

Segmenting Generation Z Consumers Based on Sustainable Fashion Involvement in Colombia

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Abstract

The textile and apparel industry are widely recognized for its negative impact on the environment and society, and Colombia is one of the largest fashion-consumption markets in Latin America. There has been a growing awareness and effort to address these concerns in Colombia, and Colombian Gen-Z consumers are playing a crucial role in shaping sustainable practices. This study aimed to identify and profile Gen-Z consumers with substantial engagement in sustainable fashion consumption in Colombia. Data were collected from 263 Colombian Gen-Z adults from three major cities, Bogota, Medellin, and Cali, using a convenience sampling strategy and the snowball approach. Cluster analysis was employed, and two groups were identified: passionate eco-conscious consumers and indifferent fashion consumers. Multivariate Analysis of Variance (MANOVA) and the Crosstabs approach were utilized to examine the differences between the identified groups. The results revealed that passionate eco-conscious consumers valued classic design, high quality, and versatility, would like to pay more money for high-quality fashion clothing, and expressed their uniqueness through their fashion choices compared to indifferent fashion consumers. They actively sought sustainability knowledge and preferred supporting physical stores that sell second-hand clothing. Female Gen-Z consumers demonstrated a greater inclination towards sustainable fashion consumption in comparison to their male counterparts. A persona of Colombian Gen-Z consumers with high-level involvement in sustainable fashion consumption was created and presented for better marketing to Gen-Z consumers in Colombia.

Keywords: *Generation Z, Fashion Involvement, textile, sustainability, Multivariate Analysis of Variance*

Introduction

Research Background: The textile and apparel industry has been widely recognized for its detrimental effects on both the environment and society globally. It was disclosed that, in 2015, the fashion industry generated an astounding 83 million tons of textile waste, and this figure is predicted to escalate by 60% by 2030. Furthermore, the UNECE (2018) has documented that a staggering 77% of all textiles are discarded each year, with some being deposited in landfills or incinerated. The industry has also been linked to a range of social concerns, such as labor exploitation, substandard working conditions, and human rights abuses. Colombia has emerged as a major textile and garment producer in Latin America, and the fashion industry has become

a vital contributor to the country's economy [1]. Nonetheless, the rapid growth of the sector has resulted in significant environmental and social concerns. As per the Ministry of Environment and Sustainable Development, the textile industry is among the top polluting sectors in Colombia, with extensive contamination of water and air, and the generation of massive amounts of textile waste. Additionally, the labor practices in Colombia's fashion industry have drawn criticism, including inadequate pay and long working hours [2], [3]. The rise of fast fashion is identified as a leading cause of the aforementioned challenges, with its business model emphasizing the speedy and frequent turnover of styles and trends, usually at low prices. This accelerated cycle of production and consumption engenders overconsumption, with consumers buying more clothes than necessary and discarding them hastily. It is important to note that Colombia has a substantial market for fast fashion consumption [4]. Despite the considerable environmental and social concerns linked to Colombia's fast fashion industry, there is a growing awareness and effort to address these issues [5].

The cohort of Generation Z (Gen-Z), defined as those born between 1997 and 2012, has shown remarkable potential to drive sustainability in the fashion industry. Compared to prior generations, Gen-Z consumers possess greater awareness and concern for environmental and social issues and display a stronger tendency to engage in sustainable consumption practices [6]. As Gen-Z consumers currently constitute approximately 40% of global consumers and are projected to become the largest consumer segment worldwide by 2030, their growing spending power has become increasingly evident. It is worth noting that Colombian Gen-Z consumers have shown a salient influence in both direct and indirect household expenditures, surpassing their regional counterparts by a significant margin [7]. Colombian Gen-Z consumers exhibit a high degree of environmental and social awareness and are willing to purchase sustainable products [8]. Clearly, they play an instrumental role in shaping the sustainability practices of fashion brands operating in the Colombian market. In the context of the rapidly expanding Colombian market for textile and apparel, it is critical for fashion brands and other stakeholders to possess a nuanced understanding of the Colombian Gen-Z consumers who are actively engaged in sustainable fashion consumption. Such comprehension is vital to promote sustainability and reap its benefits, not only for the Colombian market but also for the global textile and apparel industry [9].



Research Purpose and Objectives: The focus of sustainable fashion consumption revolves around two essential dimensions: fissionability and sustainability. Fashion ability lies at the heart of

fashion, serving as a medium to convey symbolic meaning, allowing individuals to express themselves and communicate through clothing and accessories. Conversely, sustainability plays a pivotal role in addressing the adverse environmental and social impacts of fashion production and consumption. It's important to note that prior research has revealed that consumers often perceive sustainable fashion products as less fashionable, primarily due to stereotypes rather than their actual buying behaviors. To combat this issue, scholars have proposed a shift in sustainable fashion research, emphasizing fashion orientation over commonly recognized sustainable products.

While recent studies have predominantly centered on exploring the factors that drive or hinder eco-friendly consumption among Chinese Gen-Z consumers or comparing the shopping behaviors of this generation with earlier ones, there is, to our knowledge, a distinct lack of specialized investigation into the sustainable fashion consumption practices of Colombian Gen-Z adults [10], [11]. To bridge this research gap, the current study seeks to identify and characterize Gen-Z adult consumers in Colombia who demonstrate significant engagement with sustainable fashion consumption.

Fashion innovativeness, a concept widely employed to categorize consumers who embrace emerging fashion trends or products either early or later in their adoption, plays a central role in this context. Additionally, the consumer involvement theory provides a robust foundation for developing measures to differentiate consumers' varying levels of engagement across different aspects of consumption, including fashion involvement and environmental involvement [11], [12]. Therefore, based on these theoretical underpinnings, this study sets out to achieve two primary research objectives within the Colombian context: (1) to identify Colombian Gen-Z adult consumers who exhibit a strong inclination towards sustainable fashion consumption based on factors such as fashion innovativeness, fashion involvement, and sustainability involvement, and (2) to investigate the identified environmentally-conscious Colombian Gen-Z adults in terms of their fashion consumption behaviors, desire for uniqueness, level of engagement in seeking sustainability knowledge, and the influence of gender.

Literature Review

Generation Z: Comprising individuals born between 1997 and 2012, constitutes a rapidly growing demographic cohort in Colombia. This generation is characterized by its impressive rate of expansion, significant educational attainment, proficiency in digital technology, global connectivity, and ethnic diversity. Recent research indicates that Gen-Z's influence extends beyond fashion trends to encompass a fervent advocacy for sustainable practices in the Colombian fashion industry [13], [14]. In contrast to previous generations, Gen-Z consumers in Colombia exhibit a greater degree of autonomy in their purchasing decisions, emphasizing the importance of sustainability and accountability for fashion brands. They are drawn to brands that align with their self-identities and nurture social connections, highlighting the significance of sustainability in their lives. Notably, Gen-Z in Colombia predominantly utilizes mobile devices for shopping, with a particular inclination for online research and discount-seeking through social media video content [15], [16].

Fashion Innovativeness: Consumer innovativeness in the context of fashion in Colombia can be categorized into fashion innovators and fashion followers. Fashion innovators are individuals who display a strong sense of fashion consciousness and are early adopters of new fashion ideas, while fashion followers tend to imitate and adopt new styles only after broader acceptance. Fashion innovators, who are more likely to be female, younger, and sensitive to social signals, play a crucial role in driving the adoption of new fashion trends in Colombia.

Fashion Involvement: Colombian consumers' involvement in fashion is notably high due to the value they attach to clothing as a means of self-expression and social identity. Consumers with high fashion involvement perceive fashion consumption as integral to their identity and often

influence their peers. Younger consumers in Colombia [17], in particular, exhibit higher levels of fashion involvement, recognizing clothing's role in self-expression and social interactions.

Environmental Involvement: Consumer environmental involvement in Colombia reflects varying degrees of dedication to environmental preservation. Individuals with high environmental involvement are more likely to make environmentally conscious consumption choices. Younger consumers in Colombia are particularly inclined towards environmental protection and sustainable consumption, making environmental involvement a critical factor in understanding sustainable fashion choices.

Need for Uniqueness: Colombian consumers' need for uniqueness is rooted in their desire to differentiate themselves through distinctive fashion choices and lifestyle. This desire can conflict with social norms but is associated with positive outcomes such as increased self-esteem and personal satisfaction. Those with a strong need for uniqueness are more likely to take the initiative to influence fashion trends in Colombia [18], [19].

Sustainability Knowledge-Seeking: Consumers in Colombia, like elsewhere, process sustainability-related information differently across product categories, with general awareness of environmental issues not necessarily translating into sustainable actions. High involvement in sustainable fashion consumption in Colombia is associated with active seeking of sustainability knowledge and expressing uniqueness through clothing choices.

Fashion Consumption Behavior: Colombian fashion consumers exhibit preferences and behaviors that can contribute to sustainability in the fashion industry. They are encouraged to prioritize quality over quantity, extend the lifespan of garments through timeless aesthetics and versatility, and embrace circular fashion practices, such as buying second-hand clothing. There is also a growing preference for local fashion brands, which contributes to the local sustainable economy. Generation Z consumers in Colombia display a particular inclination toward local fashion brands. Fashion consumption behavior in Colombia encompasses evaluations of product quality, price, design, versatility, and the frequency of buying second-hand clothing and supporting local brands.

Research Method

Research Process: This study follows a four-stage research process, including a literature review, survey development, data collection, and data analysis. The initial phase involved defining the research purpose and objectives. The purpose of this study is to classify and profile Colombian Gen-Z adult consumers with high-level involvement in sustainable fashion consumption [20]. Three grouping factors comprise fashion innovativeness, fashion involvement, and sustainability involvement. The profiling factors were also determined, including the need for uniqueness, sustainability knowledge-seeking, fashion consumption behaviors, and gender. Next, the survey instruments were developed based on the literature review. We targeted Colombian Gen-Z adult consumers aged between 18 and 25, with a target sample size of 108-180 participants. A convenience sampling method was employed to collect data using an online self-directed questionnaire. In terms of data analysis, Statistical Package for the Social Sciences (SPSS) and Amos were employed to process the data. Cluster analysis was utilized to classify and identify Colombian Gen-Z adults who are highly engaged in sustainable fashion consumption based on the three grouping factors. To differentiate the identified groups, Multivariate analysis of variance (MANOVA) and Pearson Chi-Square test were employed to compare the differences based on the profiling factors [21], [22].

Table 1: Demographic Characteristics of Colombian Participants

Items	n	%	Items
Gender			Monthly Spending on Fashion Consumption (COP)
Male	61	20.97%	Less than 450
Female	231	79.03%	450–900
			901–2700
Age			2701–4500
18–25	263	100%	More than 4500
Monthly Personal Income (COP)			The Percentage of Second-hand Clothing
Below 2700	173	59.34%	None
2700–4500	52	17.87%	Less than 10%
4501–9,000	27	9.27%	About 15%
9,001–13,500	7	2.40%	About 20%
13,501–18,000	1	0.34%	More than 20%
More than 18,001	3	1.03%	Total

Sampling and Sample: Various interpretations have been proposed regarding the age parameters that define Generation Z (Gen-Z). However, the majority of scholars concur that individuals born between 1997 and 2012 are widely recognized as the quintessential Gen-Z cohort. In the present investigation, we target Colombian Gen-Z adult consumers, so the age range of 18–25 years old was adopted as the criterion for recruiting participants. To gather data from Colombian Gen-Z individuals, the study employed both a convenience sampling strategy and the snowball approach. Specifically, this study initially recruited 63 Colombian Gen-Z participants through the personal connections of the researchers. The initial participants were 63 college students who were studying in the major cities of Bogota, Medellin, and Cali in Colombia. Then, we encouraged these initial participants to invite their friends to participate in the research [23]. A web-based questionnaire was designed using Qualtrics. The survey was then disseminated via emails and WhatsApp, which is a popular messaging platform in Colombia, after obtaining approval from the Institutional Review Board. A total of 263 Colombian Gen-Z individuals completed the entire survey and met the eligibility criteria.

The majority of respondents were female, comprising 76.4% of the total sample, while 62 male participants accounted for 23.6%. All participants were aged between 18 and 25 years, falling within the Gen-Z cohort. In the survey, we used the Colombian currency Peso (COP) to collect information about participants' monthly income and fashion-related expenditures. The majority of participants reported spending less than 500,000 COP per month on fashion clothing and accessories. In terms of monthly income, 67.7% of respondents reported earning less than 1,500,000 COP, while 18.6% reported earning between 1,500,000–2,500,000 COP. Concerning the proportion of second-hand clothing in their wardrobes, over half of the respondents reported having no second-hand clothing, and 27.4% reported having less than 10% of second-hand clothing in their wardrobes.

Instrument Development: The survey conducted in this study consisted of four sections. The first section included a brief introduction to the study and the IRB exemption code. The second section comprised a series of multi-item scales designed to measure five constructs. The third section consisted of seven questions related to fashion consumption behaviors, which were developed by the researchers. The fourth section collected demographic information from the participants [24], [25]. The survey was created in English, and then translated into Spanish and back translated into English by two researchers proficient in both Spanish and English languages. Any significant differences identified during the translation process were addressed through discussion to ensure conceptual consistency in the meaning conveyed by the survey instruments.

Regarding research constructs, a three-item scale measuring fashion innovativeness (FIS) was adapted from Flynn and Goldsmith (1993) and Bertrandias and Goldsmith (2006) [26], [27]. Multi-item scales assessing fashion involvement (FI) and sustainability involvement (SI) were adapted from Zaichkowsky's research [28], [29]. Measures of need for uniqueness were adapted from Matthews, Rothenberg et al., and the four-item measure of sustainability knowledge-seeking was adapted from Cavender and Lee's study. To measure FI and SI, a semantic differential seven-point scale was adopted. Meanwhile, the constructs of FIS, NU, and SK were measured using a seven-point Likert scale with 1 indicating "strongly disagree" and 7 indicating "strongly agree". Research construct validity and reliability were assessed via exploratory factor analysis, confirmatory factor analysis, and Cronbach alpha checking. All statistical characteristics meet or exceed accepted thresholds. The indicator variable was created by averaging items for the five constructs: FIS, FI, SI, NU, and SK.

Seven questions about fashion consumption behaviors were identified and developed by researchers in this current study, focusing on profiling Colombian Gen-Z adult consumers with a high level of involvement in sustainable fashion consumption. These questions include a preference for quality over quantity, classic and versatile design, a willingness to pay more for high-quality apparel, an interest in newness and trendiness, the frequency of buying second-hand fashion products online and in physical stores, and the frequency of purchasing from local brands. Regarding the questions related to frequency in the fashion consumption pattern part, a five-point frequency scale was employed. Specifically, this scale ranged from 1 to 5, with 1 denoting "never", 2 denoting "sometimes", 3 denoting "about half the time", 4 denoting "often", and 5 denoting "always". Apart from the questions about frequency, a seven-point Likert scale was utilized to gauge participants' level of agreement with the statements. A summary of all the initial constructs and related items used in the study is presented in Table 2.

Here is my attempt to paraphrase the Analysis and Results section in a more formal, technical style without citations:

Data Analysis and Findings

Preliminary Data Analysis: The statistical software programs SPSS and Amos were utilized to process the data, assess the reliability and validity of the measurement constructs, examine assumptions, conduct cluster analysis, and make comparisons between the identified clusters. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were first implemented to evaluate the measurement models of the three grouping variables - fashion involvement, sustainability involvement, and fashion innovativeness. The EFA results showed that the 12 items explained approximately 72.1% of the total variance, with extracted communalities loadings ranging from 0.62 to 0.82. The Kaiser-Meyer-Olkin measure of 0.87 indicated an adequate sample size. Moreover, the EFA loadings for all items were 0.74 to 0.99, demonstrating construct reliability.

The CFA results indicated an excellent model fit, with a goodness of fit index of 0.94, comparative fit index of 0.97, Tucker-Lewis index of 0.96, a chi-square value of 103.39 (with 51 degrees of freedom), a chi-square/df ratio of 2.03, and a root mean square error of approximation of 0.059. The average variance extracted estimates for the three constructs exceeded 0.50, providing evidence of convergent validity. A comparison of the square root of the average variance extracted for each construct versus the inter-construct correlations showed discriminant validity, as the squared roots were greater than the correlations. Cronbach's alpha values ranging from 0.76 to 0.90 further supported scale reliability.

To assess convergent validity, the average variance extracted (AVE) for each construct was calculated using the formula:

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum Var(e_i)}$$

where λ_i represents the factor loadings and $Var(e_i)$ represents the error variance terms for each item.

Cluster Analysis: A two-stage cluster analysis approach was implemented, beginning with hierarchical clustering utilizing Ward's method to determine the appropriate number of clusters, initial cluster centers, and potential outliers. The dendrogram indicated that a two-cluster solution was optimal. K-means non-hierarchical clustering with Euclidean distances was then conducted to refine the clusters. A multivariate analysis of variance verified significant differences between the clusters. Satisfactory values were obtained for Box's test of equality of covariance matrices and Levene's test of equality of error variances. Bonferroni-adjusted pairwise comparisons also showed significant differences between the two clusters.

Table 2.

Constructs	Items	EFA (Colombia)	CFA (Colombia)	AVE (Colombia)	CR (Colombia)
Loading	FIS	0.80	0.73	0.56	0.70
Loading	FIS2	0.78	0.69	-	-
	FIS3	0.69	-	-	-
	FI	0.76	0.68	0.55	0.80
	FI2	0.74	-	-	-
	FI3	0.74	-	-	-
	FI4	0.69	-	-	-
	FI5	0.66	0.58	0.81	0.81
	SI	0.75	0.62	-	-
	SI3	0.75	-	-	-
	SI4	0.75	-	-	-
	SI5	0.74	-	-	-
	SI6	0.68	-	-	-

The analysis showed that Cluster 1 (n = 163, 55.82%) exhibited greater engagement in sustainable fashion consumption, with higher mean scores on the three grouping factors compared to Cluster 2 (n = 129, 44.18%). Based on their degree of sustainable fashion involvement, Cluster 1 was designated as the passionate eco-conscious consumer group while Cluster 2 was the indifferent fashion consumer group.

Cluster Profiling: Due to differences in scale types, two multivariate analyses of variance were performed along with Bonferroni-corrected pairwise comparisons to analyze inter-cluster differences on the profiling variables. Satisfactory values were obtained for Box's and Levene's tests, indicating homogeneity of covariance matrices and error variances, respectively. The first MANOVA examined differences in need for uniqueness, sustainability knowledge-seeking, preference for quality over quantity, favoring classic/versatile design, willingness to pay more for higher quality, and seeking newness/trendiness. A significant main effect was found, implying differences between the clusters on the profiling factors. Follow-up comparisons corroborated these distinctions, with the passionate eco-conscious consumers scoring higher than the indifferent fashion consumers. A second MANOVA analyzed differences in frequency of purchasing second-hand fashion online, in stores, and from local brands. A significant overall effect was found, however, only the difference in in-store second-hand buying was supported in the pairwise comparisons.

Lastly, cross tabulation with a chi-square test revealed a significant association between gender and cluster membership. Females outnumbered males by a factor of six in the passionate eco-conscious group, while the indifferent fashion group had a more balanced gender ratio.

Discussion

This study uncovered that individuals in the fervent eco-conscious consumer category exhibit a markedly higher level of engagement across all three grouping factors—fashion innovativeness, fashion involvement, and sustainability involvement—when compared to the apathetic fashion consumer category. These results underscore that Colombian Gen-Z respondents who prioritize sustainable fashion consumption not only possess a fashion-conscious outlook but also show a marked concern for sustainability, and they wield a considerable influence within their fashion consumption circles. This aligns with prior research highlighting the influence of fashion innovators on the diffusion of new fashion trends and emphasizing the importance of consumer environmental involvement in sustainable consumption. Notably, the findings from this study reveal a striking pattern among Colombian Gen-Z participants who are passionate about eco-conscious fashion consumption, as they successfully integrate fashionability and sustainability into their fashion consumption practices. To gain deeper insights into the characteristics of these two identified groups in Colombia, we profiled each group concerning their need for uniqueness, sustainability knowledge-seeking behavior, and fashion consumption behaviors. The results indicate that eco-conscious consumers in Colombia display a significant 10% increase in their need for uniqueness compared to indifferent fashion consumers, signifying that this group of Colombian Gen-Z consumers places a high value on expressing their unique individualities through sustainable fashion consumption. This finding is consistent with earlier research that has recognized the need for uniqueness as a key predictor of fashion innovation and leadership.

Similarly, eco-conscious consumers in Colombia exhibit a notably elevated level of sustainability knowledge-seeking compared to indifferent fashion consumers, indicating that they proactively seek knowledge about sustainability while engaging in sustainable fashion consumption. Furthermore, the perceived level of sustainability knowledge among Colombian Gen-Z participants plays a pivotal role in shaping their sustainable fashion consumption behaviors, emphasizing the significance of sustainability knowledge in shaping the fashion consumption behaviors of young consumers with respect to environmental and social aspects, as supported by earlier research.

When comparing the two identified groups of Colombian consumers, significant differences emerge in five aspects of fashion consumption behaviors. Consumers with a high level of engagement in sustainable fashion consumption emphasize quality over quantity and are willing to pay more for high-quality fashion clothing, aligning with prior research that highlights the preference for durable, high-quality fashion items among Gen-Z consumers in Colombia. This research also reveals that passionate eco-conscious Gen-Z consumers in Colombia have a preference for classic and versatile fashion designs, in line with earlier studies emphasizing the importance of timeless style and versatility in sustainable fashion merchandise to attract consumers. Additionally, these consumers exhibit a stronger preference for pursuing newness and trendiness, underscoring that high-level involvement in sustainable fashion consumption places equal importance on sustainability and fashionability, which is consistent with previous research highlighting Gen-Z consumers' affinity for current and stylish fashion merchandise. Furthermore, it was observed that respondents from both groups in Colombia reported a 10% decrease in the average score regarding the frequency of purchasing second-hand apparel, likely due to competitive pricing of newly manufactured apparel in the country. Notably, passionate eco-conscious Gen-Z consumers in Colombia prefer purchasing second-hand clothing in physical stores, indicating their preference for in-store trying-on experiences and the physical assessment of second-hand fashion items. The lack of significant difference between the two groups in terms of the frequency of buying second-hand fashion products online may be

attributed to the digital savvy nature of young consumers and their inclination to purchase fashion products, including second-hand clothing, online.

This research examined the difference in the frequency of purchasing fashion products from local brands between the two groups in Colombia, and no significant difference was found. This observation may be due to the preference of Asian young consumers for local fashion brands, or it could indicate the impartiality of Chinese Gen-Z adult consumers towards international and local fashion brands. Furthermore, this study highlights that gender is a significant distinguishing factor in the two groups in Colombia. The passionate eco-conscious consumer group comprises a substantially higher proportion of female participants, indicating that female Gen-Z consumers in Colombia exhibit a greater propensity for embracing sustainable fashion consumption practices, in line with prior research indicating that women are more likely to take on the role of fashion innovators and exert significant influence over their peers.

Implications, Conclusions, Limitations, and Future Research

The study enhances our understanding of the factors influencing sustainable fashion consumption behaviors among Gen-Z consumers in Colombia. It contributes to the body of knowledge regarding sustainability and Gen-Z within the textile/apparel sector [10], [30]. The study identifies highly engaged consumers in sustainable fashion by considering both sustainability and fashion-related factors, offering a comprehensive perspective on how these factors interact to shape behavior. Moreover, it provides practical guidance for fashion industry professionals and policymakers seeking to promote sustainable fashion consumption among Colombian Gen-Z.

The research has resulted in the development of a persona representing highly sustainable Colombian Gen-Z consumers, which offers insights for fashion brands targeting this demographic within Colombia and other similar contexts. A strategic approach could be to target well-educated female Gen-Z consumers, as they exhibit a particular interest in eco-fashion. To appeal to Gen-Z consumers interested in sustainable fashion, it is essential to emphasize both fashionability and sustainability when promoting sustainable fashion products and consumption. Utilizing social media, especially video content, for showcasing the sustainability benefits of new collections can effectively engage the target audience. Increasing the availability of environmental and social sustainability knowledge is crucial for reaching highly engaged Gen-Z consumers in Colombia [31]. The study further reveals that Colombian Gen-Z with a passion for fashion and sustainability highly value classic, quality, versatile, and innovative stylish designs. Therefore, fashion practitioners should focus on offering fashionable, high-quality products and emphasize their adaptability. Encouraging consumers to remix current fashion for novel styles through workshops can promote longer product use.

To promote sustainable fashion effectively among Colombian Gen-Z, fashion brands and retailers should facilitate individual expression through fashion choices. This could involve introducing new products or services that guide distinctive and personalized styling. Physical second-hand stores may find success in this context [32]. Targeting female Gen-Z consumers can be an efficient approach for disseminating sustainable practices in Colombia. Policymakers can utilize these insights to develop targeted interventions and campaigns.

The engagement of Gen-Z in sustainable fashion in Colombia is influenced by the desire for uniqueness, sustainability knowledge, and fashion consumption patterns and preferences. Colombian Gen-Z prioritize quality, classic, versatile, and stylish fashion and are willing to pay more for premium items that allow for self-expression [33]. They actively seek sustainability knowledge and exhibit a preference for physical second-hand stores. The study identifies gender differences, with females showing stronger sustainable fashion preferences than males. The creation of a persona representing highly engaged Colombian Gen-Z consumers offers valuable marketing guidance for promoting fashion sustainability both in Colombia and globally.

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