11. (Lang, Seo, & Liu, 2019) 12. (Kim, Jung, & Lee, 2021) from (Park & Choo, 2015)

		8.3 I will feel that the clothing I buy in secondhand shops might not be in fashion 8.4 I will not feel comfortable wearing the secondhand clothing in public 8.5 It will be difficult for me to be able to match the secondhand clothing with my current clothing 8.6 Secondhand clothing will not match my own personal image 8.7 I am worried that secondhand clothing will not look good on me 9.1 I will feel that I wasted money to buy secondhand clothing 9.2 It will cost a lot to manage and keep the secondhand clothing in good shape 9.3 I will feel that I wasted money to secondhand clothing 10.1 This clothing is unlikely to be clean. 10.2 This clothing is likely to have stains or dirt. 10.3 This clothing is unlikely to be hygienic. 10.4 This clothing would not be seen as a new product		
Social pressure (7 items)	11. Interpersonal influence ***(RS_SP_INT_1-4)*** 12. External influence ***(RS_SP_EXT_1-3)***	11.1 My family members believe that I should use CBMs 11.2 I believe that I should use CBMs 11.3 My family members influence my using of CBMs 11.4 My friends influence my using of CBMs	5-point Likert scale	(Tu & Hu, 2018) from (Bhattacherjee, 2000)

		12.1 I think mass media influences my intention of using CBMs 12.2 I think the views in online forums influence my intention of using CBMs 12.3 I think what celebrities say influences my intention of using CBMs		
Perceived Control (5 items)	13. Perceived behavioral control ***(RS_PBC_1-5)***	13.1 I have the resources, knowledge, and ability to buy secondhand clothes. 13.2 I can make good use of secondhand clothes. 13.3 Everything is under my control when I buy secondhand clothe 13.4 I am confident that I can choose secondhand clothes instead of buying new ones in the next 6 months 13.5 Buying secondhand clothes instead of buying new ones is up to me	5-point Likert scale	13.1-4 (Tu & Hu, 2018) from (Ajzen , Action Control, 1985) and (Taylor & Todd, 1995) 13.5 (Ajzen, 2006)
Purchase intention (7 Items)	14. Compatibility ***(RS_PI_C_1-3)*** 15. Behavioral intention to purchase ***(RS_PI_BIP_1-4)***	14.1 I think the products of secondhand clothes are consistent with my values 14.2 I think the products of secondhand clothes are consistent with my current lifestyle. 14.3 I think the products of secondhand clothes fascinate me 15.1 I choose to buy secondhand clothes rather than purchasing clothes. 15.2 I try to replace the purchase of clothes with the secondhand clothes. 15.3 In the future, I will buy secondhand clothes	5-point Likert scale	14. (Tu & Hu, 2018) from (Taylor & Todd, 1995) 15. (Fishbein & Ajzen, 1977)

		rather than purchasing clothes. 15.4 In the future, I will voluntarily share my thoughts on secondhand clothes		
5th section: Repair				
Barriers to Clothes Mending ***(RP_BAR_1-7)*** (7 items)	***16. I do not mend or have my clothes mended because:*** – I don't have the skills – It's too time consuming – It's inconvenient and not worth the effort – I worry they would not look the same after mending – I worry they would not fit the same after mending – Alteration services are expensive – Alteration services are hard to find in my community		5-point Likert scale	(Diddi & Yan, 2019) from (Gwilt, 2014), (Durrani, 2018) and (Goworek, Fisher, Cooper, Woodward, & Hiller, 2012)
Motivations for Clothes Mending ***(RP_MOT_1-5)*** (5 items)	***17. I would consider having my clothes mended if:*** – . . . I paid high prices for them – . . . I have a personal attachment to them – . . . they fit me really – . . . they continue to last longer – . . . I try to reduce my environmental footprint		5-point Likert scale	(Diddi & Yan, 2019) from (Gwilt, 2014), (McLaren & McLauchlan , 2015) (Diddi, Yan, Bloodhart, Bajtelsmit, & McShane, 2019) and (Scott & Weaver, 2014)
Attitudes toward Clothes Mending ***(RP_ATT_1-3)*** (3 items)	***18. I feel repairing or mending clothing is:*** – Unimportant–Important – Bad–Good – Worthless–Valuable		Semantic Differential	(Diddi & Yan, 2019) from (Diddi, Yan, Bloodhart, Bajtelsmit, & McShane, 2019) and (Scott & Weaver, 2014)
Clothes Mending Frequency ***(RP_FRQ_1-4)*** (4 items)	***19. Clothes Mending Frequency:*** – I mend my own clothes – I help mend clothes for my family and/or friends – I feel confident in my mending skills – I ask my family and/or friends to help mend my clothes		5-point Likert scale	(Diddi & Yan, 2019) from (Diddi, Yan, Bloodhart, Bajtelsmit, & McShane, 2019) and (Holroyd, 2016)
Garment Disposal Behaviour ***(RP_DIS_1-6)*** (6 items)	– I mainly dispose of garments because I no longer think they are fashionable – I mainly dispose of garments because they no longer suit my taste/style – I often dispose of garments that can be repaired – I normally throw damaged garments in the trash		5-point Likert scale	(McNeill, et al., 2020)

	– How I dispose of unwanted clothing greatly depends on convenience to me – I only recycle garments when it's convenient to me			
Social pressure (7 items)	21. Interpersonal influence ***(RP_INT_1-4)*** 22. External influence ***(RP_EXT_1-3)***	21.1 My family members believe that I should use CBMs 21.2 I believe that I should use CBMs 21.3 My family members influence my using of CBMs 21.4 My friends influence my using of CBMs 22.1 I think mass media influences my intention of using CBMs 22.2 I think the views in online forums influence my intention of using CBMs 22.3 I think what celebrities say influences my intention of using CBMs	5-point Likert scale	(Tu & Hu, 2018) from (Bhattacherjee, 2000)
Clothes Mending Intention ***(RP_INTE_1-3)*** (3 items)	***23. I intend to:*** – Mend my clothes in the next year – Get my clothes mended in the next – Learn more about basic clothes mending in the next year		5-point Likert scale	(Diddi & Yan, 2019) from (Gwilt, 2014), (McLaren & McLauchlan , 2015) and (McLaren, Oxborrow, Cooper, & Goworek, 2015)
6th section: Rental				
Perceptions (10 items)	24. Social value ***(RN_SV_1-3)*** 25. Functional value ***(RN_FV)***	24.1Renting clothes would help me to feel acceptable. 24.2 Renting clothes would improve the way that I am perceived. 24.3 Renting clothes would make a good impression on other people. *Functional value-quality* ***(RN_FV_Q_1-3)*** 25.1.1 Renting clothes have consistent quality.	5-point Likert scale	(Mohd Suki, 2016)

		25.1.2 Renting clothes are well made. 25.1.3 Renting clothes would perform consistently *Functional value-price* ***(RN_FV_P_1-4)*** 25.2.1 Renting clothes are reasonably priced. 25.2.2 Renting clothes offer value for money. 25.2.3 Renting clothes are good product for the price. 25.2.4 Renting clothes would be economical		
Risks (14 items)	26. Social risks ***(RN_SCR_1-7)*** 27. Financial risks ***(RN_FIR_1-3)*** 28. Sanitary risks ***(RN_SNR_1-4)***	26.1 I am worried about what others will think of me when I rent clothes 26.2 I am worried that my friends might think I look weird or funny in rented clothing 26.3 I will feel that the clothing I rent might not be in fashion 26.4 I will not feel comfortable wearing rented clothes in public 26.5 It will be difficult for me to be able to match the rented clothes with my current clothing 26.6 Rented clothing will not match my own personal image 26.7 I am worried that rented clothing will not look good on me 27.1I will feel that I wasted money to rent clothing just for a shorter time 27.2 It will cost a lot to manage and keep the rented clothing in good shape	5-point Likert scale	26-27. (Lang, Seo, & Liu, 2019) 28. (Kim, Jung, & Lee, 2021) from (Park & Choo, 2015)

		27.3 I will feel that I wasted money to rent clothing but not own it 28.1This clothing is unlikely to be clean. 28.2 This clothing is likely to have stains or dirt. 28.3 This clothing is unlikely to be hygienic. 28.4 This clothing would not be seen as a new product		
Social pressure (7 items)	29. Interpersonal influence ***(RP_INT_1-4)*** 30. External influence ***(RP_EXT_1-3)***	29.1 My family members believe that I should use CBMs 29.2 I believe that I should use CBMs 29.3 My family members influence my using of CBMs 29.4 My friends influence my using of CBMs 30.1 I think mass media influences my intention of using CBMs 30.2 I think the views in online forums influence my intention of using CBMs 30.3 I think what celebrities say influences my intention of using CBMs	5-point Likert scale	(Tu & Hu, 2018) from (Bhattacherjee, 2000)
Perceived Control (5 items)	31. Perceived behavioral control ***(RN_PBC_1-5)***	31.1 I have the resources, knowledge, and ability to rent clothes. 31.2 I can make good use of rented clothes. 31.3 Everything is under my control when I rent clothes 31.4 I am confident that I can choose renting clothes instead of buying new ones in the next 6 months	5-point Likert scale	31.1-4 (Tu & Hu, 2018) from (Ajzen , Action Control, 1985) and (Taylor & Todd, 1995) 31.5 (Ajzen, 2006)

		31.5 Renting clothes instead of buying new ones is up to me		
Purchase intention (7 Items)	32. Compatibility ***(RN_PI_C_1-3)*** 33. Behavioral intention to purchase ***(RN_PI_BIP_1-3)***	32.1 I think the products of clothes renting are consistent with my values 32.2 I think the products of clothes renting are consistent with my current lifestyle. 32.3 I think the products of clothes renting fascinate me 33.1 I choose to rent clothes rather than purchasing clothes. 33.2 I try to replace the purchase of clothes with the renting of clothes. 33.3 In the future, I will rent clothes rather than purchasing clothes. 33.4 In the future, I will voluntarily share my thoughts on clothes renting	5-point Likert scale	32. (Tu & Hu, 2018) from (Taylor & Todd, 1995) 33. (Fishbein & Ajzen, 1977
7th section: Remake and remanufacture (Upcycle)				
Perceptions (10 items)	34. Social value ***(RM_SV_1-3)*** 35. Functional value ***(RM_FV)***	34.1 Upcycled clothes would help me to feel acceptable. 34.2 Upcycled clothes would improve the way that I am perceived. 34.3 Upcycled clothes would make a good impression on other people. *Functional value-quality* ***(RM_FV_Q_1-3)*** 35.1.1 Upcycled clothes have consistent quality.	5-point Likert scale	(Mohd Suki, 2016)

		35.1.2 Upcycled clothes are well made. 35.1.3 Upcycled clothes would perform consistently *Functional value-price* ***(RM_FV_Q_1-4)*** 35.2.1 Upcycled clothes are reasonably priced. 35.2.2 Upcycled clothes offer value for money. 35.2.3 Upcycled clothes are good product for the price. 35.2.4 Upcycled clothes would be economical		
Risks (14 Items)	36. Social risks ***(RM_SCR_1-7)*** 37. Financial risks ***(RM_FIR_1-3)*** 38. Sanitary risks ***(RM_SNR_1-4)***	36.1I am worried about what others will think of me when I use upcycled clothes 36.2 I am worried that my friends might think I look weird or funny in upcycled clothing 36.3 I will feel that the upcycled clothing might not be in fashion 36.4 I will not feel comfortable wearing upcycled clothes in public 36.5 It will be difficult for me to be able to match the upcycled clothes with my current clothing 36.6 Upcycled clothing will not match my own personal image 36.7 I am worried that upcycled clothing will not look good on me 37.1I will feel that I wasted money to buy upcycled clothing just for a shorter time 37.2 It will cost a lot to manage and keep the	5-point Likert scale	36-37. (Lang, Seo, & Liu, 2019) 38. (Kim, Jung, & Lee, 2021) from (Park & Choo, 2015)

		upcycled clothing in good shape 37.3 I will feel that I wasted money to upcycled clothing 38.1 This clothing is unlikely to be clean. 38.2 This clothing is likely to have stains or dirt. 38.3 This clothing is unlikely to be hygienic. 38.4 This clothing would not be seen as a new product		
Social pressure (7 items)	39. Interpersonal influence ***(RM_SP_INT_1-4)*** 40. External influence ***(RM_SP_EXT_1-4)***	39.1 My family members believe that I should use CBMs 39.2 I believe that I should use CBMs 39.3 My family members influence my using of CBMs 39.4 My friends influence my using of CBMs 40.1 I think mass media influences my intention of using CBMs 40.2 I think the views in online forums influence my intention of using CBMs 40.3 I think what celebrities say influences my intention of using CBMs	5-point Likert scale	(Tu & Hu, 2018) from (Bhattacherjee, 2000)

Perceived Control (5 items)	41. Perceived behavioral control ***(RM_PBC_1-5)***	41.1I have the resources, knowledge, and ability to buy upcycled clothes. 41.2 I can make good use of upcycled clothes. 41.3 Everything is under my control when I buy upcycled clothes 41.4 I am confident that I can choose upcycled clothes instead of buying new ones in the next 6 months 41.5 Upcycled clothes instead of buying new ones is up to me	5-point Likert scale	41.1-4 (Tu & Hu, 2018) from (Fishbein & Ajzen, 1977) and (Taylor & Todd, 1995) 41.5 (Ajzen, 2006)
Purchase intention (7 Items)	42. Compatibility ***(RM_PI_C_1-3)*** 43. Behavioral intention to purchase ***(RM_PI_BIP_1-4)***	42.1I think the upcycled products consistent with my values 42.2 I think the upcycled products are consistent with my current lifestyle. 42.3 I think upcycled clothes fascinate me 43.1I choose to upcycled clothes rather than purchasing clothes. 43.2 I try to replace the purchase of clothes with upcycled clothes. 43.3 In the future, I will upcycle clothes rather than purchasing clothes. 43.4 In the future, I will voluntarily share my thoughts on upcycling clothes	5-point Likert scale	42. (Tu & Hu, 2018) from (Taylor & Todd, 1995) 43. (Fishbein & Ajzen, 1977)
8th section: Demographic				
Demographic	44. Individualism ***(INDV_1-3)*** 45. Demographic	44.1 I live my life in my own way 44.2 It is important for me to pursue my own personality 44.3 I make decisions and act in consideration of my own interests rather	44. 5-point Likert scale 45. Multiple choice	44. (Kim, Jung, & Lee, 2021) from (Lee & Suk, 2017) and (Han & Na, 2004)

		than the interests of the group. 45.1 Sex ***(SEX)***: – Woman – Man – Other 45.2 Age ***(AGE)***: – 18-24 – 25-34 – 35-44 – 45-54 – 55-64 – Over 64 45.3 Education ***(EDU)***: – Secondary school graduate – Graduate of higher education – Master's degree holder – Holder of a Ph.D 45.4 Stay ***(STAY)***: – Village – City – large urban center 45.5 Monthly income ***(M_INC)***: – Up to 500€ – 501-1,000€ – 1,001-1.500€ – 1.501-2.000€ – Over 2.001€ 45.6 Monthly clothing expenses ***(M_EXP)***: – 0-50€ – 51-100€ – 101-200€ – 201-300€ – 301-400€ – 400-500€ – Over 501€		

Appendix B: Questionnaire from Google forms as it was distributed

Ερωτηματολόγιο

Καλείστε να συμμετάσχετε σε μια μελέτη σχετικά με διερεύνηση των στάσεων και των αντιλήψεων των πελατών ως προς τα κυκλικά μοντέλα στη βιομηχανία της μόδας. Η μελέτη αποτελεί μέρος της Διπλωματικής Εργασίας της Χάρις Καρβούνη στο Τμήμα Μηχανικών Σχεδίασης Προϊόντων και Συστημάτων του Πανεπιστημίου Αιγαίου. Η συμμετοχή είναι εντελώς εθελοντική. Για να λάβετε μέρος απαιτείται να είστε τουλάχιστον 18 ετών. Η μελέτη θα διαρκέσει περίπου 10-15 λεπτά και έχει εγκριθεί από την επιβλέπουσα καθηγήτρια της ΔΕ, κα. Ε. Ρηγοπούλου. Έχετε το δικαίωμα να αποσύρετε τη συμμετοχή σας οποιαδήποτε στιγμή κατά τη διάρκεια της μελέτης χωρίς συνέπειες, κλείνοντας απλώς το πρόγραμμα περιήγησης. Καθώς δεν συλλέγουμε στοιχεία ταυτοποίησης, όλα τα δεδομένα θα είναι **ανώνυμα**. Εάν έχετε οποιεσδήποτε ερωτήσεις, στείλτε μου email στο charakarvouni@gmail.com

* Required

1. Γνωρίζω τα εξής μοντέλα: *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Patchwork	◯	◯	◯	◯	◯
Ανταλλαγή ρούχων	◯	◯	◯	◯	◯
Μεταποίηση ρούχων (Upcycling)	◯	◯	◯	◯	◯
Μεταχειρισμένα ρούχα (Second-hand)	◯	◯	◯	◯	◯
Ενοικίαση ρούχων	◯	◯	◯	◯	◯
Μίσθωση τζιν παντελονιών	◯	◯	◯	◯	◯
Επισκευή ρούχων	◯	◯	◯	◯	◯

Εάν σε όλα έχετε απαντήσει "**Καθόλου**" ή "**Λίγο**" σας ευχαριστώ πολύ για τον χρόνο σας! Δεν χρειάζεται να συνεχίσετε στην συμπλήρωση του υπόλοιπου ερωτηματολογίου.

Γενικές ερωτήσεις

2. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Δεν γνωρίζω/ Δεν απαντώ	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Οι χημικοί ρύποι παράγονται κατά την κατασκευή συνθετικών ή βιομηχανικών ινών όπως ο πολυεστέρας.						
Μπορεί να συμβεί ατμοσφαιρική ρύπανση κατά τη διάρκεια ορισμένων κοινών διαδικασιών βαφής υφασμάτων.						
Οι διαδικασίες βαφής και φινιρίσματος υφασμάτων χρησιμοποιούν πολύ νερό.						
Τα απορρυπαντικά ρούχων που περιέχουν φωσφορικά άλατα μπορεί να είναι πηγή ρύπανσης του νερού.						
Τα φυτά και τα ζώα έχουν το δικαίωμα ύπαρξης με τους ανθρώπους.						
Πλησιάζουμε στο όριο του αριθμού των ανθρώπων που μπορεί να υποστηρίξει η Γη.						
Η ανθρωπότητα καταχράται σοβαρά το περιβάλλον.						

Η γη είναι σαν ένα διαστημόπλοιο με περιορισμένο χώρο και πόρους.						
Όταν οι άνθρωποι παρεμβαίνουν στη φύση, αυτό έχει συχνά καταστροφικές συνέπειες.						
Η ισορροπία της φύσης είναι πολύ λεπτή και μπορεί εύκολα να διαταραχθεί.						

3. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Πιστεύω ότι η χρήση βιώσιμων προϊόντων θα ωφελήσει την κοινωνία, το περιβάλλον και την οικονομία.					
Νιώθω καλά με τον εαυτό μου όταν χρησιμοποιώ βιώσιμα προϊόντα.					
Πιστεύω πως η αειφορία είναι μια σημαντική άσκηση.					
Στεναχωριέμαι όταν βλέπω πόσο καταστρέφεται το φυσικό περιβάλλον.					
Πιστεύω ότι η χρήση βιώσιμων προϊόντων από μέρους μου θα συμβάλει στη μείωση της ρύπανσης και στη βελτίωση του περιβάλλοντος, της κοινωνίας και της οικονομίας.					

4. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Με ενδιαφέρει περισσότερο η ποιότητα των ρούχων παρά η τιμή.	◯	◯	◯	◯	◯
Κάνω ιδιαίτερη προσπάθεια για να επιλέξω την καλύτερη ποιότητα ρούχων.	◯	◯	◯	◯	◯
Γενικά, η ποιότητα δεν είναι ο πρώτος παράγοντας που αναζητώ όταν πηγαίνω για ψώνια.	◯	◯	◯	◯	◯
Συνήθως αγοράζω μάρκες υψηλής ποιότητας.	◯	◯	◯	◯	◯

Προσοχή!

Πρέπει να διαλέξετε **μια** από τις παρακάτω ενότητες με βάση ποιό μοντέλο γνωρίζετε περισσότερο!
(Επιλέξτε και πατήστε Next για να συνεχίσετε)

5. Παρακαλώ επιλέξτε το μοντέλο που γνωρίζεται καλύτερα: *

Mark only one oval.

- ◯ Μεταχειρισμένα ρούχα (Second-hand) *Skip to question 6*
- ◯ Ενοικίαση ρούχων *Skip to question 27*
- ◯ Επιδιόρθωση ρούχων *Skip to question 17*
- ◯ Μεταποιημένα ρούχα (Upcycled) *Skip to question 37*

Skip to question 48

Μεταχειρισμένα ρούχα (Second-hand)

6. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μεταχειρισμένα ρούχα θα με βοηθούσαν να νιώθω αποδεκτός/ή.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα θα βελτίωναν τον τρόπο με τον οποίο με αντιλαμβάνονται οι γύρω μου.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα θα έκαναν καλή εντύπωση στους άλλους ανθρώπους.	◯	◯	◯	◯	◯

7. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μεταχειρισμένα ρούχα έχουν σταθερή ποιότητα.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα είναι καλοφτιαγμένα.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα αποδίδουν σταθερά.	◯	◯	◯	◯	◯

8. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μεταχειρισμένα ρούχα έχουν λογικές τιμές.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα προσφέρουν καλή σχέση ποιότητας και τιμής.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα είναι αξιόπιστα προϊόντα σε σχέση με την τιμή τους.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα είναι οικονομικά.	◯	◯	◯	◯	◯

9. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Ανησυχώ για το τι θα σκεφτούν οι άλλοι για μένα όταν φοράω μεταχειρισμένα ρούχα.	◯	◯	◯	◯	◯
Ανησυχώ μήπως οι φίλοι μου με θεωρούν περίεργο/η ή αστείο/α εάν φορώ μεταχειρισμένα ρούχα.	◯	◯	◯	◯	◯
Πιστεύω ότι τα ρούχα που αγοράζω σε καταστήματα μεταχειρισμένων μπορεί να μην είναι της μόδας.	◯	◯	◯	◯	◯

Δεν νιώθω άνετα φορώντας τα μεταχειρισμένα ρούχα δημόσια.					
Θα είναι δύσκολο για μένα να μπορέσω να συνδυάσω τα μεταχειρισμένα με τα τρέχοντα ρούχα μου.					
Τα μεταχειρισμένα ρούχα δεν θα ταιριάζουν με την προσωπική μου εικόνα.					
Ανησυχώ ότι τα μεταχειρισμένα ρούχα δεν θα μου ταιριάζουν.					

10. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Πιστεύω ότι σπατάλησα χρήματα για να αγοράσω μεταχειρισμένα ρούχα.					
Πιστεύω ότι κοστίζει πολύ η διαχείριση και η συντήρηση των μεταχειρισμένων ρούχων σε καλή κατάσταση.					
Θα νιώσω ότι σπατάλησα χρήματα για μεταχειρισμένα ρούχα.					

11. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Αυτό το ρούχο είναι απίθανο να είναι καθαρό.	◯	◯	◯	◯	◯
Αυτό το ρούχο είναι πιθανό να έχει λεκέδες ή βρωμιά.	◯	◯	◯	◯	◯
Αυτό το ρούχο είναι απίθανο να είναι υγιεινό.	◯	◯	◯	◯	◯
Αυτό το ρούχο δεν θα μπορούσε να θεωρηθεί ως νέο προϊόν.	◯	◯	◯	◯	◯

Κυκλικά μοντέλα

Τα κυκλικά μοντέλα στην βιομηχανία της μόδας συμπεριλαμβάνουν: τη μεταπώληση, την επισκευή, την ενοικίαση και την ανακατασκευή των ρούχων.

12. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μέλη της οικογένειάς μου και η οικογένειά μου πιστεύουν ότι πρέπει να χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Πιστεύω ότι πρέπει να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Τα μέλη της οικογένειας μου επηρεάζουν το ποσό χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Οι φίλοι μου επηρεάζουν το ποσό χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯

13. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μέσα μαζικής ενημέρωσης επηρεάζουν την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.					
Οι απόψεις σε διαδικτυακά φόρουμ επηρεάζουν την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.					
Αυτό που λένε οι διάσημοι επηρεάζει την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.					

14. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Έχω τους πόρους, τις γνώσεις και την ικανότητα να αγοράζω μεταχειρισμένα ρούχα.					
Μπορώ να χρησιμοποιήσω σωστά τα μεταχειρισμένα ρούχα.					
Όλα είναι υπό τον έλεγχό μου όταν αγοράζω μεταχειρισμένα ρούχα.					

Είμαι σίγουρος ότι μπορώ να επιλέξω μεταχειρισμένα ρούχα αντί να αγοράσω καινούργια μέσα στους επόμενους 6 μήνες.	◯	◯	◯	◯	◯
Το να αγοράζω μεταχειρισμένα ρούχα αντί να αγοράζω καινούργια εξαρτάται από εμένα.	◯	◯	◯	◯	◯

15. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μεταχειρισμένα ρούχα συνάδουν με τις αξίες μου.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα συνάδουν με τον τρέχοντα τρόπο ζωής μου.	◯	◯	◯	◯	◯
Τα μεταχειρισμένα ρούχα με συναρπάζουν.	◯	◯	◯	◯	◯

16. Συμφωνώ με τα ακόλουθα: *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Επιλέγω να αγοράζω μεταχειρισμένα ρούχα αντί να αγοράζω καινούργια ρούχα.	⬭	⬭	⬭	⬭	⬭
Προσπαθώ να αντικαταστήσω την αγορά νέων ρούχων με μεταχειρισμένα.	⬭	⬭	⬭	⬭	⬭
Στο μέλλον, θα αγοράζω μεταχειρισμένα ρούχα αντί να αγοράζω νέα.	⬭	⬭	⬭	⬭	⬭
Στο μέλλον, θα μοιραστώ οικειοθελώς τις σκέψεις μου για τα μεταχειρισμένα ρούχα.	⬭	⬭	⬭	⬭	⬭

Skip to question 48

Επιδιόρθωση ρούχων

17. Δεν επισκευάζω, ούτε πηγαίνω να μου επισκευάσουν τα ρούχα μου γιατί: *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Δεν έχω τις ικανότητες.	◯	◯	◯	◯	◯
Είναι πολύ χρονοβόρο.	◯	◯	◯	◯	◯
Δεν βολεύει και δεν αξίζει τον κόπο.	◯	◯	◯	◯	◯
Ανησυχώ ότι δεν θα φαίνονται το ίδιο μετά την επισκευή.	◯	◯	◯	◯	◯
Ανησυχώ ότι δεν θα έχει την ίδια εφαρμογή μετά την επισκευή.	◯	◯	◯	◯	◯
Οι υπηρεσίες μεταποίησης είναι ακριβές.	◯	◯	◯	◯	◯
Οι υπηρεσίες μεταποίησης είναι δύσκολο να βρεθούν στην περιοχή μου.	◯	◯	◯	◯	◯

18. Θα σκεφτόμουν να επισκευάσω τα ρούχα μου εάν: *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
. . . ήταν ακριβά	◯	◯	◯	◯	◯
. . . είχα προσωπικό δέσιμο μαζί τους	◯	◯	◯	◯	◯
. . . μου ταίριαζαν πολύ	◯	◯	◯	◯	◯
. . . συνέχιζαν να φοριούνται για περισσότερο καιρό	◯	◯	◯	◯	◯
. . . προσπαθούσα να μειώσω το περιβαλλοντικό μου αποτύπωμα	◯	◯	◯	◯	◯

19. Αισθάνομαι ότι η επισκευή ρούχων είναι: *

Mark only one oval.

	1	2	3	4	5	
Επουσιώδης	◯	◯	◯	◯	◯	Σημαντική

20. Αισθάνομαι ότι η επισκευή ρούχων είναι: *

Mark only one oval.

	1	2	3	4	5	
Καλή	◯	◯	◯	◯	◯	Κακή

21. Αισθάνομαι ότι η επισκευή ρούχων είναι: *

Mark only one oval.

	1	2	3	4	5	
Ευτελής	◯	◯	◯	◯	◯	Πολύτιμη

22. Συχνότητα επιδιόρθωσης ρούχων: *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Επισκευάζω μόνος μου τα ρούχα μου.					
Βοηθάω στην επισκευή των ρούχων για την οικογένειά μου και/ή τους φίλους μου.					
Αισθάνομαι σίγουρος/η για τις ικανότητές μου στην επιδιόρθωση ρούχων.					
Ζητώ από την οικογένειά μου και/ή τους φίλους μου να με βοηθήσουν να επισκευάσω τα ρούχα μου.					

23. Συμφωνώ με τα ακόλουθα: *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Πετάω κυρίως ρούχα γιατί δεν νομίζω ότι είναι πια της μόδας.					
Πετάω κυρίως ρούχα γιατί δεν ταιριάζουν πλέον στο στυλ/ γούστο μου.					
Συχνά πετάω ρούχα που μπορούν να επισκευαστούν.					
Συνήθως πετάω τα κατεστραμμένα ρούχα στα σκουπίδια.					
Το που θα πετάξω τα ανεπιθύμητα ρούχα εξαρτάται σε μεγάλο βαθμό από το που με βολεύει να το κάνω.					
Ανακυκλώνω ρούχα μόνο όταν με βολεύει.					

24. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μέλη της οικογένειάς μου και η οικογένειά μου πιστεύουν ότι πρέπει να χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Πιστεύω ότι πρέπει να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Τα μέλη της οικογένειας μου επηρεάζουν το ποσό χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Οι φίλοι μου επηρεάζουν το ποσό χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯

25. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μέσα μαζικής ενημέρωσης επηρεάζουν την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Οι απόψεις σε διαδικτυακά φόρουμ επηρεάζουν την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Αυτό που λένε οι διάσημοι επηρεάζει την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯

26. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Να επισκευάσω μονός/ή μου τα ρούχα μου τον επόμενο χρόνο.	⬭	⬭	⬭	⬭	⬭
Να πάω να μου επισκευάσουν τα ρούχα μου τον επόμενο χρόνο.	⬭	⬭	⬭	⬭	⬭
Να μάθω περισσότερα για την βασική επισκευή ρούχων τον επόμενο χρόνο.	⬭	⬭	⬭	⬭	⬭

Skip to question 48

Ενοικίαση ρούχων

27. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Η ενοικίαση ρούχων θα με βοηθούσε να νιώθω αποδεκτός/ή.	◯	◯	◯	◯	◯
Η ενοικίαση ρούχων θα βελτίωνε τον τρόπο με τον οποίο με αντιλαμβάνονται οι γύρω μου.	◯	◯	◯	◯	◯
Η ενοικίαση ρούχων θα έκανε καλή εντύπωση στους άλλους ανθρώπους.	◯	◯	◯	◯	◯

28. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα ενοικιαζόμενα ρούχα έχουν σταθερή ποιότητα.	◯	◯	◯	◯	◯
Τα ενοικιαζόμενα ρούχα είναι καλοφτιαγμένα.	◯	◯	◯	◯	◯
Τα ενοικιαζόμενα ρούχα θα αποδίδουν με συνέπεια.	◯	◯	◯	◯	◯

29. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα ενοικιαζόμενα ρούχα έχουν λογικές τιμές.	◯	◯	◯	◯	◯
Τα ενοικιαζόμενα ρούχα προσφέρουν καλή σχέση ποιότητας και τιμής.	◯	◯	◯	◯	◯
Τα ενοικιαζόμενα ρούχα είναι αξιόπιστα προϊόντα σε σχέση με την τιμή τους.	◯	◯	◯	◯	◯
Τα ενοικιαζόμενα ρούχα είναι οικονομικά.	◯	◯	◯	◯	◯

30. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Ανησυχώ για το τι θα σκεφτούν οι άλλοι για μένα όταν φοράω ενοικιαζόμενα ρούχα.	◯	◯	◯	◯	◯
Ανησυχώ μήπως οι φίλοι μου με θεωρούν περίεργο/η ή αστείο/α φορώντας ενοικιαζόμενα ρούχα.	◯	◯	◯	◯	◯
Πιστεύω ότι τα ρούχα που νοικιάζω μπορεί να μην είναι της μόδας.	◯	◯	◯	◯	◯
Δεν νιώθω άνετα φορώντας τα ενοικιαζόμενα ρούχα δημόσια.	◯	◯	◯	◯	◯

Θα είναι δύσκολο για μένα να μπορέσω να συνδυάσω τα ενοικιαζόμενα με τα τρέχοντα ρούχα μου.					
Τα ενοικιαζόμενα ρούχα δεν θα ταιριάζουν με την προσωπική μου εικόνα.					
Ανησυχώ ότι τα ενοικιαζόμενα ρούχα δεν θα μου ταιριάζουν.					

31. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Πιστεύω ότι σπατάλησα χρήματα για να νοικιάσω ρούχα για μικρό χρονικό διάστημα.					
Πιστεύω ότι κοστίζει πολύ η διαχείριση και η συντήρηση των ενοικιαζόμενων ρούχων σε καλή κατάσταση.					
Θα νιώσω ότι σπατάλησα χρήματα για να νοικιάσω ρούχα που δεν θα έχω στην κατοχή μου.					

32. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Αυτό το ρούχο είναι απίθανο να είναι καθαρό.	◯	◯	◯	◯	◯
Αυτό το ρούχο είναι πιθανό να έχει λεκέδες ή βρωμιά.	◯	◯	◯	◯	◯
Αυτό το ρούχο είναι απίθανο να είναι υγιεινό.	◯	◯	◯	◯	◯
Αυτό το ρούχο δεν θα μπορούσε να θεωρηθεί ως νέο προϊόν.	◯	◯	◯	◯	◯

Κυκλικά μοντέλα

Τα κυκλικά μοντέλα στην βιομηχανία της μόδας συμπεριλαμβάνουν: τη μεταπώληση, την επισκευή, την ενοικίαση και την ανακατασκευή των ρούχων.

33. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μέλη της οικογένειάς μου και η οικογένειά μου πιστεύουν ότι πρέπει να χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Πιστεύω ότι πρέπει να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Τα μέλη της οικογένειας μου επηρεάζουν το ποσό χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Οι φίλοι μου επηρεάζουν το ποσό χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯

34. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μέσα μαζικής ενημέρωσης επηρεάζουν την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Οι απόψεις σε διαδικτυακά φόρουμ επηρεάζουν την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Αυτό που λένε οι διάσημοι επηρεάζει την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯

35. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Έχω τους πόρους, τις γνώσεις και την ικανότητα να νοικιάζω ρούχα.	◯	◯	◯	◯	◯
Όλα είναι υπό τον έλεγχό μου όταν νοικιάζω ρούχα.	◯	◯	◯	◯	◯
Είμαι σίγουρος ότι μπορώ να επιλέξω να νοικιάσω ρούχα αντί να αγοράσω καινούργια μέσα στους επόμενους 6 μήνες.	◯	◯	◯	◯	◯
Το να νοικιάσω ρούχα αντί να αγοράζω καινούργια εξαρτάται από εμένα.	◯	◯	◯	◯	◯

36. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα ενοικιαζόμενα ρούχα συνάδουν με τις αξίες μου.	⬭	⬭	⬭	⬭	⬭
Τα ενοικιαζόμενα ρούχα συνάδουν με τον τρέχοντα τρόπο ζωής μου.	⬭	⬭	⬭	⬭	⬭
Τα ενοικιαζόμενα ρούχα με συναρπάζουν.	⬭	⬭	⬭	⬭	⬭
Επιλέγω να νοικιάζω ρούχα αντί να αγοράζω καινούργια ρούχα.	⬭	⬭	⬭	⬭	⬭
Προσπαθώ να αντικαταστήσω την αγορά νέων ρούχων με ενοικιαζόμενα.	⬭	⬭	⬭	⬭	⬭
Στο μέλλον, θα νοικιάζω ρούχα αντί να αγοράζω νέα.	⬭	⬭	⬭	⬭	⬭
Στο μέλλον, θα μοιραστώ οικειοθελώς τις σκέψεις μου για τα ενοικιαζόμενα ρούχα.	⬭	⬭	⬭	⬭	⬭

Skip to question 48

Μεταποιημένα ρούχα (Upcycled)

37. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Η μεταποίηση ρούχων θα με βοηθούσε να νιώθω αποδεκτός/ή.	◯	◯	◯	◯	◯
Η μεταποίηση ρούχων θα βελτίωνε τον τρόπο με τον οποίο με αντιλαμβάνονται οι γύρω μου.	◯	◯	◯	◯	◯
Η μεταποίηση ρούχων θα έκανε καλή εντύπωση στους άλλους ανθρώπους.	◯	◯	◯	◯	◯

38. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μεταποιημένα ρούχα έχουν σταθερή ποιότητα.	◯	◯	◯	◯	◯
Τα μεταποιημένα ρούχα είναι καλοφτιαγμένα.	◯	◯	◯	◯	◯
Τα μεταποιημένα ρούχα αποδίδουν σταθερά.	◯	◯	◯	◯	◯

39. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μεταποιημένα ρούχα έχουν λογικές τιμές.	◯	◯	◯	◯	◯
Τα μεταποιημένα ρούχα προσφέρουν καλή σχέση ποιότητας και τιμής.	◯	◯	◯	◯	◯
Τα μεταποιημένα ρούχα είναι αξιόπιστα προϊόντα σε σχέση με την τιμή τους.	◯	◯	◯	◯	◯
Τα μεταποιημένα ρούχα είναι οικονομικά.	◯	◯	◯	◯	◯

40. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Ανησυχώ για το τι θα σκεφτούν οι άλλοι για μένα όταν φοράω μεταποιημένα ρούχα.	◯	◯	◯	◯	◯
Ανησυχώ μήπως οι φίλοι μου με θεωρούν περίεργο/η ή αστείο/α όταν φοραώ μεταποιημένα ρούχα.	◯	◯	◯	◯	◯
Πιστεύω ότι τα μεταποιημένα ρούχα που αγοράζω μπορεί να μην είναι της μόδας.	◯	◯	◯	◯	◯

Δεν νιώθω άνετα φορώντας τα μεταποιημένα ρούχα δημόσια.					
Θα είναι δύσκολο για μένα να μπορέσω να συνδυάσω τα μεταποιημένα με τα τρέχοντα ρούχα μου.					
Τα μεταποιημένα ρούχα δεν θα ταιριάζουν με την προσωπική μου εικόνα.					
Ανησυχώ ότι τα μεταποιημένα ρούχα δεν θα μου ταιριάζουν.					

41. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Πιστεύω ότι σπατάλησα χρήματα για να αγοράσω μεταποιημένα ρούχα.					
Πιστεύω ότι κοστίζει πολύ η διαχείριση και η συντήρηση των μεταποιημένων ρούχων σε καλή κατάσταση.					
Θα νιώσω ότι σπατάλησα χρήματα για μεταποιημένα ρούχα.					

42. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Αυτό το ρούχο είναι απίθανο να είναι καθαρό.	◯	◯	◯	◯	◯
Αυτό το ρούχο είναι πιθανό να έχει λεκέδες ή βρωμιά.	◯	◯	◯	◯	◯
Αυτό το ρούχο είναι απίθανο να είναι υγιεινό.	◯	◯	◯	◯	◯
Αυτό το ρούχο δεν θα μπορούσε να θεωρηθεί ως νέο προϊόν.	◯	◯	◯	◯	◯

Κυκλικά μοντέλα

Τα κυκλικά μοντέλα στην βιομηχανία της μόδας συμπεριλαμβάνουν: τη μεταπώληση, την επισκευή, την ενοικίαση και την ανακατασκευή των ρούχων.

43. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μέλη της οικογένειάς μου και η οικογένειά μου πιστεύουν ότι πρέπει να χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Πιστεύω ότι πρέπει να χρησιμοποιήσω κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Τα μέλη της οικογένειας μου επηρεάζουν το ποσό χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯
Οι φίλοι μου επηρεάζουν το ποσό χρησιμοποιώ κυκλικά μοντέλα.	◯	◯	◯	◯	◯

44. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μέσα μαζικής ενημέρωσης επηρεάζουν την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.					
Οι απόψεις σε διαδικτυακά φόρουμ επηρεάζουν την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.					
Αυτό που λένε οι διάσημοι επηρεάζει την πρόθεσή μου να χρησιμοποιήσω κυκλικά μοντέλα.					

45. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Έχω τους πόρους, τις γνώσεις και την ικανότητα να αγοράζω μεταποιημένα ρούχα.					
Μπορώ να χρησιμοποιήσω σωστά τα μεταποιημένα ρούχα.					
Όλα είναι υπό τον έλεγχό μου όταν αγοράζω μεταποιημένα ρούχα.					
Είμαι σίγουρος ότι μπορώ να επιλέξω μεταποιημένα ρούχα αντί να αγοράσω καινούργια μέσα στους επόμενους 6 μήνες.					
Το να αγοράζω μεταποιημένα ρούχα αντί για καινούργια εξαρτάται από εμένα.					

46. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Τα μεταποιημένα ρούχα συνάδουν με τις αξίες μου.	◯	◯	◯	◯	◯
Τα μεταποιημένα ρούχα συνάδουν με τον τρέχοντα τρόπο ζωής μου.	◯	◯	◯	◯	◯
Τα μεταποιημένα ρούχα με συναρπάζουν.	◯	◯	◯	◯	◯

47. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Επιλέγω να αγοράζω μεταποιημένα ρούχα αντί να αγοράζω καινούργια ρούχα.	◯	◯	◯	◯	◯
Προσπαθώ να αντικαταστήσω την αγορά νέων ρούχων με μεταποιημένα.	◯	◯	◯	◯	◯
Στο μέλλον, θα αγοράζω μεταποιημένα ρούχα αντί για νέα.	◯	◯	◯	◯	◯
Στο μέλλον, θα μοιραστώ οικειοθελώς τις σκέψεις μου για τα μεταποιημένα ρούχα	◯	◯	◯	◯	◯

Skip to question 48

Δημογραφικά στοιχεία

48. Επίλεξτε μεταξύ των επιλογών ανάλογα με τον βαθμό διαφωνίας ή συμφωνίας σας *

Mark only one oval per row.

	Καθόλου	Λίγο	Αρκετά	Πολύ	Απόλυτα
Ζω τη ζωή μου με τον δικό μου τρόπο.	◯	◯	◯	◯	◯
Είναι σημαντικό για μένα να ακολουθήσω τη δική μου προσωπικότητα.	◯	◯	◯	◯	◯
Λαμβάνω αποφάσεις και ενεργώ με γνώμονα τα δικά μου συμφέροντα και όχι τα συμφέροντα της ομάδας.	◯	◯	◯	◯	◯

49. Φύλο *

Mark only one oval.

- ◯ Άνδρας
- ◯ Γυναίκα
- ◯ Άλλο

50. Ηλικία *

Mark only one oval.

- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55-64
- ◯ 64 και άνω

51. Εκπαίδευση *

Mark only one oval.

- ◯ Απόφοιτος δευτεροβάθμιας εκπαίδευσης
- ◯ Απόφοιτος τριτοβάθμιας εκπαίδευσης
- ◯ Κάτοχος μεταπτυχιακού διπλώματος
- ◯ Κάτοχος διδακτορικού διπλώματος

52. Διαμονή *

Mark only one oval.

- ◯ Χωρίο
- ◯ Πόλη
- ◯ Μεγάλο αστικό κέντρο

53. Μηνιαίο εισόδημα *

Mark only one oval.

- ◯ Έως 500€
- ◯ 501-1.000€
- ◯ 1.001-1.500€
- ◯ 1.501-2.000€
- ◯ 2.001€ και άνω

54. Μηνιαία έξοδα ένδυσης *

Mark only one oval.

- ◯ 0-50€
- ◯ 51-100€
- ◯ 101-200€
- ◯ 201-300€
- ◯ 301-400€
- ◯ 400-500€
- ◯ 501€ και άνω

Σας ευχαριστώ πολύ!

Appendix C: Frequency Tables (SPSS)

KN_PTW					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	72	15,9	15,9	16,6
	Αρκετά	78	17,2	17,2	33,8
	Καθόλου	163	36,0	36,0	69,8
	Λίγο	91	20,1	20,1	89,8
	Πολύ	46	10,2	10,2	100,0
	Total	453	100,0	100,0	

KN_CSW					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	119	26,3	26,3	26,9
	Αρκετά	133	29,4	29,4	56,3
	Καθόλου	31	6,8	6,8	63,1
	Λίγο	76	16,8	16,8	79,9
	Πολύ	91	20,1	20,1	100,0
	Total	453	100,0	100,0	

KN_RM					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	138	30,5	30,5	31,1
	Αρκετά	135	29,8	29,8	60,9
	Καθόλου	8	1,8	1,8	62,7
	Λίγο	75	16,6	16,6	79,2
	Πολύ	94	20,8	20,8	100,0
	Total	453	100,0	100,0	

KN_RS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	190	41,9	41,9	42,6
	Αρκετά	123	27,2	27,2	69,8
	Καθόλου	7	1,5	1,5	71,3
	Λίγο	30	6,6	6,6	77,9
	Πολύ	100	22,1	22,1	100,0
	Total	453	100,0	100,0	

KN_RN					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	55	12,1	12,1	12,8
	Αρκετά	80	17,7	17,7	30,5
	Καθόλου	134	29,6	29,6	60,0
	Λίγο	136	30,0	30,0	90,1
	Πολύ	45	9,9	9,9	100,0
	Total	453	100,0	100,0	

KN_JL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	12	2,6	2,6	3,3
	Αρκετά	18	4,0	4,0	7,3
	Καθόλου	343	75,7	75,7	83,0
	Λίγο	67	14,8	14,8	97,8
	Πολύ	10	2,2	2,2	100,0
	Total	453	100,0	100,0	

KN_RP					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	198	43,7	43,7	44,4
	Αρκετά	124	27,4	27,4	71,7
	Καθόλου	9	2,0	2,0	73,7
	Λίγο	24	5,3	5,3	79,0
	Πολύ	95	21,0	21,0	100,0
	Total	453	100,0	100,0	

AW_G_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	81	17,9	17,9	18,5
	Αρκετά	94	20,8	20,8	39,3
	Δεν γνωρίζω/ Δεν απαντώ	112	24,7	24,7	64,0
	Καθόλου	1	,2	,2	64,2
	Λίγο	34	7,5	7,5	71,7
	Πολύ	128	28,3	28,3	100,0
	Total	453	100,0	100,0	

AW_G_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	100	22,1	22,1	22,7
	Αρκετά	115	25,4	25,4	48,1
	Δεν γνωρίζω/ Δεν απαντώ	45	9,9	9,9	58,1
	Καθόλου	7	1,5	1,5	59,6
	Λίγο	48	10,6	10,6	70,2
	Πολύ	135	29,8	29,8	100,0
	Total	453	100,0	100,0	

AW_G_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	137	30,2	30,2	30,9
	Αρκετά	75	16,6	16,6	47,5
	Δεν γνωρίζω/ Δεν απαντώ	93	20,5	20,5	68,0
	Καθόλου	2	,4	,4	68,4
	Λίγο	28	6,2	6,2	74,6
	Πολύ	115	25,4	25,4	100,0
	Total	453	100,0	100,0	

AW_G_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	166	36,6	36,6	37,3
	Αρκετά	67	14,8	14,8	52,1
	Δεν γνωρίζω/ Δεν απαντώ	60	13,2	13,2	65,3
	Καθόλου	9	2,0	2,0	67,3
	Λίγο	38	8,4	8,4	75,7
	Πολύ	110	24,3	24,3	100,0
	Total	453	100,0	100,0	

AW_G_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	388	85,7	85,7	86,3
	Αρκετά	5	1,1	1,1	87,4
	Δεν γνωρίζω/ Δεν απαντώ	2	,4	,4	87,9
	Καθόλου	4	,9	,9	88,7
	Λίγο	10	2,2	2,2	90,9
	Πολύ	41	9,1	9,1	100,0
	Total	453	100,0	100,0	

AW_G_6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	115	25,4	25,4	26,0
	Αρκετά	77	17,0	17,0	43,0
	Δεν γνωρίζω/ Δεν απαντώ	56	12,4	12,4	55,4
	Καθόλου	35	7,7	7,7	63,1
	Λίγο	40	8,8	8,8	72,0
	Πολύ	127	28,0	28,0	100,0
	Total	453	100,0	100,0	

AW_G_7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	345	76,2	76,2	76,8
	Αρκετά	9	2,0	2,0	78,8
	Καθόλου	4	,9	,9	79,7
	Λίγο	16	3,5	3,5	83,2
	Πολύ	76	16,8	16,8	100,0
	Total	453	100,0	100,0	

AW_G_8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	209	46,1	46,1	46,8
	Αρκετά	54	11,9	11,9	58,7
	Δεν γνωρίζω/ Δεν απαντώ	14	3,1	3,1	61,8
	Καθόλου	24	5,3	5,3	67,1
	Λίγο	43	9,5	9,5	76,6
	Πολύ	106	23,4	23,4	100,0
	Total	453	100,0	100,0	

AW_G_9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	268	59,2	59,2	59,8
	Αρκετά	47	10,4	10,4	70,2
	Δεν γνωρίζω/ Δεν απαντώ	1	,2	,2	70,4
	Καθόλου	7	1,5	1,5	72,0
	Λίγο	16	3,5	3,5	75,5
	Πολύ	111	24,5	24,5	100,0
	Total	453	100,0	100,0	

AW_G_10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	245	54,1	54,1	54,7
	Αρκετά	48	10,6	10,6	65,3
	Δεν γνωρίζω/ Δεν απαντώ	3	,7	,7	66,0
	Καθόλου	9	2,0	2,0	68,0
	Λίγο	28	6,2	6,2	74,2
	Πολύ	117	25,8	25,8	100,0
	Total	453	100,0	100,0	

ATT_CBM_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	237	52,3	52,3	53,0
	Αρκετά	67	14,8	14,8	67,8
	Καθόλου	1	,2	,2	68,0
	Λίγο	11	2,4	2,4	70,4
	Πολύ	134	29,6	29,6	100,0
	Total	453	100,0	100,0	

ATT_CBM_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	198	43,7	43,7	44,4
	Αρκετά	90	19,9	19,9	64,2
	Καθόλου	3	,7	,7	64,9
	Λίγο	19	4,2	4,2	69,1
	Πολύ	140	30,9	30,9	100,0
	Total	453	100,0	100,0	

ATT_CBM_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	220	48,6	48,6	49,2
	Αρκετά	76	16,8	16,8	66,0
	Καθόλου	13	2,9	2,9	68,9
	Λίγο	12	2,6	2,6	71,5
	Πολύ	129	28,5	28,5	100,0
	Total	453	100,0	100,0	

ATT_CBM_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	341	75,3	75,3	75,9
	Αρκετά	25	5,5	5,5	81,5
	Καθόλου	4	,9	,9	82,3
	Λίγο	7	1,5	1,5	83,9
	Πολύ	73	16,1	16,1	100,0
	Total	453	100,0	100,0	

ATT_CBM_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	184	40,6	40,6	41,3
	Αρκετά	79	17,4	17,4	58,7
	Καθόλου	12	2,6	2,6	61,4
	Λίγο	53	11,7	11,7	73,1
	Πολύ	122	26,9	26,9	100,0
	Total	453	100,0	100,0	

CNS_BH_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	57	12,6	12,6	13,2
	Αρκετά	209	46,1	46,1	59,4
	Καθόλου	12	2,6	2,6	62,0
	Λίγο	80	17,7	17,7	79,7
	Πολύ	92	20,3	20,3	100,0
	Total	453	100,0	100,0	

CNS_BH_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	53	11,7	11,7	12,4
	Αρκετά	180	39,7	39,7	52,1
	Καθόλου	14	3,1	3,1	55,2
	Λίγο	96	21,2	21,2	76,4
	Πολύ	107	23,6	23,6	100,0
	Total	453	100,0	100,0	

CNS_BH_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	18	4,0	4,0	4,6
	Αρκετά	96	21,2	21,2	25,8
	Καθόλου	123	27,2	27,2	53,0
	Λίγο	167	36,9	36,9	89,8
	Πολύ	46	10,2	10,2	100,0
	Total	453	100,0	100,0	

CNS_BH_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Απόλυτα	16	3,5	3,5	4,2
	Αρκετά	131	28,9	28,9	33,1
	Καθόλου	97	21,4	21,4	54,5
	Λίγο	149	32,9	32,9	87,4
	Πολύ	57	12,6	12,6	100,0
	Total	453	100,0	100,0	

CH_MDL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	,7	,7	,7
	Ενοικίαση ρούχων	2	,4	,4	1,1
	Επιδιόρθωση ρούχων	184	40,6	40,6	41,7
	Μεταποιημένα ρούχων	29	6,4	6,4	48,1
	Μεταχειρισμένα ρουχων	235	51,9	51,9	100,0
	Total	453	100,0	100,0	

RS_SV_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	8	1,8	1,8	49,9
	Αρκετά	54	11,9	11,9	61,8
	Καθόλου	92	20,3	20,3	82,1
	Λίγο	60	13,2	13,2	95,4
	Πολύ	21	4,6	4,6	100,0
	Total	453	100,0	100,0	

RS_SV_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	9	2,0	2,0	50,1
	Αρκετά	48	10,6	10,6	60,7
	Καθόλου	92	20,3	20,3	81,0
	Λίγο	70	15,5	15,5	96,5
	Πολύ	16	3,5	3,5	100,0
	Total	453	100,0	100,0	

RS_SV_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	7	1,5	1,5	49,7
	Αρκετά	60	13,2	13,2	62,9
	Καθόλου	60	13,2	13,2	76,2
	Λίγο	83	18,3	18,3	94,5
	Πολύ	25	5,5	5,5	100,0
	Total	453	100,0	100,0	

RS_FV_Q_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	2	,4	,4	48,6
	Αρκετά	78	17,2	17,2	65,8
	Καθόλου	54	11,9	11,9	77,7
	Λίγο	81	17,9	17,9	95,6
	Πολύ	20	4,4	4,4	100,0
	Total	453	100,0	100,0	

RS_FV_Q_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	6	1,3	1,3	49,4
	Αρκετά	132	29,1	29,1	78,6
	Καθόλου	20	4,4	4,4	83,0
	Λίγο	50	11,0	11,0	94,0
	Πολύ	27	6,0	6,0	100,0
	Total	453	100,0	100,0	

RS_FV_Q_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	15	3,3	3,3	51,4
	Αρκετά	104	23,0	23,0	74,4
	Καθόλου	13	2,9	2,9	77,3
	Λίγο	61	13,5	13,5	90,7
	Πολύ	42	9,3	9,3	100,0
	Total	453	100,0	100,0	

RS_FV_P_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	43	9,5	9,5	57,6
	Αρκετά	97	21,4	21,4	79,0
	Καθόλου	1	,2	,2	79,2
	Λίγο	17	3,8	3,8	83,0
	Πολύ	77	17,0	17,0	100,0
	Total	453	100,0	100,0	

RS_FV_P_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	45	9,9	9,9	58,1
	Αρκετά	90	19,9	19,9	77,9
	Καθόλου	1	,2	,2	78,1
	Λίγο	22	4,9	4,9	83,0
	Πολύ	77	17,0	17,0	100,0
	Total	453	100,0	100,0	

RS_FV_P_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	30	6,6	6,6	54,7
	Αρκετά	94	20,8	20,8	75,5
	Καθόλου	1	,2	,2	75,7
	Λίγο	28	6,2	6,2	81,9
	Πολύ	82	18,1	18,1	100,0
	Total	453	100,0	100,0	

RS_FV_P_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	63	13,9	13,9	62,0
	Αρκετά	76	16,8	16,8	78,8
	Καθόλου	1	,2	,2	79,0
	Λίγο	15	3,3	3,3	82,3
	Πολύ	80	17,7	17,7	100,0
	Total	453	100,0	100,0	

RS_SCR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	4	,9	,9	49,0
	Αρκετά	9	2,0	2,0	51,0
	Καθόλου	186	41,1	41,1	92,1
	Λίγο	34	7,5	7,5	99,6
	Πολύ	2	,4	,4	100,0
	Total	453	100,0	100,0	

RS_SCR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	3	,7	,7	48,8
	Αρκετά	10	2,2	2,2	51,0
	Καθόλου	193	42,6	42,6	93,6
	Λίγο	25	5,5	5,5	99,1
	Πολύ	4	,9	,9	100,0
	Total	453	100,0	100,0	

RS_SCR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	4	,9	,9	49,0
	Αρκετά	29	6,4	6,4	55,4
	Καθόλου	136	30,0	30,0	85,4
	Λίγο	52	11,5	11,5	96,9
	Πολύ	14	3,1	3,1	100,0
	Total	453	100,0	100,0	

RS_SCR_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	3	,7	,7	48,8
	Αρκετά	7	1,5	1,5	50,3
	Καθόλου	198	43,7	43,7	94,0
	Λίγο	24	5,3	5,3	99,3
	Πολύ	3	,7	,7	100,0
	Total	453	100,0	100,0	

RS_SCR_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	2	,4	,4	48,6
	Αρκετά	11	2,4	2,4	51,0
	Καθόλου	183	40,4	40,4	91,4
	Λίγο	35	7,7	7,7	99,1
	Πολύ	4	,9	,9	100,0
	Total	453	100,0	100,0	

RS_SCR_6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	3	,7	,7	48,8
	Αρκετά	15	3,3	3,3	52,1
	Καθόλου	196	43,3	43,3	95,4
	Λίγο	17	3,8	3,8	99,1
	Πολύ	4	,9	,9	100,0
	Total	453	100,0	100,0	

RS_SCR_7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	2	,4	,4	48,6
	Αρκετά	17	3,8	3,8	52,3
	Καθόλου	185	40,8	40,8	93,2
	Λίγο	28	6,2	6,2	99,3
	Πολύ	3	,7	,7	100,0
	Total	453	100,0	100,0	

RS_FIR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	1	,2	,2	48,3
	Αρκετά	8	1,8	1,8	50,1
	Καθόλου	159	35,1	35,1	85,2
	Λίγο	64	14,1	14,1	99,3
	Πολύ	3	,7	,7	100,0
	Total	453	100,0	100,0	

RS_FIR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	3	,7	,7	48,8
	Αρκετά	28	6,2	6,2	55,0
	Καθόλου	104	23,0	23,0	77,9
	Λίγο	98	21,6	21,6	99,6
	Πολύ	2	,4	,4	100,0
	Total	453	100,0	100,0	

RS_FIR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	2	,4	,4	48,6
	Αρκετά	10	2,2	2,2	50,8
	Καθόλου	170	37,5	37,5	88,3
	Λίγο	52	11,5	11,5	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RS_SNR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	6	1,3	1,3	49,4
	Αρκετά	30	6,6	6,6	56,1
	Καθόλου	84	18,5	18,5	74,6
	Λίγο	95	21,0	21,0	95,6
	Πολύ	20	4,4	4,4	100,0
	Total	453	100,0	100,0	

RS_SNR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	2	,4	,4	48,6
	Αρκετά	61	13,5	13,5	62,0
	Καθόλου	33	7,3	7,3	69,3
	Λίγο	129	28,5	28,5	97,8
	Πολύ	10	2,2	2,2	100,0
	Total	453	100,0	100,0	

RS_SNR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	2	,4	,4	48,6
	Αρκετά	20	4,4	4,4	53,0
	Καθόλου	123	27,2	27,2	80,1
	Λίγο	81	17,9	17,9	98,0
	Πολύ	9	2,0	2,0	100,0
	Total	453	100,0	100,0	

RS_SNR_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	14	3,1	3,1	51,2
	Αρκετά	46	10,2	10,2	61,4
	Καθόλου	70	15,5	15,5	76,8
	Λίγο	81	17,9	17,9	94,7
	Πολύ	24	5,3	5,3	100,0
	Total	453	100,0	100,0	

RS_SP_INT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	21	4,6	4,6	52,8
	Αρκετά	59	13,0	13,0	65,8
	Καθόλου	64	14,1	14,1	79,9
	Λίγο	66	14,6	14,6	94,5
	Πολύ	25	5,5	5,5	100,0
	Total	453	100,0	100,0	

RS_SP_INT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	59	13,0	13,0	61,1
	Αρκετά	72	15,9	15,9	77,0
	Καθόλου	10	2,2	2,2	79,2
	Λίγο	34	7,5	7,5	86,8
	Πολύ	60	13,2	13,2	100,0
	Total	453	100,0	100,0	

RS_SP_INT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	12	2,6	2,6	50,8
	Αρκετά	42	9,3	9,3	60,0
	Καθόλου	120	26,5	26,5	86,5
	Λίγο	44	9,7	9,7	96,2
	Πολύ	17	3,8	3,8	100,0
	Total	453	100,0	100,0	

RS_SP_INT_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	8	1,8	1,8	49,9
	Αρκετά	37	8,2	8,2	58,1
	Καθόλου	111	24,5	24,5	82,6
	Λίγο	60	13,2	13,2	95,8
	Πολύ	19	4,2	4,2	100,0
	Total	453	100,0	100,0	

RS_SP_EXT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	3	,7	,7	48,8
	Αρκετά	32	7,1	7,1	55,8
	Καθόλου	120	26,5	26,5	82,3
	Λίγο	63	13,9	13,9	96,2
	Πολύ	17	3,8	3,8	100,0
	Total	453	100,0	100,0	

RS_SP_EXT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	5	1,1	1,1	49,2
	Αρκετά	50	11,0	11,0	60,3
	Καθόλου	96	21,2	21,2	81,5
	Λίγο	61	13,5	13,5	94,9
	Πολύ	23	5,1	5,1	100,0
	Total	453	100,0	100,0	

RS_SP_EXT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Αρκετά	20	4,4	4,4	52,5
	Καθόλου	153	33,8	33,8	86,3
	Λίγο	51	11,3	11,3	97,6
	Πολύ	11	2,4	2,4	100,0
	Total	453	100,0	100,0	

RS_PBC_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	54	11,9	11,9	60,0
	Αρκετά	92	20,3	20,3	80,4
	Καθόλου	12	2,6	2,6	83,0
	Λίγο	29	6,4	6,4	89,4
	Πολύ	48	10,6	10,6	100,0
	Total	453	100,0	100,0	

RS_PBC_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	56	12,4	12,4	60,5
	Αρκετά	85	18,8	18,8	79,2
	Καθόλου	4	,9	,9	80,1
	Λίγο	18	4,0	4,0	84,1
	Πολύ	72	15,9	15,9	100,0
	Total	453	100,0	100,0	

RS_PBC_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	51	11,3	11,3	59,4
	Αρκετά	85	18,8	18,8	78,1
	Καθόλου	10	2,2	2,2	80,4
	Λίγο	33	7,3	7,3	87,6
	Πολύ	56	12,4	12,4	100,0
	Total	453	100,0	100,0	

RS_PBC_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	65	14,3	14,3	62,5
	Αρκετά	64	14,1	14,1	76,6
	Καθόλου	20	4,4	4,4	81,0
	Λίγο	35	7,7	7,7	88,7
	Πολύ	51	11,3	11,3	100,0
	Total	453	100,0	100,0	

RS_PBC_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	115	25,4	25,4	73,5
	Αρκετά	43	9,5	9,5	83,0
	Καθόλου	7	1,5	1,5	84,5
	Λίγο	16	3,5	3,5	88,1
	Πολύ	54	11,9	11,9	100,0
	Total	453	100,0	100,0	

RS_PI_C_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	47	10,4	10,4	58,5
	Αρκετά	84	18,5	18,5	77,0
	Καθόλου	15	3,3	3,3	80,4
	Λίγο	32	7,1	7,1	87,4
	Πολύ	57	12,6	12,6	100,0
	Total	453	100,0	100,0	

RS_PI_C_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	40	8,8	8,8	57,0
	Αρκετά	80	17,7	17,7	74,6
	Καθόλου	17	3,8	3,8	78,4
	Λίγο	44	9,7	9,7	88,1
	Πολύ	54	11,9	11,9	100,0
	Total	453	100,0	100,0	

RS_PI_C_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	35	7,7	7,7	55,8
	Αρκετά	80	17,7	17,7	73,5
	Καθόλου	31	6,8	6,8	80,4
	Λίγο	51	11,3	11,3	91,6
	Πολύ	38	8,4	8,4	100,0
	Total	453	100,0	100,0	

RS_PI_BIP_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	32	7,1	7,1	55,2
	Αρκετά	77	17,0	17,0	72,2
	Καθόλου	20	4,4	4,4	76,6
	Λίγο	65	14,3	14,3	90,9
	Πολύ	41	9,1	9,1	100,0
	Total	453	100,0	100,0	

RS_PI_BIP_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	30	6,6	6,6	54,7
	Αρκετά	69	15,2	15,2	70,0
	Καθόλου	34	7,5	7,5	77,5
	Λίγο	65	14,3	14,3	91,8
	Πολύ	37	8,2	8,2	100,0
	Total	453	100,0	100,0	

RS_PI_BIP_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	23	5,1	5,1	53,2
	Αρκετά	84	18,5	18,5	71,7
	Καθόλου	20	4,4	4,4	76,2
	Λίγο	59	13,0	13,0	89,2
	Πολύ	49	10,8	10,8	100,0
	Total	453	100,0	100,0	

RS_PI_BIP_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		218	48,1	48,1	48,1
	Απόλυτα	59	13,0	13,0	61,1
	Αρκετά	72	15,9	15,9	77,0
	Καθόλου	14	3,1	3,1	80,1
	Λίγο	34	7,5	7,5	87,6
	Πολύ	56	12,4	12,4	100,0
	Total	453	100,0	100,0	

RP_BAR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	28	6,2	6,2	64,9
	Αρκετά	27	6,0	6,0	70,9
	Καθόλου	83	18,3	18,3	89,2
	Λίγο	35	7,7	7,7	96,9
	Πολύ	14	3,1	3,1	100,0
	Total	453	100,0	100,0	

RP_BAR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	4	,9	,9	59,6
	Αρκετά	24	5,3	5,3	64,9
	Καθόλου	90	19,9	19,9	84,8
	Λίγο	58	12,8	12,8	97,6
	Πολύ	11	2,4	2,4	100,0
	Total	453	100,0	100,0	

RP_BAR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	2	,4	,4	59,2
	Αρκετά	21	4,6	4,6	63,8
	Καθόλου	114	25,2	25,2	89,0
	Λίγο	43	9,5	9,5	98,5
	Πολύ	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

RP_BAR_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	2	,4	,4	59,2
	Αρκετά	23	5,1	5,1	64,2
	Καθόλου	97	21,4	21,4	85,7
	Λίγο	55	12,1	12,1	97,8
	Πολύ	10	2,2	2,2	100,0
	Total	453	100,0	100,0	

RP_BAR_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	2	,4	,4	59,2
	Αρκετά	20	4,4	4,4	63,6
	Καθόλου	95	21,0	21,0	84,5
	Λίγο	59	13,0	13,0	97,6
	Πολύ	11	2,4	2,4	100,0
	Total	453	100,0	100,0	

RP_BAR_6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	4	,9	,9	59,6
	Αρκετά	41	9,1	9,1	68,7
	Καθόλου	70	15,5	15,5	84,1
	Λίγο	60	13,2	13,2	97,4
	Πολύ	12	2,6	2,6	100,0
	Total	453	100,0	100,0	

RP_BAR_7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	3	,7	,7	59,4
	Αρκετά	23	5,1	5,1	64,5
	Καθόλου	112	24,7	24,7	89,2
	Λίγο	41	9,1	9,1	98,2
	Πολύ	8	1,8	1,8	100,0
	Total	453	100,0	100,0	

RP_MOT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	65	14,3	14,3	73,1
	Αρκετά	41	9,1	9,1	82,1
	Καθόλου	21	4,6	4,6	86,8
	Λίγο	20	4,4	4,4	91,2
	Πολύ	40	8,8	8,8	100,0
	Total	453	100,0	100,0	

RP_MOT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	65	14,3	14,3	73,1
	Αρκετά	36	7,9	7,9	81,0
	Καθόλου	24	5,3	5,3	86,3
	Λίγο	17	3,8	3,8	90,1
	Πολύ	45	9,9	9,9	100,0
	Total	453	100,0	100,0	

RP_MOT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	68	15,0	15,0	73,7
	Αρκετά	44	9,7	9,7	83,4
	Καθόλου	11	2,4	2,4	85,9
	Λίγο	13	2,9	2,9	88,7
	Πολύ	51	11,3	11,3	100,0
	Total	453	100,0	100,0	

RP_MOT_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	67	14,8	14,8	73,5
	Αρκετά	46	10,2	10,2	83,7
	Καθόλου	9	2,0	2,0	85,7
	Λίγο	5	1,1	1,1	86,8
	Πολύ	60	13,2	13,2	100,0
	Total	453	100,0	100,0	

RP_MOT_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	65	14,3	14,3	73,1
	Αρκετά	45	9,9	9,9	83,0
	Καθόλου	8	1,8	1,8	84,8
	Λίγο	29	6,4	6,4	91,2
	Πολύ	40	8,8	8,8	100,0
	Total	453	100,0	100,0	

RP_ATT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Επουσιώδης	1	,2	,2	58,9
	Λίγο επουσιώδης	1	,2	,2	59,2
	Ούτε επουσιώδης/ ούτε σημαντική	19	4,2	4,2	63,4
	Λίγο σημαντική	64	14,1	14,1	77,5
	Σημαντική	102	22,5	22,5	100,0
	Total	453	100,0	100,0	

RP_ATT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Καλή	120	26,5	26,5	85,2
	Λίγο καλή	32	7,1	7,1	92,3
	Ούτε καλή/ ούτε κακή	16	3,5	3,5	95,8
	Λίγο κακή	16	3,5	3,5	99,3
	Κακή	3	,7	,7	100,0
	Total	453	100,0	100,0	

RP_ATT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Ευτελής	2	,4	,4	59,2
	Λίγο ευτελής	1	,2	,2	59,4
	Ούτε ευτελής/ ούτε Πολύτιμη	26	5,7	5,7	65,1
	Λίγο Πολύτιμη	65	14,3	14,3	79,5
	Πολύτιμη	93	20,5	20,5	100,0
	Total	453	100,0	100,0	

RP_FRQ_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	11	2,4	2,4	61,1
	Αρκετά	39	8,6	8,6	69,8
	Καθόλου	62	13,7	13,7	83,4
	Λίγο	54	11,9	11,9	95,4
	Πολύ	21	4,6	4,6	100,0
	Total	453	100,0	100,0	

RP_FRQ_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	11	2,4	2,4	61,1
	Αρκετά	35	7,7	7,7	68,9
	Καθόλου	74	16,3	16,3	85,2
	Λίγο	52	11,5	11,5	96,7
	Πολύ	15	3,3	3,3	100,0
	Total	453	100,0	100,0	

RP_FRQ_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	7	1,5	1,5	60,3
	Αρκετά	45	9,9	9,9	70,2
	Καθόλου	83	18,3	18,3	88,5
	Λίγο	46	10,2	10,2	98,7
	Πολύ	6	1,3	1,3	100,0
	Total	453	100,0	100,0	

RP_FRQ_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	27	6,0	6,0	64,7
	Αρκετά	46	10,2	10,2	74,8
	Καθόλου	51	11,3	11,3	86,1
	Λίγο	42	9,3	9,3	95,4
	Πολύ	21	4,6	4,6	100,0
	Total	453	100,0	100,0	

RP_DIS_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	3	,7	,7	59,4
	Αρκετά	17	3,8	3,8	63,1
	Καθόλου	105	23,2	23,2	86,3
	Λίγο	56	12,4	12,4	98,7
	Πολύ	6	1,3	1,3	100,0
	Total	453	100,0	100,0	

RP_DIS_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	8	1,8	1,8	60,5
	Αρκετά	33	7,3	7,3	67,8
	Καθόλου	75	16,6	16,6	84,3
	Λίγο	50	11,0	11,0	95,4
	Πολύ	21	4,6	4,6	100,0
	Total	453	100,0	100,0	

RP_DIS_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	4	,9	,9	59,6
	Αρκετά	10	2,2	2,2	61,8
	Καθόλου	114	25,2	25,2	87,0
	Λίγο	51	11,3	11,3	98,2
	Πολύ	8	1,8	1,8	100,0
	Total	453	100,0	100,0	

RP_DIS_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	21	4,6	4,6	63,4
	Αρκετά	20	4,4	4,4	67,8
	Καθόλου	79	17,4	17,4	85,2
	Λίγο	43	9,5	9,5	94,7
	Πολύ	24	5,3	5,3	100,0
	Total	453	100,0	100,0	

RP_DIS_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	14	3,1	3,1	61,8
	Αρκετά	24	5,3	5,3	67,1
	Καθόλου	81	17,9	17,9	85,0
	Λίγο	48	10,6	10,6	95,6
	Πολύ	20	4,4	4,4	100,0
	Total	453	100,0	100,0	

RP_DIS_6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	10	2,2	2,2	60,9
	Αρκετά	30	6,6	6,6	67,5
	Καθόλου	85	18,8	18,8	86,3
	Λίγο	48	10,6	10,6	96,9
	Πολύ	14	3,1	3,1	100,0
	Total	453	100,0	100,0	

RP_INT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	19	4,2	4,2	62,9
	Αρκετά	63	13,9	13,9	76,8
	Καθόλου	33	7,3	7,3	84,1
	Λίγο	45	9,9	9,9	94,0
	Πολύ	27	6,0	6,0	100,0
	Total	453	100,0	100,0	

RP_INT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	40	8,8	8,8	67,5
	Αρκετά	69	15,2	15,2	82,8
	Καθόλου	7	1,5	1,5	84,3
	Λίγο	15	3,3	3,3	87,6
	Πολύ	56	12,4	12,4	100,0
	Total	453	100,0	100,0	

RP_INT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	12	2,6	2,6	61,4
	Αρκετά	43	9,5	9,5	70,9
	Καθόλου	67	14,8	14,8	85,7
	Λίγο	46	10,2	10,2	95,8
	Πολύ	19	4,2	4,2	100,0
	Total	453	100,0	100,0	

RP_INT_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	3	,7	,7	59,4
	Αρκετά	40	8,8	8,8	68,2
	Καθόλου	84	18,5	18,5	86,8
	Λίγο	43	9,5	9,5	96,2
	Πολύ	17	3,8	3,8	100,0
	Total	453	100,0	100,0	

RP_EXT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	3	,7	,7	59,4
	Αρκετά	36	7,9	7,9	67,3
	Καθόλου	99	21,9	21,9	89,2
	Λίγο	44	9,7	9,7	98,9
	Πολύ	5	1,1	1,1	100,0
	Total	453	100,0	100,0	

RP_EXT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	3	,7	,7	59,4
	Αρκετά	39	8,6	8,6	68,0
	Καθόλου	90	19,9	19,9	87,9
	Λίγο	38	8,4	8,4	96,2
	Πολύ	17	3,8	3,8	100,0
	Total	453	100,0	100,0	

RP_EXT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Αρκετά	19	4,2	4,2	62,9
	Καθόλου	129	28,5	28,5	91,4
	Λίγο	36	7,9	7,9	99,3
	Πολύ	3	,7	,7	100,0
	Total	453	100,0	100,0	

RP_INTE_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	19	4,2	4,2	62,9
	Αρκετά	40	8,8	8,8	71,7
	Καθόλου	50	11,0	11,0	82,8
	Λίγο	55	12,1	12,1	94,9
	Πολύ	23	5,1	5,1	100,0
	Total	453	100,0	100,0	

RP_INTE_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	35	7,7	7,7	66,4
	Αρκετά	59	13,0	13,0	79,5
	Καθόλου	5	1,1	1,1	80,6
	Λίγο	31	6,8	6,8	87,4
	Πολύ	57	12,6	12,6	100,0
	Total	453	100,0	100,0	

RP_INTE_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		266	58,7	58,7	58,7
	Απόλυτα	28	6,2	6,2	64,9
	Αρκετά	44	9,7	9,7	74,6
	Καθόλου	24	5,3	5,3	79,9
	Λίγο	48	10,6	10,6	90,5
	Πολύ	43	9,5	9,5	100,0
	Total	453	100,0	100,0	

RN_SV_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SV_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SV_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_FV_Q_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_FV_Q_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_FV_Q_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_FV_P_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_FV_P_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_FV_P_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_FV_P_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_SCR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Λίγο	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_SCR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SCR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SCR_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SCR_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Καθόλου	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SCR_6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Καθόλου	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SCR_7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_FIR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_FIR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_FIR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SNR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SNR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Λίγο	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_SNR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SNR_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_SP_INT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SP_INT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SP_INT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SP_INT_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SP_EXT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SP_EXT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_SP_EXT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_PBC_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_PBC_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Αρκετά	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_PBC_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_PBC_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Απόλυτα	1	,2	,2	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_PI_C_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Λίγο	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_PI_C_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Λίγο	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_PI_C_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_PI_BIP_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_PI_BIP_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Λίγο	1	,2	,2	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RN_PI_BIP_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Λίγο	2	,4	,4	100,0
	Total	453	100,0	100,0	

RN_PI_BIP_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	99,6	99,6	99,6
	Καθόλου	1	,2	,2	99,8
	Λίγο	1	,2	,2	100,0
	Total	453	100,0	100,0	

RM_SV_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	5	1,1	1,1	94,7
	Αρκετά	7	1,5	1,5	96,2
	Καθόλου	6	1,3	1,3	97,6
	Λίγο	7	1,5	1,5	99,1
	Πολύ	4	,9	,9	100,0
	Total	453	100,0	100,0	

RM_SV_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	4	,9	,9	94,5
	Αρκετά	3	,7	,7	95,1
	Καθόλου	8	1,8	1,8	96,9
	Λίγο	6	1,3	1,3	98,2
	Πολύ	8	1,8	1,8	100,0
	Total	453	100,0	100,0	

RM_SV_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	6	1,3	1,3	94,9
	Αρκετά	5	1,1	1,1	96,0
	Καθόλου	3	,7	,7	96,7
	Λίγο	8	1,8	1,8	98,5
	Πολύ	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

RM_FV_Q_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	4	,9	,9	94,5
	Αρκετά	11	2,4	2,4	96,9
	Καθόλου	2	,4	,4	97,4
	Λίγο	5	1,1	1,1	98,5
	Πολύ	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

RM_FV_Q_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	3	,7	,7	94,3
	Αρκετά	13	2,9	2,9	97,1
	Λίγο	1	,2	,2	97,4
	Πολύ	12	2,6	2,6	100,0
	Total	453	100,0	100,0	

RM_FV_Q_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	5	1,1	1,1	94,7
	Αρκετά	12	2,6	2,6	97,4
	Λίγο	1	,2	,2	97,6
	Πολύ	11	2,4	2,4	100,0
	Total	453	100,0	100,0	

RM_FV_P_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	2	,4	,4	94,0
	Αρκετά	18	4,0	4,0	98,0
	Καθόλου	1	,2	,2	98,2
	Λίγο	5	1,1	1,1	99,3
	Πολύ	3	,7	,7	100,0
	Total	453	100,0	100,0	

RM_FV_P_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	2	,4	,4	94,0
	Αρκετά	17	3,8	3,8	97,8
	Λίγο	1	,2	,2	98,0
	Πολύ	9	2,0	2,0	100,0
	Total	453	100,0	100,0	

RM_FV_P_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	3	,7	,7	94,3
	Αρκετά	15	3,3	3,3	97,6
	Λίγο	2	,4	,4	98,0
	Πολύ	9	2,0	2,0	100,0
	Total	453	100,0	100,0	

RM_FV_P_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	2	,4	,4	94,0
	Αρκετά	12	2,6	2,6	96,7
	Καθόλου	2	,4	,4	97,1
	Λίγο	4	,9	,9	98,0
	Πολύ	9	2,0	2,0	100,0
	Total	453	100,0	100,0	

RM_SCR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	1	,2	,2	93,8
	Καθόλου	25	5,5	5,5	99,3
	Λίγο	3	,7	,7	100,0
	Total	453	100,0	100,0	

RM_SCR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	1	,2	,2	93,8
	Καθόλου	25	5,5	5,5	99,3
	Λίγο	3	,7	,7	100,0
	Total	453	100,0	100,0	

RM_SCR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	2	,4	,4	94,0
	Καθόλου	19	4,2	4,2	98,2
	Λίγο	8	1,8	1,8	100,0
	Total	453	100,0	100,0	

RM_SCR_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	1	,2	,2	93,8
	Καθόλου	22	4,9	4,9	98,7
	Λίγο	5	1,1	1,1	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RM_SCR_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	1	,2	,2	93,8
	Καθόλου	21	4,6	4,6	98,5
	Λίγο	5	1,1	1,1	99,6
	Πολύ	2	,4	,4	100,0
	Total	453	100,0	100,0	

RM_SCR_6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Καθόλου	24	5,3	5,3	98,9
	Λίγο	4	,9	,9	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RM_SCR_7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	1	,2	,2	93,8
	Καθόλου	23	5,1	5,1	98,9
	Λίγο	3	,7	,7	99,6
	Πολύ	2	,4	,4	100,0
	Total	453	100,0	100,0	

RM_FIR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	1	,2	,2	93,8
	Καθόλου	22	4,9	4,9	98,7
	Λίγο	6	1,3	1,3	100,0
	Total	453	100,0	100,0	

RM_FIR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	3	,7	,7	94,3
	Καθόλου	13	2,9	2,9	97,1
	Λίγο	13	2,9	2,9	100,0
	Total	453	100,0	100,0	

RM_FIR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Καθόλου	22	4,9	4,9	98,5
	Λίγο	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

RM_SNR_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	1	,2	,2	93,8
	Αρκετά	4	,9	,9	94,7
	Καθόλου	15	3,3	3,3	98,0
	Λίγο	8	1,8	1,8	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RM_SNR_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	1	,2	,2	93,8
	Αρκετά	6	1,3	1,3	95,1
	Καθόλου	13	2,9	2,9	98,0
	Λίγο	9	2,0	2,0	100,0
	Total	453	100,0	100,0	

RM_SNR_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	1	,2	,2	93,8
	Καθόλου	23	5,1	5,1	98,9
	Λίγο	4	,9	,9	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RM_SNR_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	1	,2	,2	93,8
	Αρκετά	4	,9	,9	94,7
	Καθόλου	17	3,8	3,8	98,5
	Λίγο	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

RM_SP_INT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	6	1,3	1,3	94,9
	Αρκετά	9	2,0	2,0	96,9
	Καθόλου	5	1,1	1,1	98,0
	Λίγο	7	1,5	1,5	99,6
	Πολύ	2	,4	,4	100,0
	Total	453	100,0	100,0	

RM_SP_INT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	13	2,9	2,9	96,5
	Αρκετά	9	2,0	2,0	98,5
	Λίγο	2	,4	,4	98,9
	Πολύ	5	1,1	1,1	100,0
	Total	453	100,0	100,0	

RM_SP_INT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	2	,4	,4	94,0
	Αρκετά	5	1,1	1,1	95,1
	Καθόλου	15	3,3	3,3	98,5
	Λίγο	5	1,1	1,1	99,6
	Πολύ	2	,4	,4	100,0
	Total	453	100,0	100,0	

RM_SP_INT_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	1	,2	,2	93,8
	Αρκετά	4	,9	,9	94,7
	Καθόλου	16	3,5	3,5	98,2
	Λίγο	7	1,5	1,5	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RM_SP_EXT_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	3	,7	,7	94,3
	Καθόλου	18	4,0	4,0	98,2
	Λίγο	5	1,1	1,1	99,3
	Πολύ	3	,7	,7	100,0
	Total	453	100,0	100,0	

RM_SP_EXT_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	3	,7	,7	94,3
	Καθόλου	14	3,1	3,1	97,4
	Λίγο	7	1,5	1,5	98,9
	Πολύ	5	1,1	1,1	100,0
	Total	453	100,0	100,0	

RM_SP_EXT_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Αρκετά	2	,4	,4	94,0
	Καθόλου	20	4,4	4,4	98,5
	Λίγο	6	1,3	1,3	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RM_PBC_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	8	1,8	1,8	95,4
	Αρκετά	9	2,0	2,0	97,4
	Καθόλου	2	,4	,4	97,8
	Λίγο	5	1,1	1,1	98,9
	Πολύ	5	1,1	1,1	100,0
	Total	453	100,0	100,0	

RM_PBC_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	8	1,8	1,8	95,4
	Αρκετά	7	1,5	1,5	96,9
	Καθόλου	2	,4	,4	97,4
	Λίγο	5	1,1	1,1	98,5
	Πολύ	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

RM_PBC_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	4	,9	,9	94,5
	Αρκετά	10	2,2	2,2	96,7
	Καθόλου	2	,4	,4	97,1
	Λίγο	6	1,3	1,3	98,5
	Πολύ	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

RM_PBC_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	9	2,0	2,0	95,6
	Αρκετά	9	2,0	2,0	97,6
	Καθόλου	4	,9	,9	98,5
	Λίγο	2	,4	,4	98,9
	Πολύ	5	1,1	1,1	100,0
	Total	453	100,0	100,0	

RM_PBC_5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	12	2,6	2,6	96,2
	Αρκετά	5	1,1	1,1	97,4
	Καθόλου	2	,4	,4	97,8
	Λίγο	2	,4	,4	98,2
	Πολύ	8	1,8	1,8	100,0
	Total	453	100,0	100,0	

RM_PI_C_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	7	1,5	1,5	95,1
	Αρκετά	12	2,6	2,6	97,8
	Λίγο	2	,4	,4	98,2
	Πολύ	8	1,8	1,8	100,0
	Total	453	100,0	100,0	
RM_PI_C_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6

	Απόλυτα	7	1,5	1,5	95,1
	Αρκετά	12	2,6	2,6	97,8
	Καθόλου	1	,2	,2	98,0
	Λίγο	2	,4	,4	98,5
	Πολύ	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

RM_PI_C_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	4	,9	,9	94,5
	Αρκετά	12	2,6	2,6	97,1
	Καθόλου	1	,2	,2	97,4
	Λίγο	4	,9	,9	98,2
	Πολύ	8	1,8	1,8	100,0
	Total	453	100,0	100,0	

RM_PI_BIP_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	3	,7	,7	94,3
	Αρκετά	14	3,1	3,1	97,4
	Καθόλου	2	,4	,4	97,8
	Λίγο	7	1,5	1,5	99,3
	Πολύ	3	,7	,7	100,0
	Total	453	100,0	100,0	

RM_PI_BIP_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	3	,7	,7	94,3
	Αρκετά	13	2,9	2,9	97,1
	Καθόλου	2	,4	,4	97,6
	Λίγο	10	2,2	2,2	99,8
	Πολύ	1	,2	,2	100,0
	Total	453	100,0	100,0	

RM_PI_BIP_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	3	,7	,7	94,3
	Αρκετά	16	3,5	3,5	97,8
	Καθόλου	1	,2	,2	98,0
	Λίγο	4	,9	,9	98,9
	Πολύ	5	1,1	1,1	100,0
	Total	453	100,0	100,0	

RM_PI_BIP_4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		424	93,6	93,6	93,6
	Απόλυτα	11	2,4	2,4	96,0
	Αρκετά	8	1,8	1,8	97,8
	Καθόλου	1	,2	,2	98,0
	Λίγο	2	,4	,4	98,5
	Πολύ	7	1,5	1,5	100,0
	Total	453	100,0	100,0	

INDV_1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Απόλυτα	104	23,0	23,0	23,0
	Αρκετά	175	38,6	38,6	61,6
	Καθόλου	5	1,1	1,1	62,7
	Λίγο	24	5,3	5,3	68,0
	Πολύ	145	32,0	32,0	100,0
	Total	453	100,0	100,0	

INDV_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Απόλυτα	196	43,3	43,3	43,3
	Αρκετά	88	19,4	19,4	62,7
	Καθόλου	2	,4	,4	63,1
	Λίγο	4	,9	,9	64,0
	Πολύ	163	36,0	36,0	100,0
	Total	453	100,0	100,0	

INDV_3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Απόλυτα	65	14,3	14,3	14,3
	Αρκετά	120	26,5	26,5	40,8
	Καθόλου	64	14,1	14,1	55,0
	Λίγο	141	31,1	31,1	86,1
	Πολύ	63	13,9	13,9	100,0
	Total	453	100,0	100,0	

SEX					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Άλλο	2	,4	,4	,4
	Άνδρας	81	17,9	17,9	18,3
	Γυναίκα	370	81,7	81,7	100,0
	Total	453	100,0	100,0	

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	64	14,1	14,1	14,1
	25-34	138	30,5	30,5	44,6
	35-44	69	15,2	15,2	59,8
	45-54	88	19,4	19,4	79,2
	55-64	79	17,4	17,4	96,7
	64 και	15	3,3	3,3	100,0
	Total	453	100,0	100,0	

EDU					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Απόλυταφοιτος δευτεροβάθμιας	93	20,5	20,5	20,5
	Απόλυταφοιτος τριτοβάθμιας	229	50,6	50,6	71,1
	Κάτοχος διδακτορικου	15	3,3	3,3	74,4
	Κάτοχος μεταπτυχιακού	116	25,6	25,6	100,0
	Total	453	100,0	100,0	

STAY					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Μεγάλο αστικό κέντρο	163	36,0	36,0	36,0
	Πόλη	256	56,5	56,5	92,5
	Χωρίο	34	7,5	7,5	100,0
	Total	453	100,0	100,0	

M_INC					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.001-1.500€	127	28,0	28,0	28,0
	1.501-2.000€	43	9,5	9,5	37,5
	2.001€ κα άνω	31	6,8	6,8	44,4
	501-1.000€	152	33,6	33,6	77,9
	Έως 500€	100	22,1	22,1	100,0
	Total	453	100,0	100,0	

M_EXP					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-100€	3	,7	,7	,7
	0-50€	255	56,3	56,3	57,0
	101-200€	41	9,1	9,1	66,0
	201-300€	13	2,9	2,9	68,9
	301-400€	2	,4	,4	69,3
	400-500€	6	1,3	1,3	70,6
	501€ και άνω	1	,2	,2	70,9
	51-100€	132	29,1	29,1	100,0
	Total	453	100,0	100,0	