GEN Z, SUSTAINABILITY, & FASHION: THE CASE OF PATAGONIA

BUSINESS RESEARCH METHODS
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Aim

To investigate the relationship between Gen Z's environmental values and their purchasing behavior in the sustainable clothing sector.

Research Questions

1) How knowledgeable is Gen Z about climate change and sustainability?
2) Do Gen Z consumers consider sustainability in their purchasing decisions?
3) What factors prevent or support sustainable fashion consumption?
4) How do Patagonia's initiatives influence Gen Z loyalty and trust?

Literature Review

- Sustainability awareness and social influence drive Gen Z's buying habits (Lopes et al., 2024).
- Affordability, quality, and style often outweigh eco-values.
- Price sensitivity and trend alignment shape brand loyalty (Brand et al., 2022).

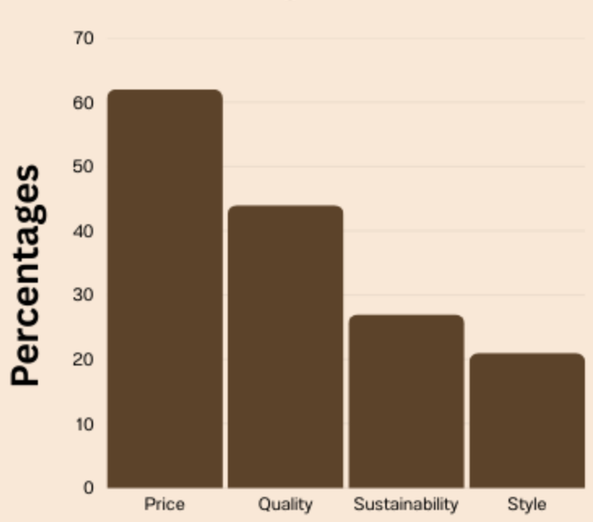
METHODOLOGY

- Qualitative: 5 semi-structured interviews with Gen Z participants
- Quantitative: 50 survey responses via Google Forms
- Tools: NVivo (qualitative coding), SPSS (descriptive stats, correlations)

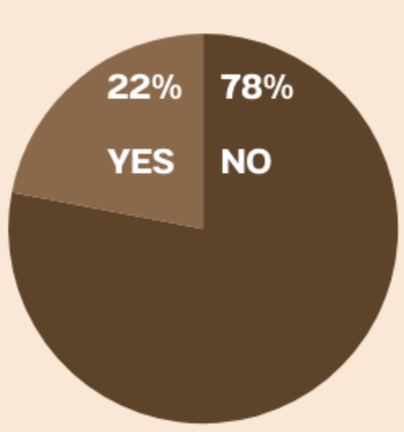
REGULATORY CONTEXT

- Patagonia is a leader in ethical sourcing and circular fashion.
- Initiatives include Worn Wear, recycled materials, and climate activism (Rybicka, 2024).
- Gen Z faces availability and affordability challenges when buying sustainably (Manley et al., 2023).

Consumers Rank of Importance When Purchasing a Product



People that factor environmental sustainability into their apparel purchasing decisions





FINDINGS

Qualitative (NVivo)

- Gen Z values sustainability, but high prices are a key barrier.
- Trust increases with brand transparency.
- Sustainability is valued–but price, quality, and style dominate choices.

Quantitative (SPSS)

- 78% have moderate to high knowledge of climate change.
- Only 22% factor sustainability in purchase decisions.
- 58% of females would stop buying if a product wasn't eco-friendly.
- Price and quality ranked as top purchase influencers.

RECOMMENDATIONS

For Patagonia & Similar Brands:

- Increase transparency about environmental impact.
- Host co-creation campaigns with Gen Z.
- Launch educational content/workshops on sustainability.
- Offer affordable eco-friendly product lines.

For Future Research:

- Include larger, more gender-balanced samples.
- Explore other sustainable fashion brands and gather data from other countries.





CONCLUSION

- Gen Z supports sustainability–but affordability and practicality often override values.
- Brands must bridge the gap between values and behaviors through transparency and affordability.
- Female consumers show stronger alignment with sustainability values.
- Success lies in combining eco-conscious efforts with Gen Z's lifestyle and financial realities.

Indicative References

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