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AƎT

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Ana Markuz
Mihael Plećaš
Doroteja Ban

KONCEPT ODRŽIVE MODE GENERACIJE "Z"

THE GENERATION Z SUSTAINABLE FASHION CONCEPT

SAŽETAK: Preobrazba mode na održivu zahtjev je koji pred proizvođače, dizajnere i cijelu modnu industriju postavlja generacija Z, koja je odgojem oslobođena od svih tabu tema, snažno podupire različitosti te ozbiljno korača prema promjenama skrojenim po svojoj mjeri, pritišćući tako oblikovanje modne industrije prema principima održivog razvoja. Svijest o ograničenim resursima na Zemlji kod ove je generacije na visokoj razini i postoje dobre predispozicije da upravo ona bude ta koja će vrlo brzo, za razliku od generacije Y, dovesti modu na puno održiviju razinu, a kao što se to potvrđuje u radu, za to im neće nedostajati ni hrabrosti ni volje.

KLJUČNE RIJEČI: generacija Z, održiva moda, održivi razvoj, preobrazba modne industrije

ABSTRACT: Making fashion sustainable is a demand imposed upon producers, designers, and the entire fashion industry by Generation Z, which was raised free from all taboo topics, strongly supporting differences, and seriously stepping toward changes tailored to their own measures, thus pressuring the shaping of the fashion industry according to the principles of sustainable development. The awareness of Earth's limited resources is heightened with this generation and there are strong predispositions that it will be the one, as opposed to Generation Y, to bring fashion to a much more sustainable level, for which, as this paper shows, they will not lack courage nor willingness.

KEYWORDS: Generation Z, sustainable fashion, sustainable development, fashion industry transformation

Ana Markuz, *Ministry of Regional Development and EU Funds* **address:** Miramarska cesta 22, Zagreb, Croatia **e-mail:** ana.markuz1@gmail.com

Mihael Plećaš, *Libertas International University* **address:** Trg J. F. Kennedyja 6, 10000 Zagreb, Croatia **e-mail:** mplecas@libertas.hr

Doroteja Ban, *student*, *Management of Sustainable Development in Tourism student*, *VERN University* **address:** Palmotićeva 82/1, Zagreb, Croatia **e-mail:** ban.doroteja@gmail.com

UVOD

Održivi razvoj, transformacija u zeleno, uz pomoć digitalizacije i novih tehnologija, ključne su postavke novih zelenih politika za daljnji rast i razvoj gospodarstva Europske unije, a u središtu tih događanja su građani, koji provedbom politika očekuju za sebe bolje i ugodnije uvjete života (Markuz i Ban, 2022). Posebice je to u fokusu mlade generacije, koja upravo kreće na tržište rada. Tko su pripadnici tzv. generacije Z i zašto se smatra da bi baš ova generacija bila sklona stalnim promjenama, kako to mnogi autori pokušavaju prikazati, te koje su to predispozicije koje baš ova generacija posjeduje za iskorak prema održivom razvoju, a posebice u kontekstu održive mode, pitanja su na koja će ovaj rad pokušati dati odgovore.

Kao i kod milenijalaca, generacije odrasle "tijekom ili blizu novog tisućljeća" (Markuz i Ban, 2022), postoje nesuglasice i kada je riječ o godini početka generacije Z. Različiti autori navode različite godine, no najčešće se kao početna uzima 1996. godina, a kao godine završetka 2012. do 2014. Osim generacijom Z, pripadnike ove skupine još se naziva i post-milenijalcima, *homeland* generacijom ili iGeneracijom, budući da je to prva generacija koja nije živjela u ne-informatičkom svijetu. Generaciju Z se pak, s jedne strane, često karakterizira kao generaciju koja predstavlja nastavak generacije milenijalaca te koja još više vremena provodi na internetu i društvenim mrežama od milenijalca. S druge strane, ova generacija predstavlja mlade ljude koji su promatrajući živote svojih prethodnika, milenijalaca, stvorili ipak nešto drugačiji pogled na svijet. Na primjer, milenijalci su se zalagali i borili za stjecanje prava različitih skupina ljudi koji se razlikuju po svojoj vjeri, rasi, spolnoj orijentaciji i slično, dok se za generaciju Z ova prava u potpunosti podrazumijevaju, jer su odrastali u liberalnom okruženju i prihvaćanju različitosti. Isto tako, generacija milenijalaca odrastala je u doba ekonomskog blagostanja,

INTRODUCTION

Sustainable development, green transition, helped by the digitalisation and modern technologies, are the key determinants of the new green policies for further economic growth and development of the European Union, the centre of which are citizens who expect that the policy implementation improves their living conditions and make them more comfortable (Markuz & Ban, 2022). This is especially the focus of the new generation, which is entering the labour force. In this paper, we will attempt to provide answers to who the members of the so-called Generation Z are and why the assumption is that this generation would be prone to constant changes, as well as how numerous authors try to review this and what predispositions are owned by this generation in order to step forward toward sustainable development.

As is the case with Millennials, the generation raised during or close to the new Millennium (Markuz & Ban, 2022), there are disagreements about determining the onset year for Generation Z. Different authors state different years, but most frequently, the starting birth year is 1996 and 2012 to 2014 are the ending birth years. Besides Generation Z, the members of this group are also called post-Millennials, Homeland Generation or iGeneration, since it is the first generation that has not lived in a world without information technology. On the one hand, Generation Z is characterised as a generation that represents a continuation of Millennials, and that spends even more time online and on social media than Millennials. On the other hand, this generation represents young people who created a somewhat different worldview by observing their predecessors – the Millennials. For example, the Millennials advocated and fought for rights of distinct groups, who are distinguished by religion, race, sexual orientation, and the like, whereas Generation Z believes that these rights are completely implied, because they were raised in a liberal surroundings and acceptance of differences. Likewise, the Millennial generation grew up in the

koje je kasnije zamijenila iznenadna recesija i nepovoljno stanje na tržištu rada, dok je generacija Z svjesna recesije, jer je uz nju odrastala, te je prilagođenija i spremnija za takve uvjete života. No ono što je oblikovalo generaciju Z i stvorilo znatne razlike između njih i milenijalaca prije svega je njihov odgoj. Budući da su većini generacije Z roditelji pripadnici generacije X (1965.-1981.), zanimljivo je proučiti stil odgoja generacije X kao generacije definirane svojom neovisnošću i anti *status quo* pogledom na život. Generacija X ima tendenciju biti najciničnija generacija (Sladek, 2018), jer su proživjeli četiri recesije, borili se s dugovima i gledali kako najobrazovanija i najvještija generacija svih vremena, milenijalci, diplomira u recesiji, opterećena doživotnim dugom. Sve je to rezultiralo time da generacija X svoje potomke potiče na izvlačenje vlastitih zaključaka, učenje na vlastitim greškama i pronalaženje vlastitog puta.

Za razliku od milenijalaca, generacija Z je iskusila ekonomske nevolje te političke i ekološke probleme, a nikad nisu upoznali svijet bez terorizma i financijskih kriza. Kao rezultat, brinu se za budućnost, i svoju, ali i budućnost svijeta. Manje se zamaraju tipičnim tinejdžerskim problemima poput izlazaka, a više brinu o tome da se dobro zaposle i postanu uspješni. Nije ih briga za boju kože, vjeru ili seksualnu orijentaciju koliko za iskrenost i otvorenost. Generacija Z odrasla je u eri u kojoj je došlo do nagle promjene društvenih standarda. Nasilje više nije "cool". Danas je "cool" biti štreber ili biti strastven oko svojih hobija, tečajeva, tema koje pojedinac smatra zanimljivima. Također, ishod promjena društvenih normi bio je prihvaćanje i težnja za mirnim, produktivnim društvom. Oni žele izbjeći društvenu konformnost i žele promijeniti svijet, no ipak su i realisti. Naime, istraživanja pokazuju da 60% želi posao koji pozitivno utječe na svijet, 26% ispitanika u dobi od 16 do 19 godina volontira, a njih 76% zabrinuto je za čovjekov utjecaj na planet (Sladek, 2018). Najzanimljivija činjenica (koja budi nadu) o generaciji Z jest ta

era of economic well-being, which was later hit by sudden recession and unfavourable climate on the labour market, whereas the Generation Z is aware of the recession, because they grew up during it and are more adjusted and more prepared for such living conditions. However, what shaped the Generation Z and created significant differences between them and the Millennials is primarily their upbringing. Since the majority of Generation Z's parents belong to Generation X (1965-1981), it is interesting to study their parenting style, as this generation is defined through their independence and anti-status-quo attitude. Generation X has the tendency to be the most cynical generation (Sladek, 2018), because they survived four recessions, struggled with debt and watched as the most educated and most skilled generation of all time, Millennials, graduated during recession, burdened by life-long debts. All this caused Generation X to motivate their offspring to draw their own conclusions, learn from their own mistakes, and find their own life path.

As opposed to Millennials, Generation Z experienced economic upheavals, as well as political and ecological issues, and they have never known a world without terrorism and financial crises. As a result, they care about the future, not only their own, but that of the planet. They are less preoccupied by issues like going out and care more about getting good jobs and being successful. They do not care about skin colour, religion, or sexual orientation as much as they do about honesty and openness. Generation Z grew up in the age of sudden changes in social standards. Violence is no longer "cool". Today, it is cool to be a nerd or enthusiastic about your hobbies, courses, and topics that an individual finds interesting. Also, the outcome of changes in social norms was the acceptance of and tendency toward a peaceful, productive society. They wish to avoid social conformity and they want to change the world, but they are also realists. Namely, research shows that 60% of them want a job that has a positive impact on the world, 26% of respondents aged 16 to 19 volunteers, and 76% of them are concerned about the human impact on the planet

da su počeli mijenjati modnu industriju upravo zbog potražnje za održivim praksama. Dali su do znanja da ne žele podupirati kompanije koje štetno utječu na okoliš. Ispitivanje First Insighta provedeno u 2019. godini dovodi do zaključka da od 1000 ispitanika 62% preferira kupovati održive brendove, a također, 73% ih je spremno platiti i do 10% više za održive proizvode. Kod ove generacije je veća vjerojatnost da će kupiti reciklirane proizvode te kvalitetu proizvoda cijene više od svega. Budući da su im sve informacije udaljene samo klik miša, upoznati su s neetičnim praksama kompanija i vrlo svjesni *greenwashinga*, kojim se tvrtke koriste kako bi se opisale održivima. Upravo zbog toga, kompanije poput Forever 21 su izgubile naklonost generacije Z, zbog nedostatka održive prakse i transparentnosti unutar svojih opskrbnih lanaca (Johanssen, 2021).

TEORIJSKI OKVIR

Održiva moda

Kada ih bude 67,17 milijuna, što se očekuje ubrzo, generacija Z će preuzeti titulu od generacije X, odnosno *baby boomersa* (1946.-1964.). Time će postati druga najveća generacija u svijetu, a generacija Z kupuje jednako savješću koliko i novčanikom (Johanssen, 2021). Zbog tog su razloga kompanije koje su željele ostati konkurente na tržištu i nastaviti ostvarivati profit odlučile uvesti nove prakse u svoja poslovanja, a mnogi su poduzetnici odlučili ponuditi svoje rješenje problema brze mode te su tako nastajale razne varijante spore, održive mode, kao što su: eko-moda, etična moda, kružna moda, veganska moda i slične.

Karakteristike eko-mode govore da je ta odjeća izrađena od sirovina uzgojenih bez upotrebe pesticida ili u organskoj vegetaciji, odjeća od recikliranog tekstila, uključujući kreativnu uporabu materijala poput reciklirane plastike, tkanine iz biološkog otpada, algi, odjeća napravljena bez uporabe određenih štetnih kemikalija, bojila ili

(Sladek, 2018). The most interesting (and hopeful) aspect of the Generation Z is that they have started changing the fashion industry rightly because of the demand for more sustainable practice. They have made clear that they do not want to support companies whose business generates adverse effects on the environment. The research study by First Insight conducted in 2019 claims that out of 1,000 respondents, 62% prefers shopping for sustainable brands, and 73% is willing to pay up to 10% more for sustainable products. This generation is more likely to buy recycled products and they value product quality more than anything. Since all the information is just a mouse click away, they are familiarised with unethical practices of companies and are highly aware of greenwashing that companies use to describe themselves as sustainable. Because of this, companies like Forever 21 lost Generation Z's favour, due to lack of sustainable practice and transparency within their supply chains (Johanssen, 2021).

THEORY OVERVIEW

Sustainable fashion

Once they reach the number of 67.17 million, which is soon expected, Generation Z will acquire the title from the Baby Boomers (1946-1964), thus becoming the second largest generation in the world, and Generation Z buys with conscience as much as with their wallet (Johanssen, 2021). This is why companies that wanted to remain competitive on the market and continue to make profit decided to introduce new practices into their business, and many entrepreneurs decided to offer their solution to the problem of fast fashion, thus creating various variants of slow, sustainable fashion, such as: eco fashion, ethical fashion, cyclical fashion, vegan fashion, and the like.

The characteristics of eco fashion are that the clothes were made from raw materials grown without the use of pesticides or in organic vegetation, clothes from recycled textile, including the creative use

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izbjeljivača u procesu proizvodnje, a u obzir se uzima izdržljivost materijala pa traju dulje, radnike se tretira pravedno i pošteno su plaćeni za uloženi trud, a vijek trajanja predmeta koji se kasnije reciklira ili prenamjenjuje se također uzima u obzir (What is Eco Fashion?, 2016).

Prema Etičkom modnom forumu (eng. Ethical Fashion Forum, EFF), etična moda predstavlja pristup dizajnu, nabavi i proizvodnji odjeće koji maksimizira koristi za ljude i zajednice, a minimizira utjecaj na okoliš (EFF, 2017). Prema Abbie (2020), ona počiva na trima vrijednostima, a to su: društveno dobro, "prijateljski" odnos prema planetu i bez okrutnosti prema životinjama, a društveno dobro uključuje poštene plaće, potvrde o poštenoj trgovini i pristup dobrim radnim uvjetima. Ovo pokazuje da marka može rasti i bez isključivo samo rasta dobiti i prodaje, već da se razvija i dok potiče rast svojih zaposlenika, koji robnu marku čine mogućom. Robna marka koja je u potpunosti predana činjenju društvenog dobra za zajednicu je Vildnis. Rade isključivo s malim tvornicama sa sjedištima u Portugalu i Indiji. Održavanje proizvodnje na nekoliko mjesta omogućuje im češće posjećivanje tvornica i provjeravanje postupa li se dobro s radnicima. Portugal također u svom propisu o radu ima prenesene stroge zakonske odredbe EU regulative, što u konačnici znači da zakonom određene minimalne plaće premašuju svotu dovoljnu za dostojanstven život, što je rijetkost za većinu slabije razvijenih članica EU i jedan od svijetlih primjera primjene pozitivnog prava EU. Termin "prijateljski" s planetom podrazumijeva nastojanje da se od samog početka izrade odjevnog predmeta maksimalno smanji negativan utjecaj na planet, bilo na način da se recikliranjem otpada dobiju tkanine, kao što radi We are Nativ, kompanija iz Ujedinjenog Kraljevstva koja izrađuje kupaće kostime od recikliranog oceanskog otpada, ili kao kompanija Act Natural sa sjedištem u Birminghamu, koja koristi samo prirodne tkanine i organski pamuk, sprječavajući na taj način da u tlo dospiju kemijska sredstva poput pesticida, koja se inače koriste

of materials such as recycled plastic, fabric from biological waste, algae, clothes made without the use of harmful chemicals, dyes or bleaches in the production process, also taking into consideration the durability of materials so that they last longer. Workers are treated and paid fairly and properly for their efforts, and the clothing pieces' life cycle that is recycled or repurposed afterwards is also taken into consideration (What is Eco Fashion?, 2016).

According to the Ethical Fashion Forum, (EFF), ethical fashion represents an approach to design, procurement and production of clothing that maximises the benefits for people and the community, and minimises environmental impact (EFF, 2017). According to Abbie (2020) it relies on three values, which are: the social well-being, planet-friendly and no animal cruelty. Social well-being means proper salaries, honest trade certificates and access to good working conditions. This shows that a brand can grow even without relying solely on revenue and sales growth, but that it is developed while also encouraging the growth of its employees, who make the brand possible. A fashion brand that is entirely dedicated to achieving social well-being for the community is Vlidnis. They work exclusively with small factories based in Portugal and India. Maintaining production in several places enables more frequent factory visits and checking whether the workers are treated well. Portugal also adheres to strict EU legal regulations transposed into their labour law, which finally means that legally determined minimum wages surpass the amount sufficient for a dignified life, which is rare for most less developed EU member-states and represents one of the commendable implementations of the EU's positive law. The concept planet-friendly entails a maximum decrease of adverse effects on the planet from the very onset of making a piece of clothing. This can be done either by recycling waste for fabric, as in the case of We are Nativ, a UK based company making swimsuits from the recycled oceanic waste, or by using only natural fabric and organic cotton, as is the case with Birmingham based Act Natural company, thus preventing chemicals,

u proizvodnji pamuka. Osim toga, prednost organskih tkanina je ta što smanjuju količinu sintetičkih vlakana, koja kroz perilice rublja ulaze u zalihe vode (Abbie, 2020).

Etična moda nastoji stati na kraj patnjama životinja, koje se ubijaju zbog korištenja njihovog krzna ili kože u izradi odjevnih predmeta ili modnih dodataka. Jedna veganska marka odobrena od strane PETA-e na koju treba obratiti pažnju je WAWWA – veganska marka ulične odjeće. WAWWA je 2017. godine postala svjesna važnosti biljne prehrane za okoliš i okrutnosti koje su trpjele životinje. Stoga su odlučili izbaciti sve životinjske proizvode i pronaći nove i uzbudljive alternative za rad. Kako se njihovo putovanje nastavilo, 2018. godine odlučili su prijeći s plastične ambalaže na ambalažu na biljnoj bazi pa je njihovo pakiranje sada 100% razgradivo (Abbie, 2020).

Kružna je moda sustav u kojemu se odjeća i osobni predmeti proizvode po modelu u kojem su proizvodnja predmeta i kraj njegova života jednako važni. Ovaj sustav pažljivo razmatra materijale i proizvodnju, naglašavajući vrijednost korištenja proizvoda do kraja, a zatim ide korak dalje i prenamjenjuje ga u nešto drugo. U osnovi, "kružni" dolazi kao odgovor na prethodne ekonomske i društvene modele, koji su do sada bili "linearni", a usput i štetni za planet (Hill, 2020). Ključne značajke kružne mode su korištenje manje različitih materijala u proizvodnji pojedinačnih predmeta s ciljem povećanja mogućnosti recikliranja, pokušaj uklanjanja materijala koji se ne mogu reciklirati i zagađujućih materijala koji su dio lanca opskrbe, osiguravanje uporabe proizvoda što je dulje moguće (uključujući sheme prikupljanja iskorištenih predmeta te vraćanje recikliranih materijala u "kao novo" stanje) te pažljivo i sigurno zbrinjavanje nezaobilaznog otpada (Hill, 2020).

Trenutno još rijedak, ali inovativan pristup, nudi kompanija Mud Jeans, gdje je velik fokus stavljen na kružnu modu. Traperice se tako iznajmljuju kupcima za mjesečnu naknadu, a kada više nisu poželjne ili potrebne vraćaju se natrag. Vraćene

like pesticides usually used in the production of cotton, to enter the soil. Besides, the advantage of using organic fabrics is that they reduce the amount of synthetic fibres that enter water supplies through washing machines (Abbie, 2020).

Ethical fashion aims to end the suffering of animals that are killed for fur or leather used in the production of clothing or fashion accessories. A vegan fashion brand approved by PETA to take notice of is WAWWA – a vegan street fashion brand. In 2017, WAWWA became aware of the importance of plant-based diet for the environment and of animal cruelty. Therefore, they decided to exclude all animal products and find new and exciting alternative work methods. As their journey continued, they decided to use plant-based packaging instead of plastic, making their packaging 100% biodegradable (Abbie, 2020).

Cyclic fashion is a system in which clothing and personal items are produced in accordance with the model in which the production and the end of a product life cycle are equally important. This system carefully considers materials and production, emphasising the value of using a product until it becomes obsolete, then moving a step further and repurposing it for something else. Basically, the concept "cyclic" came as a response to the previous economic and social models that had been "linear", and also harmful for the planet (Hill, 2020). The key characteristics of cyclic fashion pertain to using less different materials in production of individual items with the goal of increasing the possibility of recycling, attempting to remove materials that cannot be recycled or pollution-causing materials in the supply chain, ensuring the use of products for as long as possible (including the scheme of collecting used items and bringing back recycled materials into an "as new" condition), as well as carefully and safely managing unavoidable waste (Hill, 2020).

A currently rare but innovative approach is offered by the Mud Jeans company, where strong focus is placed on cyclic fashion. Jeans are rented to customers for a monthly fee, and when they are no

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se traperice usitne i pomiješaju s djevičanskim pamukom te se od njih napravi novi traper. Vraćene se traperice također mogu prodati kao jedinstven *vintage* model s otisnutim imenom prijašnjeg vlasnika unutar njih, dajući im tako osobnost. Gumbi su također personalizirani te na taj način kompanija potiče vlasnika da ih ukloni i ponovno upotrijebi.

Osim hrane, odjeća i kozmetički proizvodi najviše pridonose patnji životinja. Veganska moda zato potiče način proizvodnje te kupnje odjeće i modnih dodataka koji isključuje iskorištavanje životinja. Veganska odjeća ne sadrži materijale dobivene od životinja, poput krzna, kože i vune. Također, odbija gumbe, ljepila i druge detalje koji dolaze iz životinjskih izvora (Vegan Fashion, 2021). Iako, s jedne strane, pridonosi globalnom cilju smanjenja negativnog utjecaja modne industrije, veganska se moda ipak ne može nazvati održivom. Primjerice, veganska alternativa krznu je umjetno krzno, koje je izrađeno od poliestera ili drugih sintetičkih materijala. Umjetna koža koja služi kao zamjena pravoj koži napravljena je od PVC-a, koji je izrazito jeftin te zbog svoje loše kvalitete ne traje dugo. Kako dolazi do promjene stava potrošača prema brzoj modi, razni proizvođači nastoje ponuditi svoja održiva rješenja, stoga se trenutno najbolja verzija umjetne kože izrađuje upravo od biljaka. Koža na biljnoj bazi je prirodna, biorazgradiva i zahtijeva manje energije i vode za izradu, a dobiva se od listova ananasa, gljiva ili jabuka.

Najpopularnija podvrsta održive mode svakako je *second hand* moda. Stil kupovine već korištenih predmeta, popularno zvan "thrifting", doživio je veliki skok popularnosti otkako generacija Z ima vlastitu kupovnu moć. Prema posljednjem godišnjem izvješću o preprodaji mode američkog trgovca rabljenom odjećom, Thredup izvještava da je u posljednje tri godine preprodaja u SAD-u rasla 21 put brže od maloprodaje odjeće. Očekuje se da će vrijednost rabljenog tržišta, koje trenutno vrijedi 24 milijarde dolara, za pet godina doseći 51 milijardu dolara (Reinhart, 2021). Iako su izbor,

longer desirable or necessary, they are returned. The returned jeans are shredded and mixed with virgin cotton to make new denim. The returned jeans can also be sold as a unique vintage model with the printed name of the previous owner inside, giving them personality. The buttons are also personalised; thus, the company encourages the owner to remove them and reuse them.

Besides food, clothing and cosmetic products contribute the most to animal suffering. Vegan fashion thus encourages production methods and shopping for clothing and fashion accessories that exclude animal abuse. Vegan clothing does not contain materials obtained from animals, such as fur, leather, and wool. It also avoids buttons, glue and other details coming from animal sources (Vegan Fashion, 2021). Although, on the one hand, it contributes to the global objective of reducing negative impacts of the fashion industry, vegan fashion cannot be deemed sustainable. For example, the vegan alternative to fur is artificial fur made from polyester or other synthetic materials. Artificial leather, which serves as replacement for genuine leather, is made from PVC, which is very cheap and due to its poor quality, does not last long. Since there is a change in consumer attitude toward fast fashion, various producers tend to offer their own, sustainable solutions, therefore, currently the best version of artificial leather is the one made from plants. Plant-based leather is natural, biodegradable, and demands much less energy and water to make, and is obtained from the leaves of pineapple, mushrooms, or apples.

The most popular subcategory of sustainable fashion is second-hand fashion. A style of shopping for used goods, popularly known as thrifting, has seen a big leap in popularity ever since Generation Z acquired purchasing power. According to the last report on reselling fashion by the American second-hand trader, Thredup, in the last three years the reselling of clothes in the US has grown 21 times faster than retail clothing. It is expected that the value of the second-hand market, which is currently 24 billion dollars, will reach 51 billion dollars in five years

unikatnost i cijena predmeta ključni pokretači tržišta rabljenih predmeta, njegovu rastu također pridonosi i veća zabrinutost potrošača za okoliš. Danas se 70% kupaca sviđa "održivi aspekt" u *second hand* modi, za razliku od 2018. godine, kada je taj dio cijenilo 62% kupaca (Willersdorf i sur., 2020). Prema Forbesu, današnja mladež podupire tržište s ekološki odgovornije perspektive. Generacija Z prelazi na *second hand* tržište, jer ga smatra ekološki prihvatljivijim, pri čemu oni kupuju čak 37% polovnih proizvoda, u usporedbi s 27% koje kupuju milenijalci ili 19% *baby boomeri* (Reinhart, 2021).

Nove generacije potiču promjene ulažući vlastita sredstva tamo gdje to žele, pritom potičući i ostale da čine isto (Arora, 2021). Tijekom *lockdowna* mnoštvo je mladih vrijeme provodilo na TikToku. Tamo su saznali mnogo o štetnim učincima koje moda i druge moćne industrije imaju na okoliš. Od 800 milijuna TikTokovih korisnika širom svijeta, 60% su pripadnici generacije Z, od kojih mnogi koriste svoje brzorastuće platforme za promicanje preprodaje kao alternative brzoj modi i jednostavnog načina za smanjenje otpada. Sljedeće brojke to i pokazuju: #ThriftStore ima 92,7 milijuna pregleda, dok #Secondhand ima 90,8 milijuna pregleda na aplikaciji (Huber, 2020).

Osim navedenih vrsta održive mode, valja spomenuti i neke od inovacija u bojanju i proizvodnji tekstila. Postupak bojenja tekstila razlikuje se ovisno o vrsti tkanine. Bojenje pamuka dulji je proces koji zahtijeva puno vode i topline, zbog negativne površine pamučnih vlakana. To znači da pamuk obično upija samo oko 75% boje koja se koristi. Kako bi se osiguralo zadržavanje boje, obojena tkanina ili vuna pere se i zagrijava uvijek iznova, proizvodeći goleme količine otpadnih voda. ColorZen, primjerice, koristi patentiranu tehnologiju koja prethodno obrađuje pamuk prije nego što bude ispreden. Ova prethodna obrada ubrzava proces bojenja, smanjuje potrošnju vode za 90%, energije za 75% te se koristi 90% manje kemikalija, koje bi inače bile potrebne za učinkovito bojenje pamuka

(Reinhart, 2021). Although choice, uniqueness and price are the key driving forces of the second-hand market, consumer concern for the environment is also contributing to its growth. Today, 70% of consumers like the "sustainable aspect" in second-hand fashion, as opposed to 2018, when this aspect was valued by 62% of consumers (Willersdorf et al., 2020). According to Forbes, today's youth support the market from an ecologically more responsible perspective. Generation Z is switching to the second-hand market because they consider it to be more ecologically acceptable, whereby they are buying 37% of used products, in comparison to 27% bought by Millennials, or 19% by Baby Boomers (Reinhart, 2021).

The new generations are driving change by investing their own means into their desirable choices, encouraging others to do the same (Arora, 2021). During lockdown, a lot of young people spent time on TikTok. There, they found out a lot about the adverse effects of fashion and other powerful industries on the environment. From 800 million TikTok users worldwide, 60% belong to Generation Z and many of them are using fast-growing platforms promoting reselling as an alternative to fast fashion and an uncomplicated way to reduce waste. This is supported by the following data: #ThriftStore has 92.7 million views, while #Secondhand has 90.8 million views on the application (Huber, 2020).

Apart from the mentioned types of sustainable fashion, it is noteworthy to mention some of the textile dyeing and production innovations. Textile dyeing procedure varies depending on the type of fabric. Cotton dyeing is a longer process and requires a lot of water and heat, due to the negative surface of cotton fibres. This means that cotton usually absorbs only about 75% of the dye. To ensure maintenance of colour, a dyed fabric or wool is constantly rewashed and reheated, thus producing vast amounts of wastewater. For example, ColorZen uses the patented technology that pre-processes cotton before it is spun. This pre-processing speeds up the dyeing process, reduces water consumption

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(Willis, 2021). Bojenje sintetičkih vlakana, poput poliestera, kraći je proces i 99% ili više boje se prenese na tkaninu. Međutim, to ne znači da su sadašnje prakse bojenja održivije. AirDye koristi disperzirana bojila koja se nanose na nosač papira. Samo uz toplinu, AirDye prenosi bojilo s papira na površinu tekstila. Ovaj proces visoke temperature boji tkaninu na molekularnoj razini. Papir koji se koristi može se reciklirati, a potroši se 90% manje vode. Također, koristi se 85% manje energije, jer tekstil nije potrebno natapati u vodi i uvijek iznova sušiti toplinom (Willis, 2021). DyeCoo koristi CO_2 za bojenje tekstila u zatvorenom ciklusu. "Kad je pod tlakom, CO_2 ima vrlo visoku moć otapanja, dopuštajući bojilu da se lako otopi. Zahvaljujući velikoj propusnosti, boje se lako i duboko transportiraju u vlakna, stvarajući jarke boje" (Willis, 2021). DyeCoo ne zahtijeva vodu, a koristi čiste boje s 98% unosa. Njihov postupak izbjegava višak bojila s oštrim kemikalijama i tijekom procesa se ne stvaraju otpadne vode. Nadalje, Living Colour, projekt biodizajna sa sjedištem u Nizozemskoj, također istražuje mogućnosti korištenja bakterija koje proizvode pigment za bojenje odjeće. 2020. godine Living Colour i PUMA udružili su se kako bi stvorili prvu sportsku kolekciju obojenu bakterijama. Werewool pak crpi inspiraciju za proizvodnju šarenog tekstila koji dolazi od proteina, a jedan od tih proteina je iz koralja koji proizvodi jarko ružičastu boju. DNK ovog proteina može se kopirati i staviti u bakteriju, a ta se bakterija tada može utkati u vlakno za izradu obojene tkanine. We aRe SpinDye boji reciklirane materijale od iskorištenih boca za vodu ili odbačene odjeće prije nego što budu ispredeni u pređu. Njihova tehnologija topi pigmente u boji i reciklirani poliester zajedno bez upotrebe vode, što smanjuje ukupnu potrošnju vode za 75% (Willis, 2021).

U proizvodnji materijala sve je veći hit odjeća od tkanina koje potječu od biološkog otpada koji nastaje u prehrambenoj industriji. Posebno "zahvalnim" pokazao se protein kazein, koji se često

by 90%, energy by 75% and 90% less chemicals that would normally be used for effective cotton dyeing (Willis, 2021). Dyeing synthetic fibres, like polyester, is a shorter process and 99 % or more dye is transferred onto the fabric. However, this does not mean that the dyeing practices have been sustainable. AirDye uses disperse dyes applied to paper carrier, and it transfers the dye from paper onto the fabric surface by using only heat. This high-temperature process dyes fabric on a molecular level. The paper used for it can be recycled, and the usage of water is 90% less. Also, there is 85% less power used because it is not necessary to soak the fabric in water and heat-dry it as a repeated process (Willis, 2021). DyeCoo uses CO_2 for dyeing fabric in a closed-loop process. "When pressurized, CO_2 has a very high solvent power, allowing the dye to dissolve easily. Thanks to the high permeability, the dyes are transported easily and deeply into fibers, creating vibrant colors" (Willis, 2021). DyeCoo does not require water and uses pure dyes with 98% of uptake. Their process avoids excess dyes with strong chemicals and no wastewater is created during the process. Another is the bio-design project Living Colour based in the Netherlands, which is also looking into possibilities of using pigment-generating bacteria for textile dyeing. In 2020, Living Colour and PUMA joined forced to create the first sports collection dyed with bacteria. Werewool, on the other hand, draws inspiration for colourful textiles from proteins, and one of the proteins comes from corals that produce vibrant pink. This protein's DNA can be copied and inserted into a bacterium, which can then be woven into the fibre to create dyed fabric. We aRe SpinDye dyes recycled materials from used water bottles and discarded clothing before they are spun. Their technology dissolves dye pigments and recycled polyester together without the use of water, which reduces the total water consumption by 75% (Willis, 2021).

With regard to materials production, an emerging hit is fabric coming from biological waste created in the food industry. Especially dependable is the

izdvaja iz mlijeka, jer se smatra jednim od glavnih uzroka intolerancije na tu namirnicu. Kazein se može preraditi u izdržljivu, biorazgradivu, svilenkasto glatku tkaninu, koja odlično "diše" (Vodogažec, 2020). Takve su majice Limitless Milk Shirt, koje proizvodi tvrtka Mi Terro iz Los Angelesa, prikupljajući mlijeko i mliječni otpad okolnih farmi, tvornica i trgovačkih centara.

Više od 700.000 tona nusproizvoda agruma proizvodi se i troši svake godine samo u Italiji, dajući talijanskoj tvrtki Orange Fiber priliku da ovaj otpad pretvori u prirodno vlakno s niskim ugljičnim otiskom. Postupak ekstrahira citrusnu celulozu iz kore naranče i pretvara je u vlakno, što rezultira profinjenom i visokokvalitetnom tkaninom. Naime, Orange Fibers razvila je celuloznu pređu nalik na svilu, koja se može pomiješati s drugim materijalima, kako bi se stvorio narančasti keper, popelin, džersej i drugi, čime se podižu standardi moderne proizvodnje tekstila, a na taj se način također spajaju dva stupa talijanske baštine – moda i hrana (Mush, 2022).

Dobro je poznat utjecaj masovne proizvodnje kože na okoliš, uključujući procese kemijskog štavljenja, koji na kraju zagađuju zrak i vodu u selima i gradovima. Dr. Carmen Hijosa, stručnjakinja za kožnu odjeću, odlučila je da treba uvesti održivu alternativu. Tako je nakon sedam godina istraživanja i razvoja stvorila netkani kožni tekstil s lišćem ananasa – još jednim nusproizvodom poljoprivrednog otpada. Njezina tvrtka, Ananas Anam, razvila je prvi automatizirani stroj za pomoć u procesu dekontaminacije, koji izvlači duga vlakna iz lišća koja se pretvaraju u mrežu, a ona se zatim transportira u Španjolsku na završnu obradu, dajući Piñatexu izgled kože. Tekstil održivog porijekla i bez okrutnosti sada se koristi u odjeći, obući, modnim dodacima i namještaju s niskim utjecajem na okoliš i velikom društvenom odgovornošću (Mush, 2022). Također, prevelika količina kravlje balege nastala u intenzivnom uzgoju za proizvodnju mlijeka dovela je do prekomjernog zasićenja tla u raznim europskim zemljama. Naime, kravlji gnoj se sastoji od 35% celuloze pa bi u globalnim

protein casein, often extracted from milk, because it is considered to be one of the main causes of lactose intolerance. Casein can be processed into a durable, biodegradable, silky smooth fabric, and is highly breathable (Vodogažec, 2020). Such are the Limitless Milk Shirt T-shirts produced by the company Mi Terro from Los Angeles, by collecting milk and dairy waste from surrounding farms, factories, and shopping centres.

Over 700,000 tonnes of citrus fruit by-products are produced and consumed every year in Italy alone, providing the Italian company Orange Fiber with the opportunity to transform the waste into natural fibre with a low carbon footprint. The procedure extracts citric cellulose from orange peels and transforms it into fibre, resulting in refined and high-quality fabric. Namely, Orange Fibers develops a silk-like cellulose yarn that can be mixed with other materials to create orange twill, poplin, jersey and other materials, raising the standards of modern textile production, and also merging two pillars of Italian heritage – fashion and food (Mush, 2022).

The impact of mass leather production on the environment is well-known, including processes of chemical tanning, which pollute air and water in villages and cities. Carmen Hijosa, PhD, an expert on leather clothing, decided to introduce a sustainable alternative. After seven years of research and development, she created a non-woven leather fabric from pineapple leaves – another by-product of agricultural waste. Her company, Ananas Anam, developed the first automatised machine to help the decontamination process, which extracts other fibres from leaves, turning them into a net, which is then transported to Spain for final processing, providing Piñatex with leather appearance. This sustainable-origin and cruelty-free textile is now used in clothing, footwear, accessories and furniture with low environmental impact and high social responsibility (Mush, 2022). Likewise, excess cow dung created by intensive milk farming led to the oversaturation of soil in various European countries. Namely, cow's manure is made up from 35% of cellulose, so the global amounts of excess

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količinama viška stajskog gnoja bilo dovoljno celuloze da se zadovolji potreba za vlaknima i zamijeni pamuk, koji je trenutno usjev s najvećim ugljičnim otiskom. Zbog toga je nizozemska dizajnerica Jalila Essaïdi predložila da se industrija učini cirkularnijom, korištenjem stajskog gnoja za proizvodnju bioplastičnih i održivih vlakana, metodom poznatijom kao Mestic (Mush, 2022).

Nadalje, biogenetskim inženjeringom kvasac od paukove mreže koristi se za proizvodnju velikih količina proteina svile u procesu fermentacije koji koristi vodu i šećer. Sirova tekuća svila zatim se prede u vlakna i tka u odjeću, a bez uporabe poliestera i otrovnih procesa ova paukova svila je obnovljiva i potpuno održiva. Poznato je da su svilene žice u paukovoj mreži pet puta jače od čelika i imaju veću elastičnost od gumica. S takvom snagom i fleksibilnošću, ne čudi što je kompanija Bolt Threads učinila iskorak u stvaranju komercijalno održivog tekstila relativno jednostavnim postupkom (Mush, 2022).

Pozornost modnih kuća privukla je još jedna nova vrsta veganske kože – Fleather, koja se izrađuje u indijskoj saveznoj državi Uttar Pradesh od ostataka cvijeća koje se donosi u hramove. Svakodnevno se prikupi više od 11 tona cvjetnog otpada, koji bi inače bio bačen u rijeku Ganges, a ovako se reciklažom pretvara u podatan, izdržljiv materijal. Mnoge su oduševile i zimske jakne FLWRDWN (Flower Down) načinjene od recikliranih tkanina, s toplinskim punjenjem od divljeg cvijeća, koje se prikuplja nakon što prirodno uvene i otpadne (Vodogažec, 2020). Cvjetne ispune za jakne izvrsna su alternativa životinjskom paperju, kao i sintetičkim materijalima. Iza ove inovacije stoji globalni dizajnerski kolektiv Pangaia, koji poručuje da je način budućnosti u *high tech* naturalizmu, tj. pronalaženju novih tehnoloških mogućnosti uporabe prirodnih sirovina.

Pokretači promjena

Održivost i potrošnju često vidimo kao dva kontradiktorna pojma, uzimajući u obzir da je

manure would be sufficient to meet the demand for fibres and replace cotton, which is currently the crop with the highest carbon footprint. This is why Dutch designer Jalila Essaïdi suggested to make the industry more circular, by using manure to produce bioplastic and sustainable fibres via a method known as Mestic (Mush, 2022).

Furthermore, with biogenetic engineering, spiders' web yeast is used to produce a large amount of silk protein through the process of fermentation that uses water and sugar. The raw liquid silk is then spun into fibre and woven into clothing, and without the use of polyester or poisonous processes this spider silk is renewable and completely sustainable. It is known that the silk threads in a spider's web are five times stronger than steel and exhibit more elasticity than rubber bands. Due to such strength and flexibility, it is not surprising that the company Bolt Threads stepped forward in creating commercially sustainable textiles through a relatively simple procedure (Mush, 2022).

The attention of fashion companies was caught by another type of vegan leather – Fleather, which is produced in the Indian state Uttar Pradesh, from remains of flowers brought to temples. On a daily basis, more than 11 tonnes of flower residue are collected, which would otherwise be thrown into the Ganges River, but in this way, it is recycled and transformed into a reliable, durable material. Many were also excited by the winter jackets FLWRDWN (Flower Down) made from recycled fabrics, with heat fill from wildflowers, which is collected after the flowers wither and fall (Vodogažec, 2020). Flower down fill for jackets is an excellent alternative to animal feathers, as well as synthetic materials. Behind this innovation is the global designer collective Pangaia, who states that the future lies in high-tech naturalism, i.e., seeking new technological possibilities for using natural raw materials.

Change initiators

We often perceive sustainability and consumption as two contradictory concepts, considering that

konzumacija pokretač ekoloških problema. Održivi potrošači primarno su motivirani stavovima prema ekološkim vrijednostima, no jednako su im važni aspekti poput kvalitete proizvoda, cijene i dostupnosti. Prethodna istraživanja otkrila su da je ponašanje u potrošnji usko povezano s psihološkim i društvenim identitetom pojedinca, što bi moglo ukazivati na potencijalne izazove za povećano uključivanje održivosti u potrošnji. Također, potvrđeno je da će održivost u konzumaciji biti postignuta potrošačkom potražnjom za ekološki prihvatljivim predmetima i uslugama, potaknutom njihovim individualnim i kulturnim uvjerenjima, percepcijama i stavovima te nastojanjem da u skladu s tim izabiru i sam proizvod. Iz ovoga je jasno kako je promjena u potražnji ključna za uvođenje održivosti u poslovanje (Lindgren i Major, 2021). Mlađi potrošači, članovi generacije Z, pokazuju svijest i zabrinutost za okoliš, a time i interes za robne marke koje se percipiraju kao ekološki prihvatljive. Međutim, prethodna istraživanja nadalje sugeriraju da ovaj segment potrošača najčešće ima samo zeleni stav, no ne i ponašanje. To može biti posljedica povezanosti "zelenih" proizvoda s aspektima kao što su povećani troškovi, niske performanse i neugodnost, dok potrošači zahtijevaju dostupnost, pristupačnu cijenu i kvalitetu.

Nadalje, otkriveno je da su na ekološku predanost potrošača više utjecali racionalni pokretači, poput štedljivosti i orijentacije prema budućnosti. Zbog ograničenih resursa generacije Z, u smislu financijske i fizičke imovine, proces donošenja odluka o kupovini izgrađen je na ekonomskim motivima (Lindgren i Major, 2021). Zbog tog je razloga *second hand* moda doživjela najveću popularnost od svih vrsta održive mode. Influenceri među članovima generacije Z, poput Emme Chamberlain, 19-godišnje YouTube zvijezde (koja ima 9,6 milijuna pretplatnika na Youtubeu i 8,3 milijuna pratitelja na TikToku te je poznata po svojim čestim posjetima Goodwillu, američkom lancu rabljene odjeće, a njezini video uratci u kojima pokazuje kupljenu rabljenu odjeću su među

consumption is the driving force of ecological issues. Sustainable consumers are primarily motivated by attitudes towards ecological values but hold equally important aspects such as quality production, price, and availability. Previous research revealed that consumer behaviour is tightly connected with psychological and social identity of an individual, which could indicate potential challenges for increased inclusion of sustainability in production. Likewise, it has been confirmed that consumption sustainability will be achieved by consumer demands for ecologically acceptable products and services, driven by their individual and cultural beliefs, perceptions, and attitudes, as well as tendencies to choose products based on those beliefs. This makes clear that a change in demand is crucial for the introduction of sustainability in business (Lindgren & Major, 2021). Young consumers, members of Generation Z, are exhibiting environmental awareness and concern, along with interest for fashion brands perceived as ecologically acceptable. However, previous research further suggests that this consumer segment most frequently exhibits a green attitude only, and not behaviour. This may be consequential to the relatedness of "green" products with characteristics such as higher expenses, low performances, and discomfort, while consumers demand availability, affordable prices, and quality.

Moreover, it has been discovered that the consumer devotion to ecology was most influenced by rational drivers such as frugality and orientation towards the future. Due to the limited resources of Generation Z, in terms of financial and material assets, the decision-making process related to buying is built on economical motives (Lindgren & Major, 2021). This is why second-hand fashion reached the peak of popularity among the types of sustainable fashion. Generation Z influencers, like Emma Chamberlain, a 19-year-old YouTube star (who has 9.6 million YouTube subscribers and 8.3 million TikTok followers, who is known for her frequent visits to Goodwill, an American second-hand chain store, and her videos in which she displays

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najpopularnijim snimkama na njezinim kanalima na obje platforme), velikim su dijelom zaslužni za dokazivanje da brza moda nije jedini način za pronalazak odjeće u trendu po pristupačnoj cijeni. Za generaciju Z, *thriftanje* omogućuje unikatnost te im ujedno omogućuje pridonijeti "spašavanju" planeta, uštedi novca, čak i zaradi, preprodavajući svoju odjeću (Huber, 2020).

Potvrđeno je da je rast društvenih mreža pridonio novim i inovativnim načinima komuniciranja održivih proizvoda, gdje su potrošači sve angažiraniji tijekom procesa kupnje. Budući da se potrošači općenito okreću društvenim mrežama radi prikupljanja informacija o proizvodima, sposobnost tvrtke da se predstavi na mreži značajno će utjecati na odluku o kupnji. Nadalje, očekuje se da će se povjerenje potrošača u održive robne marke povećati čestim i pozitivnim susretima s tom markom na kanalima društvenih medija. Istražujući namjere "zelene" kupnje potrošača generacije Z u vezi s korištenjem društvenih medija, otkriveno je da je upotreba društvenih medija u pozitivnoj vezi s namjerom kupnje održivih proizvoda. Na temelju toga, tvrtke su u poziciji potaknuti održivu potrošnju među mlađim potrošačima povećavajući svijest o "zelenim" proizvodima na svojim platformama društvenih mreža. U skladu s tim, mlađe generacije, kojima nedostaje samopouzdanja, dopustit će drugim odrednicama da vode njihovo ponašanje. Zbog toga se predlaže da akteri na društvenim mrežama imaju moć utjecati na ovaj segment potrošača, osobito na one kojima nedostaje znanje o održivosti.

Iako generacija Z teži unikatnosti, s druge strane se želi uklopiti i u svjetske trendove. Budući da je trenutno briga o okolišu i planetu općenito popularna, povećan je njihov interes za održiva rješenja u modnoj industriji. S druge strane, kompanije su shvatile koliko je lako generaciji koja je odrasla na internetu u najkraćem roku dobiti informacije o negativnim utjecajima koje ta kompanija ima na okoliš, odnosno pozitivnim praksama kojima nastoji pridonijeti očuvanju planeta. Ono što je još karakteristično za

second-hand clothes that she bought are among the most popular videos on both platforms), have the most merit in proving that fast fashion is not the only way of finding trendy and affordable clothes. Thrifting enables uniqueness for Generation Z, and it also provides them with the opportunity to contribute to "saving" the planet, saving, and even earning money from reselling their own clothes (Huber, 2020).

It has been confirmed that the growth of social media contributed to new and innovative communication methods for sustainable products, whereby consumers are getting increasingly engaged during the shopping process. Since consumers normally turn to social media to collect information on products, a company's ability to represent itself on social media will significantly impact buying decisions. Furthermore, it is expected that consumer trust in sustainable fashion brands will increase with the frequent and positive encounters with the brand on social media. Research into the "green" shopping intentions of Generation Z consumers in relation to using social media reveals that the usage of social media has a positive connection to the intent on buying sustainable products. Based on this, the companies are in the position to motivate sustainable consumption among young consumers by raising awareness about "green" products on their social media platforms. With this regard, younger generations lacking confidence will allow other determinants to lead their behaviour. This is why it is suggested that social media actors have the power to influence on this consumer segment, especially those lacking knowledge on sustainability.

Despite their tendency toward uniqueness, Generation Z also wishes to blend with global trends. Since care about the environment and the planet is currently popular in general, their interest in sustainable solutions in the fashion industry is heightened. On the other hand, companies have realised how easy it is for a generation that grew up on the Internet to get information in the shortest time possible about the negative effects the company has on the environment, or the positive practices by

generaciju Z, a vrlo bitno kompanijama, jest da se ne definiraju kroz robnu marku koju kupuju, već su okupirani predstavljanjem svoje osobne marke na društvenim mrežama. S lakoćom će prijeći na drugu robnu marku koja iskreno demonstrira vrijednosti koje nastoje predstaviti na društvenim mrežama, posebice ako im odgovara i cijena. "Naime, oni su ti koji određuju tržište, stoga je važna promjena svijesti javnosti i odnos prema samoj odjeći. Kako bi opstale, modne marke će se prilagođavati zahtjevima kupaca, stoga je sva moć na samim potrošačima." (Markuz i Ban, 2022).

METODOLOGIJA I REZULTATI ISTRAŽIVANJA

Ban (2021) je postavila pretpostavke u istraživanju za završni rad o utjecaju brze mode na ljude i okoliš. Za ovaj je rad postavljena hipoteza:

H1: Generacija Z ima svijest o potrebi održivosti u poslovanju modne industrije

H2: Generacija Z će modu učiniti održivom.

Opis modela istraživanja

Izvori podataka za istraživanje stavova generacije Z o brzoj modi je internetska anketa. Instrument istraživanja je internetsko anketiranje provedeno između 12. srpnja i 8. kolovoza 2022., bez ograničenja regije, spola ispitanika i stručne spreme. Ograničenje je učinjeno po pitanju starosti ispitanika. Ispitani su samo punoljetni građani generacije Z, odnosno oni koji su u trenutku provođenja istraživanja imali najmanje 18 i najviše 26 godina. Na anketna je pitanja odgovorilo 114 ispitanika. Razdiobe odgovora ispitanika koji se odnose na zavisne varijable istraživanja su opisane grafički, histogramima koji sadrže i krivulje normalne razdiobe. Sve vrijednosti iz histograma su interpretirane.

U istraživanju su obje hipoteze testirane istim modelom testiranja, koji obuhvaća dva koraka. U prvom je koraku testirana normalnost razdiobe

which it strives to contribute to planet preservation. Another Generation Z characteristic that is particularly important to companies is that they are not defined by the fashion brand they buy, but they are preoccupied with the representation of their personal brand on social media. They will easily turn to another fashion brand that honestly demonstrates the values they tend to present on social media, especially if they agree with the price. "Namely, they are the ones who determine the market, thus making significant the change in public awareness and relation to clothing itself. To survive, fashion brands will have to adapt to consumer demands, giving all the power to consumers" (Markuz & Ban, 2022).

METHODOLOGY AND RESEARCH RESULTS

In her final thesis paper, Ban (2021) set the research hypotheses on the effects of fast fashion on people and the environment. For this paper, two hypotheses were set as follows:

H1: Generation Z is aware of the need for sustainability in the fashion industry

H2: Generation Z will make fashion sustainable.

Description of the research model

The data source for research on Generation Z's attitudes toward fast fashion was an online questionnaire. The research instrument is the online questionnaire conducted between 12 July and 8 August 2022, without limitations related to residence, gender, and education level of the respondents. The limit was set for the age of respondents. The respondents were only adult citizens belonging to Generation Z, i.e., those that at the time of research were between 18 and 26 years old. 114 respondents responded to the questionnaire. The distribution of respondents' answers relating to dependent variables of research are shown graphically, in histograms containing normal distribution curves. All histogram values are interpreted.

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odgovora na anketno pitanje koje se odnosi na zavisnu varijablu u hipotezi. Normalnost razdiobe odgovora testirana je korištenjem statističke metode χ^2 (*Hi kvadrat*) testa. Korištenjem te metode utvrđuje se postoji li statistički značajna razlika između dva skupa s jednakim brojem podataka. U društvenim istraživanjima parove podataka najčešće predstavljaju opažene i očekivane vrijednosti razdiobe odgovora na anketna pitanja. Očekivana razdioba odgovora je najčešće normalna, odnosno Gaussova. Kada se vrijednosti opažene razdiobe statistički značajno ne razlikuju od očekivanih vrijednosti, tada se alternativni oblik hipoteze treba smatrati nedvojbeno opovrgnutim, jer je opažena razdioba takva kakva se u društvenim istraživanjima očekuje. Statistički značajna razlika postoji ako je vrijednost zbroja χ^2 (*Hi kvadrata*) veća od graničnih vrijednosti navedenih u statističkim tablicama za odgovarajući stupanj slobode i odgovarajuću značajnost. U društvenim se istraživanjima najčešće koristi manje strog kriterij značajnosti $\alpha = 0,05$, odnosno 5%, ili stroži kriterij značajnosti $\alpha = 0,01$, odnosno 1%. Dopunski, zaključak o normalnosti opažene razdiobe izveden je i na temelju vrijednosti varijable p. Ta se vrijednost uspoređuje sa strožim ili manje strogim kriterijem statističke značajnosti. Kada je vrijednost varijable p manja od odabranog kriterija značajnosti, tada postoji statistički značajna razlika između opažene i očekivane razdiobe. Vrijednost p se odnosi na vjerojatnost pogrešno izvedenog zaključka da postoji razlika između opaženih i očekivanih vrijednosti razdiobe odgovora. U istraživanju koje se provodi za ovaj rad odabran je stroži kriterij značajnosti.

U slučaju kada postoji statistički značajna razlika vrijednosti opažene razdiobe u odnosu na očekivanu, odnosno u ovom istraživanju, pristupa se drugom koraku testiranja hipoteze. Tim se korakom, na temelju vrijednosti aritmetičke sredine vrijednosti stavova ispitanika koji su sudjelovali u istraživanju, varijable μ, izvodi zaključak o valjanosti hipoteze. Ako je vrijednost varijable μ manja ili jednaka neutralnoj vrijednosti koja iznosi tri kada se koristi Likertova ljestvica s

Both research hypotheses were tested by the same testing model encompassing two steps. The first step tested the normal distribution of responses to a questionnaire question relating to dependent variable in the hypothesis. The normal distribution of responses was tested by using the χ^2 (*Chi-square*) test as a statistical method. This method determines whether there is a statistically significant difference between two sets with an equal number of data. In social research studies, pairs of data are most frequently represented by observed and expected distribution values of questionnaire responses. The expected distribution is usually normal, i.e., Gaussian. When the values of the observed distribution do not show a statistically significant difference from the expected values, then the alternative form of hypothesis should be considered unquestionably rejected, because the observed distribution is such as is expected in social research. The statistically significant difference exists if the value of the χ^2 (*Chi-square*) is higher than the cut-off values stated in statistical tables for the corresponding degree of freedom and corresponding significance. Social research studies most frequently use the less stringent criterium of significance $\alpha = 0,05$, i.e., 5% or a more stringent criterium of significance $\alpha = 0,01$, i.e., 1%. In addition, the conclusion on the normality of the observed distribution is also drawn on the basis of p-value. This value is compared with the more stringent or less stringent criterium of statistical significance. When the p-value is lower than the selected criterium of significance, then there is a statistically significant difference between the observed and the expected distribution. p-value relates to the probability of erroneous conclusion that there is a difference between the observed and expected values of response distribution. In this paper, we have selected the more stringent criterium of significance.

In case there is a statistically significant difference in values of the observed distribution in relation to the expected one, as was the case in this study, we approach the second step of hypothesis testing. In this step, based on the values of the arithmetic mean of respondents' attitude values, the variable

pet razina, kao što je slučaj u ovom istraživanju, izvodi se nedvojbeni zaključak da se alternativni oblik hipoteze treba smatrati opovrgnutim, jer je u razdiobi odgovora više negacijskih nego potvrdnih odgovora. Ako je vrijednost varijable μ veća od neutralne vrijednosti tri, izvodi se nedvojbeni zaključak da se alternativni oblik hipoteze treba smatrati potvrđenim, jer je u razdiobi odgovora više potvrdnih nego negacijskih odgovora.

Opis istraživanih podataka

Hipoteza H1: Generacija Z ima svijest o potrebi održivosti u poslovanju modne industrije testirana je na temelju odgovora na anketno pitanje koje glasi: *U kojoj je mjeri za Vas važna svijest o potrebi održivosti u poslovanju modne industrije?* Razdioba odgovora na to pitanje je opisana u Grafikonu 1, histogramom i krivuljom normalne distribucije.
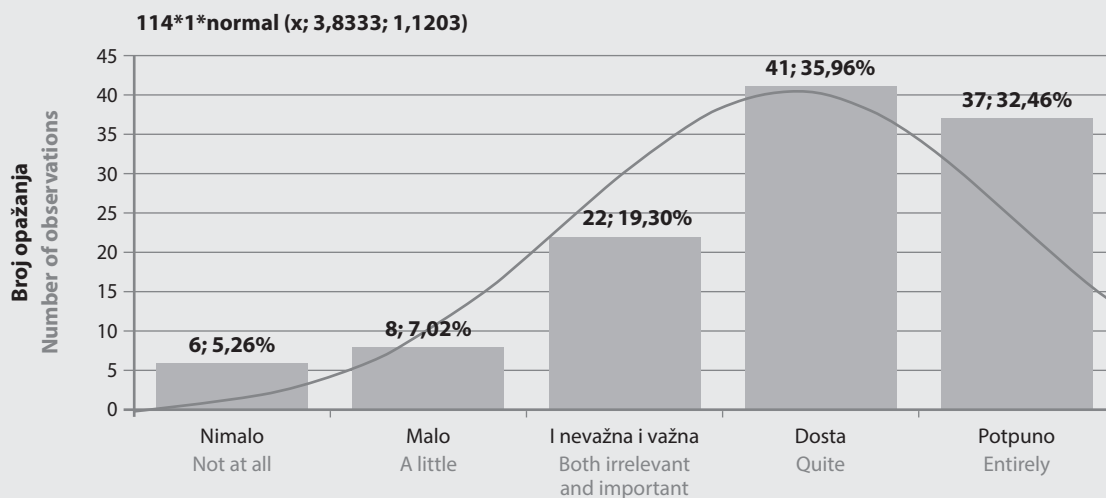
μ, a conclusion is drawn on the validity of the hypothesis. If the variable μ value is lower or equal to the neutral value 3 when a 5-point Likert scale is used, as in this study, an unquestionable conclusion is drawn that the alternative hypothesis is rejected, because the distribution shows more negative than positive responses. If the variable μ value is higher than the neutral value 3 an unquestionable conclusion is drawn that the alternative hypothesis is considered accepted, because the distribution shows more positive than negative responses.

Description of research data

The first hypothesis (H1): Generation Z is aware of the need for sustainability in the fashion industry was tested on the basis of responses to the research question: *To what extent is the awareness of the need for sustainability in the fashion industry important for you?* The distribution of responses to that question

GRAFIKON 1. RAZDIOBA ODGOVORA ISPITANIKA NA PITANJE: *U KOJOJ JE MJERI ZA VAS VAŽNA SVIJEST O POTREBI ODRŽIVOSTI U POSLOVANJU MODNE INDUSTRIJE?*
CHART 1. DISTRIBUTION OF RESPONSES TO THE QUESTION: *TO WHAT EXTENT IS THE AWARENESS OF THE NEED FOR SUSTAINABILITY IN THE FASHION INDUSTRY IMPORTANT FOR YOU?*

114*1*normal (x; 3,8333; 1,1203)

Izvor: istraživanje i obrada autora / Source: research and systematization by author

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GRAFIKON 2. RAZDIOBA ODGOVORA ISPITANIKA NA PITANJE: *U KOJOJ MJERI SE SLAŽETE S KONSTATACIJOM DA ĆE GENERACIJA Z (VAŠA GENERACIJA) MODU UČINITI ODRŽIVOM?*
CHART 2. DISTRIBUTION OF RESPONSES TO THE QUESTION: *TO WHAT EXTENT DO YOU AGREE WITH THE STATEMENT THAT THE GENERATION Z (YOUR GENERATION) WILL MAKE FASHION SUSTAINABLE?*

114*1*normal (x; 3,5965; 1,0536)
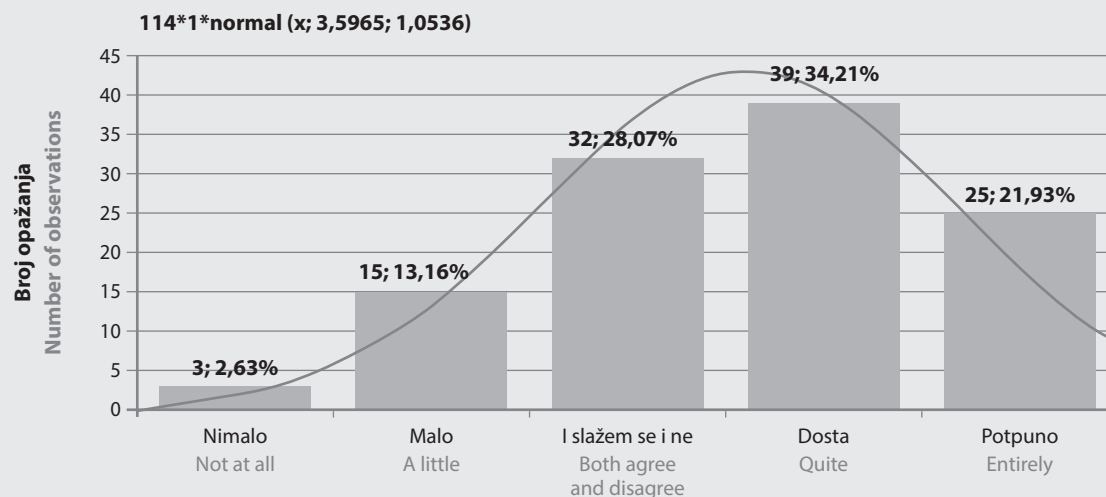
Izvor: istraživanje i obrada autora / Source: research and systematization by author

6 ispitanika, odnosno njih 5,26% ukupnog broja ispitanika, je odgovorilo da smatraju da je svijest o održivosti mode nevažna, a njih 8, odnosno 7,02% ukupnog broja ispitanika, smatra da je malo važna. 22 ispitanika, odnosno njih 19,30% ukupnog broja ispitanika, smatra da je svijest o održivosti mode i važna i nevažna, a njih 41, odnosno 35,96% ukupnog broja ispitanika, da je važna. 37 ispitanika, odnosno 32,46% ukupnog broja ispitanika, smatra da je svijest o održivosti mode jako važna. Broj opažanja je 114. Vrijednost varijable *Mod*, odnosno dominantne vrijednosti u razdiobi odgovor,a iznosi 4, što znači da je većina ispitanika izabrala odgovor *dosta*. Za taj se odgovor odlučio 41 ispitanik, što je vrijednost varijable. Jednadžba krivulje normalne distribucije je y = 114 (x; 3,8333; 1,1203). Argumente funkcije krivulje normalne distribucije predstavljaju vrijednosti aritmetičke sredine = 3,8333 i standardne devijacije = 1,1203.

is shown in Chart 1, by a histogram and the normal distribution curve.

6 respondents, i.e., 5.26% responded that they do not consider the awareness of sustainability of fashion important at all, and 8, i.e., 7.02% considered it slightly important. 22 respondents, i.e., 19.30% of the total number of respondents considers awareness of sustainability in fashion to be neither important or unimportant, and 41 respondents, i.e., 35.96% of the total number of respondents consider the awareness of the sustainability in fashion quite important. 37 respondents, i.e., 32.46% of the total number of respondents considers awareness of sustainability in fashion to be very important. The number of observations is 114. The value of *Mod* variable, i.e., the dominant value in the distribution of responses is 4, which means that most of the respondents chose the response: *quite important*. This response was given by 41 respondents, which is the value

Hipoteza H2: Generacija Z će modu učiniti održivom testirana je na temelju odgovora na anketno pitanje koje glasi: *U kojoj mjeri se slažete s konstatacijom da će generacija Z (Vaša generacija) modu učiniti održivom?* Razdioba odgovora na to pitanje opisana je u Grafikonu 2, histogramom i krivuljom normalne distribucije.

3 ispitanika, odnosno njih 2,63% ukupnog broja ispitanika, je odgovorilo da se ne slažu s pretpostavkom da će generacija Z modu učiniti održivom, a njih 15, odnosno 13,16% ukupnog broja ispitanika, se donekle slažu. 32 ispitanika, odnosno 28,07% ukupnog broja ispitanika, se slažu i ne slažu s pretpostavkom iz anketnog pitanja, a njih 39, odnosno 34,21% ukupnog broja ispitanika, se većinom slaže. 25 ispitanika, odnosno 21,93% ukupnog broja ispitanika, se potpuno slaže s pretpostavkom da će generacija Z modu učiniti održivom. Broj opažanja je 114. Vrijednost varijable *Mod*, odnosno dominantne vrijednosti u razdiobi odgovora, iznosi 4, što znači da je većina ispitanika izabrala odgovor *dosta*. Za taj se je odgovor odlučilo 39 ispitanika, što je vrijednost varijable. Jednadžba krivulje normalne distribucije je y = 114 (x; 3,5965; 1,0536). Argumente funkcije krivulje normalne distribucije predstavljaju vrijednosti aritmetičke sredine = 3,5965 i standardne devijacije = 1,0536.

Testiranje hipoteza

Hipoteza H1: Generacija Z ima svijest o potrebi održivosti u poslovanju modne industrije testirana je na temelju odgovora na anketno pitanje koje glasi: *U kojoj je mjeri za Vas važna svijest o potrebi održivosti u poslovanju modne industrije?* Razdioba odgovora na to pitanje opisana je u Grafikonu 1, histogramom i krivuljom normalne distribucije.

Prvi se korak testa odnosi na testiranje normalnosti opažene u odnosu na očekivanu razdiobu. Vrijednosti opaženih i očekivanih razdioba odgovora prikazane su u Grafikonu 3. U Tablici 1 prikazane su vrijednosti testiranja hipoteze H1. Usporedbom opaženih i očekivanih

variable. The normal distribution curve equation is y = 114 (x; 3.8333; 1.1203). The argument function of the normal distribution curve represents the arithmetic mean values = 3.8333 and standard deviation = 1.1203.

The second hypothesis (H2): Generation Z will make fashion sustainable was tested on the basis of responses to the question: *To what extent do you agree with the statement that the Generation Z (your generation) will make fashion sustainable?* The distribution of responses to this question is shown in Chart 2, by a histogram, and the normal distribution curve.

3 respondents, i.e., 2.63% of the total number of respondents answered that they disagree with the statement that the Generation Z will make fashion sustainable, and 15 of them, i.e., 13.16% slightly agree. 32 respondents, i.e., 28.07% of the total number of respondents neither agree or disagree with the statement, and 39, i.e., 34.21% of the total number of respondents mostly agree with the statement. 25 respondents, i.e., 21.93% of the total number of respondents entirely agree with the statement that the Generation Z will make fashion sustainable. The number of observations is 114. The variable *Mod* value, i.e., the dominant value in the distribution of responses is 4, which means that most of the respondents chose the answer: *quite*. This response was chosen by 39 respondents, which is the variable value. The equation for the normal distribution curve is y = 114 (x; 3.5965; 1.0536). The argument function of the normal distribution curve represents the arithmetic mean values = 3.5965 and standard deviation = 1.0536.

Hypotheses testing

The first hypothesis (H1): Generation Z is aware of the need for sustainability in the fashion industry was tested on the basis of responses to the research question: To what extent is the awareness of the need for sustainability in the fashion industry important for you? The distribution of responses to that question is shown in Chart 1, by a histogram and the normal distribution curve.

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GRAFIKON 3. OPAŽENE I OČEKIVANE VRIJEDNOSTI RAZDIOBA ODGOVORA NA PITANJE: *U KOJOJ JE MJERI ZA VAS VAŽNA SVIJEST O POTREBI ODRŽIVOSTI U POSLOVANJU MODNE INDUSTRIJE?*
CHART 3. OBSERVED AND EXPECTED VALUES OF RESPONSE DISTRIBUTION TO THE QUESTION: *TO WHAT EXTENT IS THE AWARENESS OF THE NEED FOR SUSTAINABILITY IN THE FASHION INDUSTRY IMPORTANT FOR YOU?*
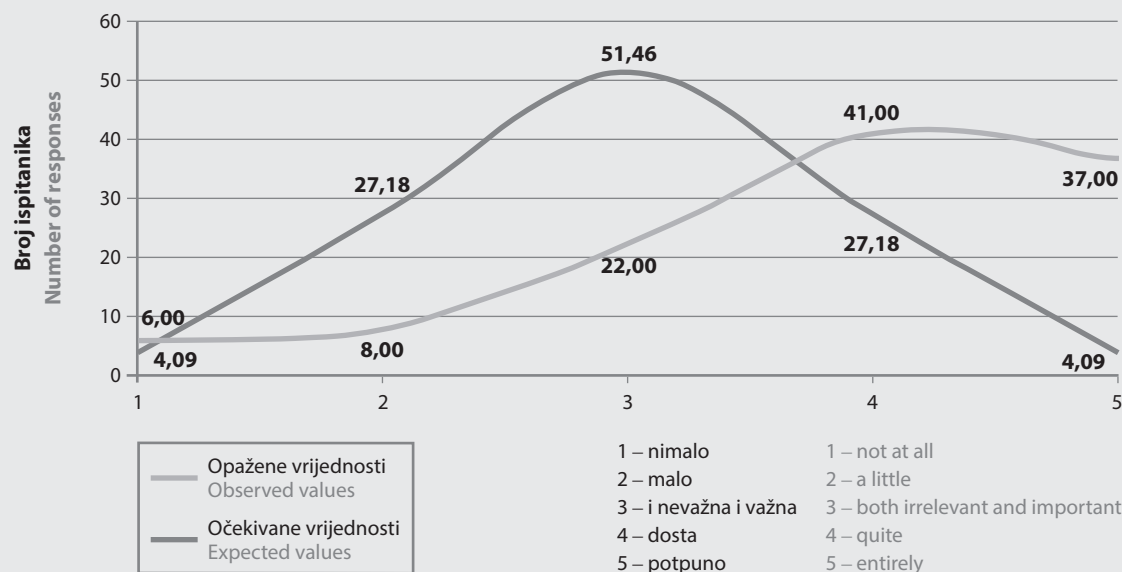
Izvor: istraživanje i obrada autora / Source: research and systematization by author

vrijednosti izračunate su vrijednosti $\Sigma \chi^2$ = 302,915. Kako je ta vrijednost značajno veća od granične vrijednosti za značajnost α = 0,01, odnosno 1% i stupanj slobode 4, koja iznosi 13,277, izvodi se zaključak da postoji statistički značajna razlika između opaženih i očekivanih vrijednosti razdiobe odgovora ispitanika.

Isti se zaključak izvodi i na temelju izračunate vrijednosti p = 2,546 E-64, zato što je ta vrijednost znatno manja od granične vrijednosti α = 0,01. To znači da vjerojatnosti pogrešno izvedenog zaključka da se opažene i očekivane vrijednosti razdiobe razlikuju gotovo i nema, jer je vrijednost pogreške u postotcima takva da znamenka 2 dolazi nakon 63 znamenki s vrijednošću 0, odnosno znatno je manja od strožeg kriterija statističke značajnosti. Na

The first step relates to testing of the normality of the observed distribution in relation to the expected distribution. The values of the observed and expected response distributions are shown in Chart 3. Table 1 shows the values of testing hypothesis H1. By comparing the observed and expected distributions, values $\Sigma \chi^2$ = 302.915 were calculated. As the value is significantly higher than the cut-off value for significance α = 0.01, i.e., 1% and degree of freedom 4, which is 13.277, we draw a conclusion that there is a statistically significant difference between the observed and the expected values in the distribution of responses.

The same conclusion is drawn based on the calculated value p = 2.546 E-64 because this value is considerably lower than the cut-off value

TABLICA 1. TESTIRANJE HIPOTEZE H1 S PRETPOSTAVKOM OČEKIVANIH VRIJEDNOSTI DISTRIBUIRANIH PREMA NORMALNOJ (GAUSSOVOJ) RAZDIOBI
TABLE 1. HYPOTHESIS H1 TESTING WITH THE ASSUMPTION OF EXPECTED VALUES DISTRIBUTED IN ACCORDANCE WITH THE NORMAL (GAUSSIAN) DISTRIBUTION

VARIJABLE / VARIABLES	RAZINE SLAGANJA / AGREEMENT LEVEL					
	NIMALO NOT AT ALL	MALO A LITTLE	I NEVAŽNA I VAŽNA BOTH IRELLEVANT AND IMPORTANT	DOSTA QUITE	POTPUNO ENTIRELY	UKUPNO TOTAL
Opažena (empirijska) vrijednost (f_e) Observed (empirical) value (f_e)	6	8	22	41	37	114
Formula za izračun očekivane (teorijske) vrijednosti (f_t) Calculation formula for expected (theoretical) value (f_t)	ukupno x 0,0359 total x 0.0359	ukupno x 0,2384 total x 0,2384	ukupno x 0,4514 total x 0,4514	ukupno x 0,2384 total x 0,2384	ukupno x 0,0359 total x 0,0359	
Očekivana (teorijska) vrijednost (f_t) Expected (theoretical) value (f_t)	4,09	27,18	51,46	27,18	4,09	114
Razlika (devijacija) (f_e-f_t) Difference (deviation) (f_e-f_t)	1,91	-19,18	-29,46	13,82	32,91	
Kvadrat razlike (devijacije) (f_e-f_t)^2 Squared difference (deviation) (f_e-f_t)^2	3,64	367,78	867,87	191,06	1082,90	
χ^2 (Hi kvadrat) (f_e-f_t)^2 / f_t χ^2 (Chi-square) (f_e-f_t)^2 / f_t	0,89	13,53	16,87	7,03	264,60	**302,915**
α (značajnost) α (significance)	1%	aritmetička sredina arithmetic mean	**3,833**	p vrijednost p value	**2,546 E-64**	
Stupanj slobode Degree of freedom	4	Σ Hi kvadrata > granične vrijednosti → opažene i očekivane vrijednosti se statistički Σ of Chi-square > from cut-off value → observed and expected values are statistically			**RAZLIKUJU** **DIFFERENT**	
Granična vrijednost za α i Stupanj slobode Cut-off value for α and Degree of freedom	13,277	Aritmetička sredina > 3 → alternativna hipoteza je Arithmetic mean > 3 → alternative hypothesis is			**POTVRĐENA** **ACCEPTED**	

Izvor: istraživanje i obrada autora / Source: research and systematization by author

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temelju te činjenice, dopunski je izveden zaključak da se opažene i očekivane vrijednosti razdiobe razlikuju.

U drugom se koraku testiranja hipoteze H1 promatra vrijednost aritmetičke sredine razdiobe odgovora. S obzirom na to da je vrijednost aritmetičke sredine = 3,833, odnosno da je veća od neutralne vrijednosti razdiobe, koja iznosi 3, izvodi se zaključak da u je razdiobi odgovora ispitanika na anketno pitanje: *U kojoj je mjeri za Vas važna svijest o potrebi održivosti u poslovanju modne industrije?* više odgovora *dosta* i *potpuno* negoli odgovora *nevažno* i *manje važno*. Na temelju te činjenice izvodi se zaključak da se hipoteza H1: *Generacija Z ima svijest o potrebi održivosti u poslovanju modne industrije* treba smatrati nedvojbeno potvrđenom.

Hipoteza H2: Generacija Z će modu učiniti održivom je testirana na temelju odgovora na anketno pitanje koje glasi: *U kojoj mjeri se slažete s konstatacijom da će generacija Z (Vaša generacija) modu učiniti održivom?* Razdioba odgovora na to pitanje opisana je u Grafikonu 2, histogramom i krivuljom normalne distribucije.

Prvi se korak testa odnosi na testiranje normalnosti opažene u odnosu na očekivanu razdiobu. Vrijednosti opaženih i očekivanih razdioba odgovora prikazane su grafički u Grafikonu 4. U Tablici 2 prikazane su vrijednosti testiranja hipoteze H2. Usporedbom opaženih i očekivanih vrijednosti izračunate su vrijednosti $\Sigma \chi^2$ = 125,057. Kako je ta vrijednost značajno veća od granične vrijednosti za značajnost α = 0,01, odnosno 1% i stupanj slobode 4, koja iznosi 13,277, izvodi se zaključak da postoji statistički značajna razlika između opaženih i očekivanih vrijednosti razdiobe odgovora ispitanika. Isti se zaključak izvodi i na temelju izračunate vrijednosti p = 4,438 E-26, zato što je ta vrijednost znatno manja od granične vrijednosti α = 0,01. To znači da vjerojatnosti pogrešno izvedenog zaključka da se opažene i očekivane vrijednosti razdiobe razlikuju gotovo i nema, jer je vrijednost pogreške u postotcima takva da znamenka 4 dolazi nakon 25 znamenki s vrijednošću 0, odnosno znatno je

α = 0.01. This means that the probability of an erroneous conclusion that the observed and expected distribution values differ is almost non-existent, because the error value in percentages is such that the digit 2 comes after 63 digits with a value 0, i.e., that it is considerably lower than the more stringent criterium of statistical significance. Based on this fact, an additional conclusion is drawn that the observed and expected values differ.

In the second step of testing hypothesis H1, the values of the arithmetic mean of response distribution are observed. Considering that the value of the arithmetic mean is = 3.833, i.e., that it is higher than the neutral distribution value, which is 3, a conclusion is drawn that the response distribution to the question: *To what extent is the awareness of the need for sustainability in the fashion industry important for you?* shows more responses opting for *quite important* and *entirely important* than responses opting for *not at all important* or *slightly important*. Based on this fact a conclusion is drawn that the hypothesis H1: Generation Z is aware of the need for sustainability in the fashion industry should be unquestionably accepted.

The second hypothesis (H2): Generation Z will make fashion sustainable was tested on the basis of responses to the question: *To what extent do you agree with the statement that the Generation Z (your generation) will make fashion sustainable?* The distribution of responses to this question is shown in Chart 2, by a histogram and the normal distribution curve.

The first step relates to testing the normality of the observed distribution in relation to the expected distribution. The values of the observed and expected distributions are shown graphically in Chart 4. Table 2 shows the values of testing the hypothesis H2. By comparing the observed and expected distributions, the values $\Sigma \chi^2$ = 125.057 were calculated. As this value is much higher than the cut-off significance value α = 0.01, i.e., 1% and the degree of freedom 4, which is 13.277, the conclusion is drawn that there is a statistically significant difference between the observed and expected values of response

GRAFIKON 4. OPAŽENE I OČEKIVANE VRIJEDNOSTI RAZDIOBE ODGOVORA NA PITANJE: *U KOJOJ MJERI SE SLAŽETE S KONSTATACIJOM DA ĆE GENERACIJA Z (VAŠA GENERACIJA) MODU UČINITI ODRŽIVOM?*
CHART 4. OBSERVED AND EXPECTED VALUES OF RESPONSE DISTRIBUTION TO THE QUESTION:
TO WHAT EXTENT DO YOU AGREE WITH THE STATEMENT THAT THE GENERATION Z (YOUR GENERATION) WILL MAKE FASHION SUSTAINABLE?
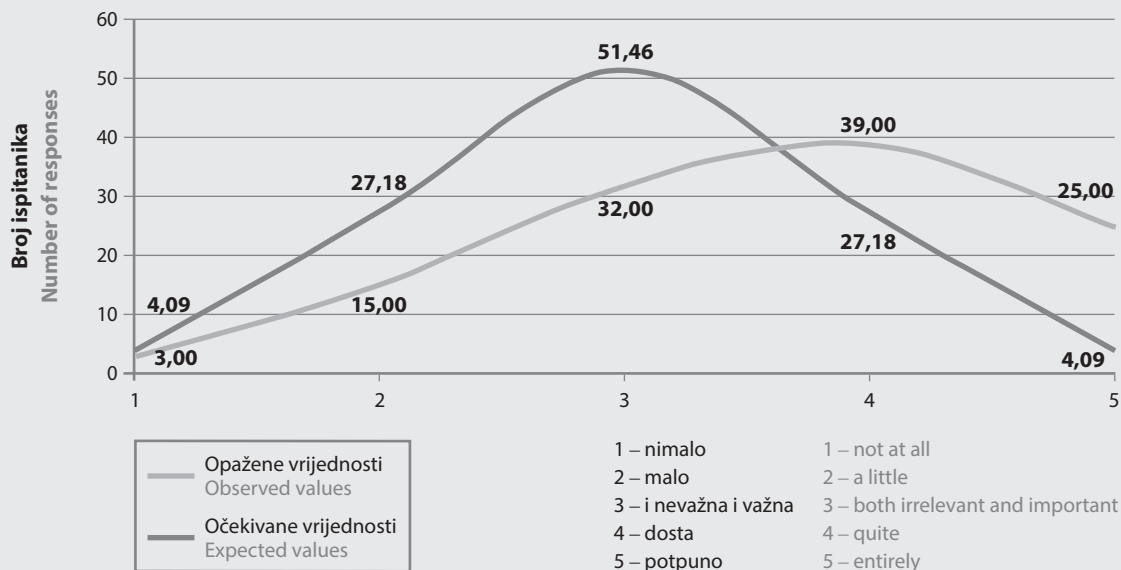
Izvor: istraživanje i obrada autora / Source: research and systematization by author

manja od strožeg kriterija statističke značajnosti. Na temelju te činjenice, dopunski je izveden zaključak da se opažene i očekivane vrijednosti razdiobe razlikuju.

U drugom se koraku testiranja hipoteze H2 promatra vrijednost aritmetičke sredine razdiobe odgovora. Kako vrijednost aritmetičke sredine iznosi 3,596, odnosno veća je od neutralne vrijednosti razdiobe, koja iznosi 3, izvodi se zaključak da je u razdiobi odgovora ispitanika na anketno pitanje: *U kojoj mjeri se slažete s konstatacijom da će generacija Z (Vaša generacija) modu učiniti održivom?* više odgovora *dosta* i *potpuno* negoli odgovora *nimalo* i *malo*. Na temelju te činjenice hipotezu *H2: Generacija Z će modu učiniti održivom* treba smatrati nedvojbeno potvrđenom.

distributions. The same conclusion is drawn based on the calculated value p = 4.438 E-26 because this value is considerably lower than the cut-off value α = 0.01. This means that the probability of an erroneous conclusion that the observed and expected distribution values differ is almost non-existent, because the error value in percentages is such that the digit 4 comes after 25 digits with a value 0, i.e., that it is considerably lower than the more stringent criterium of statistical significance. Based on this fact, an additional conclusion is drawn that the observed and expected values differ.

In the second step of hypothesis H2 testing, the values of the arithmetic mean of response distribution are observed. Considering that the value of the arithmetic mean is 3.596, i.e., that

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TABLICA 2. TESTIRANJE HIPOTEZE H2 S PRETPOSTAVKOM OČEKIVANIH VRIJEDNOSTI DISTRIBUIRANIH PREMA NORMALNOJ (GAUSSOVOJ) RAZDIOBI
TABLE 2. HYPOTHESIS H2 TESTING WITH THE ASSUMPTION OF EXPECTED VALUES DISTRIBUTED IN ACCORDANCE WITH THE NORMAL (GAUSSIAN) DISTRIBUTION

VARIJABLE / VARIABLES	RAZINE SLAGANJA / AGREEMENT LEVEL					UKUPNO TOTAL
	NIMALO NOT AT ALL	MALO A LITTLE	I SLAŽEM SE I NE BOTH AGREE AND DISAGREE	DOSTA QUITE	POTPUNO ENTIRELY	
Opažena (empirijska) vrijednost (f_e) Observed (empirical) value (f_e)	3,00	15,00	32,00	39,00	25,00	114
Formula za izračun očekivane (teorijske) vrijednosti (f_t) Calculation formula for expected (theoretical) value (f_t)	ukupno x 0,0359 total x 0.0359	ukupno x 0,2384 total x 0,2384	ukupno x 0,4514 total x 0,4514	ukupno x 0,2384 total x 0,2384	ukupno x 0,0359 total x 0,0359	
Očekivana (teorijska) vrijednost (f_t) Expected (theoretical) value (f_t)	4,09	27,18	51,46	27,18	4,09	114
Razlika (devijacija) (f_e-f_t) Difference (deviation) (f_e-f_t)	-1,09	-12,18	-19,46	11,82	20,91	
Kvadrat razlike (devijacije) (f_e-f_t)^2 Squared difference (deviation) (f_e-f_t)^2	1,19	148,29	378,68	139,77	437,12	
χ^2 (Hi kvadrat) (f_e-f_t)^2 / f_t χ^2 (Chi-square) (f_e-f_t)^2 / f_t	0,29	5,46	7,36	5,14	106,81	**125,057**
α (značajnost) α (significance)	1%	aritmetička sredina arithmetic mean	**3,596**	p vrijednost p value	4,438 E-26	
Stupanj slobode Degree of freedom	4	Σ Hi kvadrata > granične vrijednosti → opažene i očekivane vrijednosti se statistički Σ of Chi-square > from cut-off value → observed and expected values are statistically			**RAZLIKUJU** **DIFFERENT**	
Granična vrijednost za α i Stupanj slobode Cut-off value for α and Degree of freedom	13,277	Aritmetička sredina > 3 → alternativna hipoteza je Arithmetic mean > 3 → alternative hypothesis is			**POTVRĐENA** **ACCEPTED**	

Izvor: istraživanje i obrada autora / Source: research and systematization by author

ZAKLJUČAK

Drugačije odgojena i za tržište rada stasala generacija Z ima potpuno promijenjenu paradigmu spram održivog razvoja, koji za nju nema alternative. Ono što je još karakteristično za generaciju Z, a vrlo bitno kompanijama, jest to da se ne definiraju kroz robnu marku koju kupuju, već su okupirani predstavljanjem svoje osobne marke na društvenim mrežama. S lakoćom će prijeći na drugu robnu marku, koja iskreno demonstrira vrijednosti koje nastoje predstaviti na društvenim mrežama, posebice ako im odgovara i cijena. Istovremeno, ona kompanija koja ne zadovoljava njihove visoke standarde suočena je s negativnim komentarima i sramoćenjem na društvenim mrežama. Generacija Z se ne ustručava slaviti dobre prakse, ali i posramiti loše. Sve to potiče kompanije na održivost i inovativnost u poslovanju. Generacija Z nedvosmisleno, svojim riječima i djelovanjem, poručuje da im je promjena prirodno stanje te da stalnim promjenama "mogu dati svoj doprinos na osvješćivanju da imamo jedan planet, da ga želimo ostaviti relativno 'čistim' budućim pokoljenjima i da ta mantra nema alternative" (Markuz i Ban, 2022).

it is higher than the neutral distribution value, which is 3, a conclusion is drawn that the response distribution to the question: *To what extent do you agree with the statement that the Generation Z (your generation) will make fashion sustainable?* shows more responses opting for mostly *agree* and *entirely agree* than responses opting for *not agree* at all or *slightly agree*. Based on this fact a conclusion is drawn that the hypothesis H2: Generation Z will make fashion sustainable should be unquestionably accepted.

CONCLUSION

The distinctly raised and labour-market ready Generation Z holds an entirely changed paradigm toward sustainable development, for which there is no alternative. A characteristic feature of Generation Z, which is particularly important for companies, is that they are not defined by the fashion brand they buy but are preoccupied with presenting their personal brand on social media. They will easily turn to another brand that honestly demonstrates the values that they are trying to present on social media, especially if the price is right. At the same time, the company that does not meet their lofty standards faces negative comments and social media shaming. Generation Z does not hold back in celebrating good practices, but also shaming the bad ones. All this is encouraging companies to become more sustainable and innovative in their business. Generation Z is unequivocally stating, in words and actions, that change is their natural condition and that with constant changes they can contribute to raising awareness that we have one planet, that we want to leave it "clean" for future generations and that this mantra does not have an alternative (Markuz & Ban, 2022).

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