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Understanding Consumer Attitudes and Behaviors Towards Privacy and Sustainable Packaging: A Comparative Study of Generations X, Y, and Z

By

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Abstract

The purpose of this dissertation is twofold. First, it aims to provide a comprehensive understanding of consumers' attitudes and behaviors towards privacy and personal data sharing which is crucial as it provides valuable insights into the evolving landscape of privacy concerns and the impact of data sharing on consumer decision making. Secondly, it examines consumers' willingness to pay more for environmentally friendly and sustainable packaging which is crucial as it sheds light on the current consumer trends and preferences towards sustainable products and the level of consumer engagement in environmentally conscious decisions. The results of an online survey with 338 participants revealed that there are statistically significant differences attitudes of different age groups towards privacy and personal data sharing/disclosure. Generation Z has a more favorable attitude towards the use of personal data, as seen in their higher mean attitudes towards exclusive products, online community participation, and promotions, discounts and deals. This contrasts with the lower mean attitude of Generation Z towards data control and transparency compared to Generation Y and Generation X. Additionally, Generation Z holds a stronger need to communicate their luxury purchases on social media. The study also examined consumers' attitudes towards sustainability and environmentally friendly packaging in the luxury brand industry. Results showed that consumers' understanding of what it means for a brand to be sustainable and their perception of the impact of packaging on the environment have a statistically significant effect on their willingness to pay more for sustainable and environmentally friendly packaging. The study also found that age plays a role in consumers' attitudes towards sustainable packaging, with Generation Z having a higher mean willingness to pay for environmentally friendly packaging compared to Generation X, but no significant differences compared to Generation Y. Additionally, Generation Z has a lower mean intention to walk away from a luxury brand if its packaging is not environmentally friendly compared to Generation X but no significant differences compared to Generation Y. Overall, this study contributes to the ongoing conversation about privacy and data sharing in the digital age and highlights the importance of considering both privacy and sustainability issues in the development of effective data privacy policies and strategies. The findings of this study have important implications for businesses, policymakers, and researchers, as they can inform the development of effective policies and strategies that take into account the concerns and motivations of consumers. Furthermore, this study makes a significant contribution to the field by providing a deeper understanding of the intersection of privacy, personal data sharing, and sustainable packaging.

Keywords: Personal Data, Privacy, Motives, Behaviors, Willingness, Gen Z, Gen Y, Gen X, Packaging, Sustainability, Smart Packaging

Περίληψη

Ο σκοπός της παρούσας διατριβής είναι διττός. Πρώτον, αποσκοπεί στην παροχή μιας ολοκληρωμένης κατανόησης των στάσεων και συμπεριφορών των καταναλωτών απέναντι στην προστασία της ιδιωτικότητας και την κοινοχρησία προσωπικών δεδομένων, η οποία είναι ζωτικής σημασίας, καθώς παρέχει πολύτιμες πληροφορίες στο εξελισσόμενο τοπίο των ανησυχιών για την προστασία της ιδιωτικής ζωής και τον αντίκτυπο της κοινοχρησίας δεδομένων στη λήψη αποφάσεων από τους καταναλωτές. Δεύτερον, εξετάζει την προθυμία των καταναλωτών να πληρώσουν περισσότερα για φιλικές προς το περιβάλλον και βιώσιμες συσκευασίες, γεγονός που είναι ζωτικής σημασίας καθώς φέρνει στην επιφάνεια τις τρέχουσες τάσεις και προτιμήσεις των καταναλωτών προς τα βιώσιμα προϊόντα και το επίπεδο συμμετοχής των καταναλωτών σε αποφάσεις με περιβαλλοντικό αντίκτυπο. Τα αποτελέσματα μιας διαδικτυακής έρευνας με 338 συμμετέχοντες αποκάλυψαν ότι υπάρχουν στατιστικά σημαντικές διαφορές στις στάσεις των διαφόρων ηλικιακών ομάδων απέναντι στην ιδιωτικότητα και την κοινοποίηση των προσωπικών δεδομένων. Η γενιά Z έχει μια πιο ευνοϊκή στάση απέναντι στη χρήση των προσωπικών δεδομένων, όπως φαίνεται από τον υψηλότερο μέσο όρο τους απέναντι, σε αποκλειστικά προϊόντα, τη συμμετοχή σε διαδικτυακή κοινότητα και τις προσφορές, εκπτώσεις και προσφορές. Αυτό έρχεται σε αντίθεση με τον χαμηλότερο μέσο όρο της γενιάς Z απέναντι στον έλεγχο των δεδομένων και τη διαφάνεια σε σύγκριση με τη γενιά Y και τη γενιά X. Επιπλέον, η γενιά Z έχει μεγαλύτερη ανάγκη να επικοινωνεί τις αγορές πολυτελείας της στα μέσα κοινωνικής δικτύωσης. Η μελέτη εξέτασε επίσης τη στάση των καταναλωτών απέναντι στη βιωσιμότητα και τη φιλική προς το περιβάλλον συσκευασία στον κλάδο των πολυτελών εμπορικών σημάτων. Τα αποτελέσματα έδειξαν ότι η κατανόηση των καταναλωτών για το τι σημαίνει για μια μάρκα να είναι βιώσιμη και η αντίληψή τους για τον αντίκτυπο της συσκευασίας στο περιβάλλον έχουν στατιστικά σημαντική επίδραση στην προθυμία τους να πληρώσουν περισσότερα για βιώσιμες και φιλικές προς το περιβάλλον συσκευασίες. Η μελέτη διαπίστωσε επίσης ότι η ηλικία παίζει ρόλο στη στάση των καταναλωτών απέναντι στις βιώσιμες συσκευασίες, με τη γενιά Z να έχει υψηλότερη μέση προθυμία να πληρώσει για φιλικές προς το περιβάλλον συσκευασίες σε σύγκριση με τη γενιά X, αλλά χωρίς σημαντικές διαφορές σε σύγκριση με τη γενιά Y. Επιπλέον, η γενιά Z έχει μικρότερο μέσο όρο πρόθεσης να απομακρυνθεί από μια μάρκα πολυτελείας εάν η συσκευασία της δεν είναι φιλική προς το περιβάλλον σε σύγκριση με τη γενιά X, αλλά δεν υπάρχουν σημαντικές διαφορές σε σύγκριση με τη γενιά Y. Συνολικά, η παρούσα μελέτη συμβάλλει στη συνεχιζόμενη συζήτηση σχετικά με την προστασία της ιδιωτικής ζωής και την κοινή χρήση δεδομένων στην ψηφιακή εποχή και υπογραμμίζει τη σημασία της συνεκτίμησης τόσο των ζητημάτων προστασίας της ιδιωτικής ζωής όσο και της βιωσιμότητας κατά την ανάπτυξη αποτελεσματικών πολιτικών και στρατηγικών προστασίας της ιδιωτικής ζωής των δεδομένων. Τα ευρήματα της παρούσας μελέτης έχουν σημαντικές επιπτώσεις για τις επιχειρήσεις, τους υπεύθυνους χάραξης πολιτικής και τους ερευνητές, καθώς μπορούν να ενημερώσουν για την ανάπτυξη αποτελεσματικών πολιτικών και στρατηγικών που λαμβάνουν υπόψη τις ανησυχίες και τα κίνητρα των καταναλωτών. Επιπλέον, η παρούσα μελέτη συμβάλλει σημαντικά στον τομέα παρέχοντας μια βαθύτερη κατανόηση της διασταύρωσης της ιδιωτικής ζωής, της κοινής χρήσης προσωπικών δεδομένων και της βιώσιμης συσκευασίας.

Λέξεις-κλειδιά: Προσωπικά δεδομένα, Ιδιωτικότητα, Κίνητρα, Συμπεριφορές, Γενιά Z, Γενιά Y, Γενιά X, Συσκευασία, Βιωσιμότητα, Ευφυής συσκευασία

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Glossary

Generation Z: Born 1997-2012, characterized by tech immersion and diverse attitudes. Smith, A. (2021).

Generation Y: Also known as Millennials, born 1981-1996, characterized by increased use of technology and a focus on work-life balance. Strauss, W., & Howe, N. (1991).

Generation X: Born 1965-1980, characterized as independent and resourceful. Twenge et al., (2012).

Sustainability: A state in which the economic, social, and environmental needs of the present can be met without compromising the ability of future generations to meet their own needs. Carpenter et al., (2001)

Luxury: A term describing products or services that are not considered essential, but provide an experience or image of prestige, exclusivity, and superior quality. Vigneron, F. & Johnson, L. W. (2004).

Smart Packaging: Packaging that uses intelligent or active systems to modify the package functions, such as monitoring, protecting, or communicating information about the product. Lu, X., & Hu, X. (2019).

Life Cycle Assessment (LCA): A methodology for evaluating the environmental impact of a product or service throughout its entire lifecycle, from raw material extraction to disposal or recycling. Guinée et al., (2002).

1. Introduction

The purpose of this dissertation is to examine and analyze the current attitudes and behaviors of consumers towards privacy and personal data sharing, as well as their willingness to pay more for environmentally friendly and sustainable packaging. The concern for privacy and personal data sharing has become an increasingly pressing issue in the rapidly digitizing world. The exponential growth in the amount of data collected by companies and organizations has led to a heightened demand for privacy regulations to protect consumer data. Understanding consumers' attitudes and behaviors towards privacy and personal data sharing is crucial, especially in the context of marketing and advertising, where companies seek to leverage consumer data to better target their customers.

In addition, consumers are becoming increasingly aware of the impact of their consumption patterns on the environment, leading to a growing demand for sustainable and environmentally friendly products. Sustainable packaging has become a focus in this context, as it offers an opportunity to reduce the negative impact of packaging on the environment. It is therefore important to investigate consumers' willingness to pay more for environmentally friendly and sustainable packaging, as this has significant implications for both the environment and for businesses.

This study seeks to investigate consumers' attitudes and behaviors towards privacy and personal data sharing, as well as their willingness to pay more for environmentally friendly and sustainable packaging. The research focuses on three generations - Gen X, Gen Y, and Gen Z - to uncover any generational differences in these attitudes and behaviors. A comprehensive survey is employed to gather data, and statistical analysis is utilized to uncover key insights. The study's research questions are as follows:

1. What are consumers' attitudes and behaviors towards privacy and personal data sharing?
2. How do different generations (Gen X, Gen Y, and Gen Z) differ in their attitudes and behaviors towards privacy and personal data sharing?

3. What are the motivations and concerns behind consumers' decisions to share or not share their personal data?
4. What is the level of consumers' willingness to pay more for environmentally friendly and sustainable packaging?
5. How do different generations (Gen X, Gen Y, and Gen Z) differ in their willingness to pay more for environmentally friendly and sustainable packaging?

The results of this study will provide significant insights into consumer attitudes and behaviors towards privacy and personal data sharing, as well as their willingness to pay more for environmentally friendly and sustainable packaging. These findings will be of value to companies and organizations that collect and use consumer data, as well as for policymakers and researchers in the fields of privacy, sustainability, and consumer behavior. Furthermore, this study will serve as a foundation for future research in these areas, providing a basis for further exploration and investigation.

The structure of this thesis is comprised of six chapters. The first chapter defines key terms and concepts, provides an overview of the study, including a discussion of the research questions, the methodology employed, and the objectives of the study. The second chapter presents a comprehensive review of the literature related to privacy and personal data sharing, sustainable packaging, and consumer behavior. The third chapter details the methodology employed in the study, including the design of the survey and the statistical analysis used. The fourth chapter presents the results of the study, including a discussion of the findings and a statistical analysis of the data. The fifth chapter provides a discussion of the implications of the findings for companies, policymakers, and researchers. The sixth chapter concludes the thesis, summarizing the key findings and providing recommendations for future research. Finally, the seventh chapter offers suggestions for further research, outlining potential areas of study that could build on the findings of this research and contribute to a deeper understanding of the topics examined in this study.

2. Literature review

2.1 Personal data and Privacy Concerns

Privacy is generally understood by researchers as an individual's ability to control their personal information, including how it is collected and used, both with and without permission (Fried, 1968; Tavani and Moore, 2001; Bélanger and Crossler, 2011; Smith et al., 1996). Miller (1971) and Tavani and Moore (2001) argue that individuals should not only be able to protect their private information from unauthorized access, but also have control over how their personal information is shared or disseminated.

Companies often invest significant resources in collecting customer data because it can provide them with a competitive advantage. There are two main ways that companies can collect this data: directly from customers or through third-party sources (e.g., purchasing databases, vendor information collecting). However, the enforcement of the European Union's General Data Protection Regulation (GDPR) in May 2018 has placed significant restrictions on both of these methods. Marketers must ensure that the data they use has been collected in accordance with legal provisions, regardless of whether it was obtained directly from customers or from a third party.(Mazurek & Małagocka, 2019)

As the use of big data has increased, there has been a significant increase in concerns about protecting the privacy of online users (Karat et al., 2005; Mantelero, 2016). Schneier (2015) has described data as "the pollution problem of the information age," (p.238) and has argued that protecting privacy is the "environmental challenge" of the digital age. These concerns are likely due to the abundance of personal information that is being collected and stored digitally, as well as the potential for this information to be misused or mishandled. Ensuring the privacy of online users is an important issue in the digital age.

Personal data includes information such as our names, birthdates, and other demographic details that we are familiar with and typically consider to be personal and potentially sensitive or valuable. This is the type of personal data that typically comes to mind when we think about the concept. However, these examples represent only a small fraction of the personal data that is collected and available. (Kamleitner & Mitchell, 2018). The amount and variety of personal data that is being

collected and used has expanded significantly in recent years, and it is important to consider the potential implications of this trend. While collecting and using customer data can help retailers to tailor their offerings and enhance customer satisfaction, it can also cause discomfort for consumers due to concerns about privacy (Aguirre et al. 2015; Thomaz et al. 2020). Therefore, it is important for retailers to understand how to collect customer information without causing such concerns (Aiello et al., 2020).

It is interesting that despite expressing concerns and objections about losing their privacy, people will still willingly provide their personal information to websites and content providers (Singer et al. 2001; Waldo, Lin, and Millet 2007). This is a major aspect of the privacy debate, as it suggests that people may prioritize other factors, such as convenience or the benefits they receive from using a particular service, over their privacy concerns. The willingness of people to freely provide their data or allow it to be collected (e.g., by downloading an app or joining a social media platform) may indicate that they do not place a high value on their data (Preibusch, Kübler, & Beresford, 2013) or feel a sense of ownership over it.

Due to the increasing complexity of technology and the various ways in which businesses can exploit personal data, it can be difficult for consumers to take control of their own data (Ooijen & Vrabec, 2019). Additionally, policies related to personal data can change frequently, which means that individuals must regularly review them to understand the implications for their own data. This can make it challenging for people to make informed decisions about sharing their personal data (Ooijen & Vrabec, 2019). It is important for individuals to be aware of these challenges and to take steps to protect their personal data to the extent possible.

After the digital revolution, communication has vastly changed in modern society. With the prevalence of the internet, a new generation emerged. The term “Generation Z” was first presented by HunterS. Thompson in 1994. Researchers later categorized Generation Z as the people born between 1995 and 2020, “the first fully global generation that extensively used digital devices and engaged through social media which shaped their lives” (Yussof et al., 2018). Growing up under the influence of mobile digital devices, “Generation Z is the native generation wandering between the electronic virtual and real worlds” (Li et al., 2022), which molded their consumption concept that remarkably differs from any previous generation. According to the U.S. Bureau of Labor Statistics and Gen Z Planet, “Generation Z accrues around $229 billion annually in wages” (A.

Pollard, 2021). Generation Z buying power is five or six times that of Generations before them (Dabija et al., 2019), making them a segment of high interest to marketers (Naumovska, 2017).

Data, including personal data, has been referred to as the "new oil," and if we are truly in the "age of information" as some have claimed, then data would be the fuel of our time (Kamleitner & Mitchell, 2018). This analogy highlights the increasing value of data in the digital age and the potential for it to be used as a resource to power various aspects of society. It is important to consider the implications of this trend and to ensure that data, including personal data, is handled responsibly.

The collection and processing of personal data can have both positive and negative impacts on customers. While analyzing personal information can be used to create personalized offers and messages, it can also lead to unintended consequences. (Mazurek & Małagocka, 2019). Currently, the privacy laws and regulations of most countries are based on the principle of "informed consent." This approach is based on the idea that an individual's informed consent is necessary to legitimize the collection and use of personal information. (Choi et al., 2019). This means that individuals must be fully informed about how their personal data will be collected, used, and shared, and must give their consent before their data can be collected and used. Informed consent is intended to give individuals control over their personal data and to protect their privacy.

It appears that organizations are still in the early stages of fully implementing the GDPR. In the event of a data breach, retailers may need guidance on how to minimize the damage and repair their relationship with consumers (Martin et al., 2020). Data breaches can have serious consequences for organizations, including damage to their reputation and credibility, as well as harm to customer-company relationships. (Chen & Jai, 2021). Customers may lose trust in the company and be less willing to disclose personal information or engage in a relationship with the company. (Malhotra & Malhotra, 2011). Trust is a critical component of customer-company relationships, as it reflects the willingness of customers to share personal information and commit to the relationship. When a data breach occurs, it can undermine trust and have a negative impact on customers' perceptions of the company's service quality and relationship commitment. (Morgan & Hunt, 1994). This can lead to a decline in customer loyalty and potentially result in customers choosing to do business with a different company.

In order to comply with the GDPR, websites must inform users about certain aspects of their data processing before any personal data is collected. This includes information about the purposes for which data will be processed, the identity of the data controller, the recipients of the data, and the period of data storage (Article 13 and 14 of the GDPR) (Ooijen & Vrabec, 2019). Consumers should also be aware of the tools they can use to access and modify or delete their data, if necessary (Strzelecki & Rizun, 2022). These requirements are in place to ensure that individuals are fully informed about how their personal data is being collected and used, and to give them control over their data.

In the United States, the Federal Communications Commission (FCC) has implemented a similar rule that requires internet service providers (ISPs), such as AT&T, Verizon, and Comcast, to obtain explicit consent from their customers before using or sharing sensitive data with third parties, such as marketing firms. This rule is intended to protect the privacy of customers and give them control over their data. Prior to this rule, ISPs had generated significant revenue by using customers' behavioral data to create a better basis for targeted advertising.(Choi et al., 2019)

Although the GDPR places a strong emphasis on giving individuals control over their personal data, it has been criticized by behavioral scientists for not adequately addressing the threats to privacy. For example, data controllers are required to provide a policy on their websites to inform consumers about privacy risks, but many consumers do not understand these policies. Additionally, individuals are supposed to be given the option to consent to data processing, but they may not always consider the consequences of giving (or withholding) consent. Instead, they may simply agree to the request for consent whenever it is presented (Custers et al. 2013). As digital technologies and algorithmic decision-making become more prevalent and invasive, the challenges for control over data have become even more significant (Cohen 2018).

"The right to be let alone--the most comprehensive of rights, and the right most valued by civilized men." This early recognition of the right to privacy was motivated by the emergence of new technology that had the potential to permanently record an individual's behaviors and actions. The concept of privacy has evolved over time, with the increasing use and collection of personal data raising new concerns about the protection of individuals' privacy rights. (Olmstead v. United States, 1928)

In their famous article "The Right to Privacy," published in the Harvard Law Review in 1890, Warren and Brandeis argued that the rapid advancement of technology, including the use of instantaneous photographs and the rise of the newspaper industry, had invaded the privacy of individuals and threatened to make public even the most private aspects of their lives. They argued that individuals have a right to decide whether or not to share their thoughts, ideas, and creations with the public, regardless of their intrinsic value. This early recognition of the right to privacy was motivated by the emergence of new technology that had the potential to permanently record an individual's behaviors and actions. The concept of privacy has evolved over time, with the increasing use and collection of personal data raising new concerns about the protection of individuals' privacy rights.

Recent technological advancements have given companies greater access to consumer data, allowing them to gain insights into consumer behavior across multiple channels and fundamentally altering the way consumers interact with brands (Moe and Ratchford, 2018). This increased access to data has led to longer and more complex disclosures about data collection and use (Shore and Steinman, 2015), which can be cognitively taxing for individuals to understand (Pallant et al., 2022).

The rise of the internet and digital technologies has made it easier for retailers to collect personal information for consumer profiling. However, this growing search for personal data can sometimes violate consumer privacy (Martin and Murphy 2017) and make consumers more hesitant to disclose personal information both online and offline (Phelps, Nowak, and Ferrell 2004). This is especially true in the online context, where users may be overwhelmed with requests for personal data in order to complete purchases (Olivero and Lunt 2004; Kim, Barasz, and John 2018). The desire for personalized communications and individualized attention has contributed to the increased need for companies to collect consumer data. In order to provide promotions tailored to individual interests, marketers often need to obtain detailed purchase data at the individual level.

From the perspective of consumers, the advantages of receiving personalized marketing benefits or proposals based on their personal data are clear (Barth & Jong, 2017). However, these potential benefits are often outweighed by consumers' rational and irrational concerns about data privacy, leading many individuals to be unwilling to disclose their personal data (Wieringa et al., 2019). According to Cranor et al. (1999) and Wang and Petrison (1993), the level of concern about

personal data collection and use can vary depending on the context of the purchase, the type of data being collected, the intended use of the data, and the benefits that the consumer receives in exchange for sharing their personal information.

2.2 The effect of Incentives on data sharing

While consumers are increasingly leaving more personal information online in order to enhance the usability and convenience of websites and get other benefits (Boerman et al., 2018), this also gives retailers the opportunity to collect more information about their customers and use it in various ways to create a more personalized experience. The digitalization of many industries has made it easier for retailers to gather and analyze customer data, which can lead to a more customized experience for consumers (Kim, Barasz, and John 2018). However, consumers may also be concerned about the potential for their personal purchase information to be sold to other marketers, and they may expect some form of compensation in exchange for this information. Sheehan and Hoy (2000) suggest that offering compensation can help to alleviate privacy concerns.

When exchanging data with retailers, consumers often consider the potential benefits and risks associated with the exchange, including the potential for personalized service versus the potential loss of privacy (Harris Interactive, 2002). This evaluation process is important, as data practices can have a significant impact on both consumer and brand outcomes (Martin et al., 2017). While some consumers may be concerned about disclosing their data to a brand, they may still be willing to do so if offered a reward in exchange (Tsai et al., 2011). Rewards such as discounts or cash compensation and non-monetary incentives such as additional services or improved experiences can be a powerful motivator for consumers to share their personal information, according to privacy researchers. In fact, some experts believe that the desire for rewards is a major reason why people may not be more cautious about protecting their privacy. Therefore, finding ways to use rewards can be a key aspect of effectively managing the disclosure of personal information, alongside considerations such as weighing the potential benefits against any potential costs. (Mazurek & Małagocka, 2019)

One possible approach to engage the Gen Z maven is for brands to create and encourage participation in brand communities (Rossolatos, 2019). Gen Zers are radically inclusive. They don’t distinguish between friends they meet online and friends in the physical world. They continually flow between communities that promote their causes by exploiting the high level of mobilization technology makes possible. Gen Zers value online communities because they allow

people of different economic circumstances to connect and mobilize around causes and interests. (Sixty-six percent of the Gen Zers in our survey believe that communities are created by causes and interests, not by economic backgrounds or educational levels. That percentage is well above the corresponding one for millennials, Gen Xers, and baby boomers.) Fifty-two percent of Gen Zers think it is natural for every individual to belong to different groups (compared with 45 percent of the people in other generations), and Gen Zers have no problem with moving between groups.(Francis & Hoefel, n.d.)

Gen Z market mavens are highly motivated to share their shopping experiences on social media via narrative posts, photographs, and videos. These social media channels enable Gen Z market mavens to have social groups with whom they can draw comparisons, otherwise there is no outlet to express one's uniqueness (Aydın, 2019). It is posited that post-purchase, the focus of Gen Z's complaint behavior is on posting on social media or review sites.(Goldring & Azab, 2021)

The study of (Prince, 2018) supports the idea that online users may choose to share personal information in exchange for potential benefits, such as targeted offerings, monetary rewards, or less intrusive privacy practices. This decision is based on a balance between the benefits of disclosing personal information and the potential erosion of privacy that may result. For example, an individual may be willing to share information about their browsing history in order to receive a discount on a T-shirt but may be less willing to share more sensitive information that could result in a greater loss of privacy. This tradeoff between the potential benefits and costs of disclosing personal information is a key factor in determining how much and what kind of information people are willing to share with others.

According to (Weydert et al., 2019), companies may need to offer non-financial incentives, such as specialized services or enhanced access, in order to obtain personal data from consumers. These additional perks can be seen as a way to provide value to the consumer in exchange for their information. According to Weydert et al. (2019), consumers who are promotion-focused (meaning they prioritize gains and positive outcomes) may be more likely to prioritize immediate monetary rewards over privacy rights and may be more influenced by the presence of compensation. However, it is important to note that this does not necessarily mean that they are not concerned about privacy at all. It is possible for individuals to place a certain value on privacy even if they are more motivated by immediate rewards. (Weydert et al., 2019)

There is evidence to suggest that consumers are often willing to exchange access to their personal data for relatively small rewards, despite being concerned about privacy and the collection of their personal information (Auxier et al., 2019). This willingness to trade personal data for rewards may be driven by factors such as the desire for social media attention or the opportunity to receive compensation, even if it is relatively small (Kokolakis, 2017).

Gen Z have grown up with social media, and they expect brands to be a reliable source of information and provide an authentic brand story (Hill Holiday, 2018; OC&C, 2019). Gen Z want to engage with brands throughout their shopping journey (Center for Generational Kinetics, 2018). Social media enables Gen Z to easily connect with brands to explicitly praise or complain about the quality of a product or a service encounter. Gen Z appreciate value and follow brands on social media to find sales and promotions (Hill Holiday, 2018). They seek feedback from others via "likes" or comments and receive recognition and acceptance by their peer group (E.Y., 2015) with the metrics they accumulate (Goldring & Azab, 2021).

They are keen for social media image to be clean and positive and not detrimental to future career prospects (Jacobsen and Barnes, 2020). Social media image was a significant part of their online activities. Participants were not active social media posters when purchasing any products due to fear of negative peer opinions of bragging. When asked would you be motivated to show an ethical product you have purchased on social media all respondents disagreed (Djafarova & Foots, 2022).

The main conclusion drawn from existing research on the collection of personal information and privacy is that consumers are willing to share personal information as long as they perceive the benefits (such as personalized offerings) to outweigh the costs (such as privacy concerns). In other words, consumers weigh the value of personalization against their concern for privacy and make a trade-off between the two. (Evens & Damme, 2016).

Based on these arguments and the emergent findings that rewards are an important variable in many decisions regarding providing personal information, we hypothesize:

H1: Generation Z individuals demonstrate a higher level of sensitivity towards the sharing of personal data in exchange for certain incentives when compared to individuals from Generation X and Generation Y.

H2: Generation Z individuals have a greater inclination towards publicly communicating their luxury purchase experiences on social media platforms when compared to individuals from Generation Y and Generation X.

2.3 Exploring Consumer Willingness to Trade Privacy for Benefits

The primary mechanism driving the results of data collection and analysis is information externalities. When some individuals choose to share their personal information, it allows the parties accessing the information to know more about other individuals who have not shared their information (MacCarthy, 2011). Information externalities have become more potent due to advances in big data analytics, which allow for more accurate inference about individuals who have not shared their data based on the data shared by others. In this environment, even if each user is aware of the potential harm of sharing their personal data, they may not consider the spillover effects of their data release on other users. (Choi et al., 2019)

Traditionally, the sharing of aggregated data has not been considered a threat to online user privacy because it is collected from a large number of individuals and therefore does not reveal specific personal information. However, with the rise of big data, it is now possible to detect personal information from small sets of combined data sets, which can expose a significant amount of individual private data. For example, a report by European Voice (2014) noted that even though data is anonymized before it is shared, it can still be relatively easy to link it to a specific individual by comparing and combining it with other sources (Christiansen, 2011). This is supported by the findings of Chen et al. (2009) and Jiang et al. (2002), which showed that it is possible to infer an untraceable, hidden identity through profiling a user's activities (e.g., preferences, behaviors) and linking them with other sources .

Consumers generally feel that marketers are not concerned with protecting their privacy and have negative perceptions of marketers who try to collect too much personal information. However, even though consumers feel that some marketers already have too much information about them, they still agree that the more information marketers have about them, the more useful their promotional materials and marketing efforts become. (Phelps et al., 2000)

Researchers have explored various factors that influence consumers' willingness or reluctance to share their personal data. (Robinson, 2017; Zimaitis et al., 2020a). It is common for individuals to willingly share their personal information in order to use certain services for free, according to Acquisti (2004). However, this can create a paradox in which the benefits of receiving customized

services may be outweighed by the potential risks of personal information being leaked or privacy being compromised. In order to address this issue in e-business models, it is important to find ways to reassure users that they will receive more benefits from sharing their information than any potential risks associated with the vendor misusing it**.** (Wang et al., 2016)

Some research on consumer data privacy begins with the concept of a cost-benefit analysis, which treats personal information as a commodity (Smith et al., 2011). This approach, referred to as privacy calculus, posits that consumers will weigh the benefits of disclosing their personal information against the potential costs, such as loss of privacy or the risk of identity theft (Barth & Jong, 2017; Robinson, 2017). In other words, consumers may be willing to share their personal data if they perceive the benefits to outweigh the risks.

Studies that are based on the privacy calculus theory suggest that consumers consider the costs and benefits of disclosing their personal information when deciding whether or not to do so (Culnan and Armstrong, 1999; Dinev and Hart, 2006). According to Choi et al. (2019), individuals who are time-inconsistent (meaning they prioritize immediate gratification over long-term considerations) may be more likely to agree to data use policies in order to access free content services, even if they are aware that doing so may have future costs. Additionally, the costs associated with privacy loss can often be difficult to quantify or understand, leading people to underestimate the potential risks involved. This can contribute to a willingness to share personal information in exchange for access to services or content.

According to Aiello et al., (2020), the willingness to disclose personal information and associated behaviors can be influenced by the context, even unconsciously. In the offline context, the physical environment can affect information sharing (Acquisti, Brandimarte, and Loewenstein 2015). In an online setting, the quality of the website interface can facilitate information sharing (John, Acquisti, and Loewenstein 2011). Additionally, social media networks have changed the way consumers disclose personal information, with those who perceive their networks as responsive being more likely to share openly (Walsh, Forest, and Orehek 2020). Comparative behavior can also lead to disclosure.

Retail practices such as personalization often rely on consumers sharing their data with retailers, either actively or passively (Rust, 2020; Krafft et al., 2021). In order to receive personalized

services, consumers must be willing to disclose personal information (Lee et al., 2011; Dinev and Hart, 2006; Gurung and Raja, 2016).

According to a survey by Quint and Rogers (2015), a majority (80%) of respondents indicated that they would be willing to share their personal data with companies in exchange for special offers or benefits tailored to their preferences, such as discounts on products they frequently purchase. Furthermore, consumers may be more willing to share their data when they feel that a company can help them understand and control how it is used (Mazurek & Małagocka, 2019). This suggests that the willingness to share personal information in exchange for benefits or personalized services may be influenced by factors such as the perceived value of the offering, and the sense of control that the consumer has over their data.

Consumers may be willing to exchange their privacy for a variety of rewards, including money, services, time, and even friendship or love (Chellappa & Sin, 2005; Hann, Hui, Lee, & Ping, 2007; Hui, Teo, & Lee, 2007; Xu, Teo, Tan, & Agarwal, 2009; Barth & De Jong, 2017). They are more likely to be willing to share their data if they understand the benefits they will receive and the principles under which the data is being shared (Roeber, Rehse, Knorrek, & Thomsen, 2015). Even individuals who are generally protective of their data may be willing to share personal information in order to receive relevant offers and benefits, especially if they trust the company in question. A study conducted in several countries found that consumers want to know how companies may share their data with third parties, and how much influence the company may try to exert on their decisions (Quint & Rogers, 2015). Despite being aware of the sensitivity of certain types of data, such as names, addresses, and dates of birth, 75% of respondents were still willing to share this information with companies in exchange for products or services they value (Mazurek & Małagocka, 2019).

A study by The Boston Consulting Group (2012) found that people's willingness to share personal data was related to their ability to control their own data. Specifically, they found that consumers who were able to manage and protect their privacy were up to 52% more willing to share personal information than those who were not able to do so. This suggests that giving consumers control over their data can be an important factor in encouraging them to share it willingly. (Evens & Damme, 2016).

The trend of information control and privacy concerns negatively impacting ad effectiveness also applies to newer ad formats. According to a study by Mpinganjira and Maduku (2019), there is a positive correlation between privacy concerns and ad intrusiveness, and a negative relationship between privacy concerns and attitudes toward ads. Similarly, Kim et al., (2019) found that unauthorized access to personal information for ad personalization can reduce ad effectiveness due to consumers' privacy concerns.

It's worth noting that while some consumers may appreciate personalized marketing messages, others may find them unwelcome (Hayes et al., 2021). In fact, research has shown that around two-thirds of consumers have unfavorable views of personalization due to concerns about privacy (Tran, 2017; Smith, 2014). Privacy refers to an individual's ability to control the use, release, collection, storage, and access to their personal data (Plangger and Montecchi, 2020). For some consumers, privacy concerns may lead them to actively avoid marketers' messages (Baek and Morimoto, 2012) or use technology to block online and mobile ads and tracking (Brinson et al., 2018). This tension between consumers' desire for personalized experiences and their desire to protect their privacy online is known as the personalization-privacy paradox (Norberg et al., 2007). Interestingly, Smink et al., (2019)found that, contrary to their expectations, a higher perceived intrusiveness of personalization actually led to a higher willingness to disclose personal information.

The collection of personal data often depends on consumers' willingness to share (WTS), or their openness and willingness to disclose relevant personal information. This willingness may be influenced by factors such as the quality of the service being provided, the enjoyment and usefulness of the service, and the level of personalized interaction with sales staff (Song and Kim, 2020; Zaheer and Trkman, 2017). According to the privacy calculus, consumers may be more likely to agree to share their personal data in exchange for monetary compensation (Phelps et al., 2000; Li et al., 2010). Some research has found that offering a monetary reward can increase the willingness of consumers to share personal information (Acquisti, 2004; Hann and Lee, 2007; Mukherjee et al., 2013).

According to a study conducted by Onbuy.com, a majority of people polled in the U.K. (54%) would be willing to exchange their data for reward points, and 53% would be willing to trade their data for financial incentives or cash rewards. (Fedorenko, 2018). Consumers may see value in

exchanging their data with retailers, as it can lead to personalized products and offers that better suit their individual preferences (Gabisch and Milne, 2014; Schumann et al., 2014; Rust, 2020). However, there is a risk that consumers may become concerned if a retailer seems to know them too intimately (Bleier and Eisenbeiss, 2015).

It's important to consider how comfortable consumers are with the ways retailers use their data, as this can impact their willingness to share it. For example, while personalized emails are now common, location-based targeting is still relatively new to many consumers (Bleier et al., 2018; Riegger et al., 2021; Tyrväinen et al., 2020). In general, consumers are more likely to be willing to share their data with brands if it is used to create more personally relevant content (Krafft et al., 2017). However, it's worth noting that this comfort level may vary depending on an individual's views on data exchange (Pallant et al., 2022).

Based on these arguments and the emergent findings that privacy concerns are an important variable in many decisions regarding providing information, we hypothesize:

H3: Generation Z individuals exhibit a more cautious attitude towards sharing personal data when compared to individuals from Generation Y and Generation X.

2.4 The Importance of Data Control and Transparency

While personalized marketing messages can be effective in engaging customers, they can also be perceived as an intrusion of privacy, which can create challenges for companies (Krafft et al., 2017). It's important for retailers to be mindful of this and to be transparent about their data collection practices and the ways in which they will use customer data. This can help to build trust and reduce consumer concerns about privacy. As Stewart and Segars (2002) have pointed out, the exchange of electronic information can potentially lead to privacy violations, such as unauthorized access to personal information.

Personal data is different from other tradable goods because it is intangible, meaning it cannot be physically held or touched (Kamleitner and Mitchell 2018). Research has shown that people tend to place a higher value on physical objects, such as photos or books, compared to digital versions, and feel a stronger sense of ownership over them (Atasoy and Morewedge 2017). The intangible nature of personal data also makes it easier to duplicate and share, which can make it difficult for individuals to exercise control over their data. The inability to physically locate and quantify data points can make it challenging for individuals to feel a sense of ownership and control over their personal information (Ooijen & Vrabec, 2019).

Some types of personal information, such as contact information, credit card numbers, and purchasing history, are considered to be sensitive data and can raise concerns about how it is used and secured by companies. (Berman, 2006; Lacey & Sneath, 2006)

The OECD (2013) has emphasized the importance of transparency in data processing in order to protect privacy and has suggested that transparency is necessary to enable individuals to have a greater level of control over the flow of their data. In order to achieve transparency, it is important that data collection and processing procedures be properly documented, as suggested by Janseen and Hoven (2015). This means that marketers and online retailers should be transparent about the decisions they make regarding data processing, and that online users should be aware of what data is being used and for what purposes (Prince, 2018). Increased data transparency is often seen as a positive development (Dommeyer and Gross, 2003), and offering consumers active control over the collection and use of their data can be a motivating factor that prompts them to disclose

personal information (Gabisch and Milne, 2014). This sense of control can help to decrease privacy concerns and increase people's willingness to share personal information (Phelps et al., 2000), even sensitive information (Prince, 2018).

The systematic collection of personal data by retailers can make some customers feel uncomfortable, especially if they are concerned about the potential misuse of their personal information. This can lead to reluctance on the part of customers to disclose their personal information (Phelps, Nowak, and Ferrell, 2000; Inman and Nikolova 2017; Martin and Murphy 2017). It is important for retailers to be transparent about their data collection practices and to handle personal data responsibly in order to build trust with customers and encourage self-disclosure. Additionally is necessary for retailers to be aware of consumer concerns about data collection and use, as recent market studies have shown that consumers are concerned about who has access to their data, want more information about how it is used, and expect benefits in return for sharing it (Groopman 2015). By being transparent about data collection practices, offering clear information about how data will be used, and providing customers with options for controlling their data, retailers can help to address these concerns and build trust. By offering benefits in return for releasing personal information, retailers can also encourage customers to be more willing to share their data.

It's common for consumers to be unaware of their privacy settings and the specific terms of privacy policies, particularly on mobile sites where it can be difficult to read lengthy (Edwards and Abel 2014). This is partly due to the complexity and length of these policies, as well as the fact that they can change frequently. Additionally, in the online sphere, many transactions require consumers to agree to terms and conditions (Zhao, Binns, & Shadbolt, 2016) that often include provisions for the transfer of personal data. This can be confusing for consumers, who may not know which permissions are necessary for the app to function properly, which are needed to collect data of commercial value, and which may be needed for both (Au, Zhou, Huang, & Lie, 2012). As a result, consumers may be vulnerable to having their data collected or used in ways that they are not fully aware of (Kamleitner & Mitchell, 2018).

Retailers can encourage consumers to engage in data exchange by providing them with control over their data (Krafft et al., 2017). For example, brands may allow consumers to choose whether or not to participate in certain aspects of data exchange. When consumers feel like they lack control

over their personal information, they may experience negative emotions (Feinberg et al., 2012). On the other hand, the perception of control can help mitigate the impact of privacy concerns (Xu et al., 2012) and increase the likelihood that people will share their information (Krafft et al., 2017). Improving consumers' perceptions of control can also help to reduce the negative effects of vulnerability when it comes to sharing their data (Martin et al., 2017).

Additionally, the participants in this study highlighted the importance of having control over the ownership of personal data in order to avoid unwanted privacy intrusions and to protect their own interests. They also expressed a desire to be informed partners in commercial exchanges where their personal information is traded as a commodity, and to have a say in the terms of these exchanges. (Olivero & Lunt, 2004)

In order to have privacy, it is necessary to have ownership and autonomy over one's personal data (Weston, 2016). If individuals do not assert their ownership and control over their personal data, and instead allow others to collect and use it without their consent, their privacy and autonomy may be at risk (Cohen, 2000). It is important for individuals to take an active role in protecting their privacy and maintaining control over their personal data in order to safeguard their autonomy. The study found that consumers have a proactive attitude towards information collection, and are actively demanding control over their personal information both as a way to protect against risks and as a matter of ownership. (Olivero & Lunt, 2004)

It may not always be feasible or desirable for individuals to assert ownership over their personal data (e.g., in cases where the data is being used for important purposes such as addressing social issues or researching new treatments for diseases). However, it is important for individuals to be able to make informed decisions about whether or not to share their data, as this allows them to maintain some control over their privacy and autonomy. Providing individuals with the ability to make these decisions is an important aspect of protecting their privacy.(Kamleitner & Mitchell, 2018)

Gen Zers, with vast amounts of information at their disposal, are more pragmatic and analytical about their decisions than members of previous generations were. Sixty-five percent of the Gen Zers in our survey said that they particularly value knowing what is going on around them and being in control. This generation of self-learners is also more comfortable absorbing knowledge online than in traditional institutions of learning.(Francis & Hoefel, n.d.). This tech-savvy group

will become the largest US consumer population followed by millennials in 2026 (Business Insider, 2019).

Having control over personal information may also directly influence behavioral outcomes and perceptions. Consumers who have limited control over their information may avoid contact with marketers (Dolnicar and Jordaan 2007). On the other hand, lower reactance to personalized ads may reduce negative behaviors such as avoidance (Morimoto, 2021)

The right to data portability, as outlined in Article 20 of the General Data Protection Regulation (GDPR), is a new addition to the framework for protecting personal data (Irion and Luchetta 2013). This right is split into two elements: the right to obtain a copy of the personal data being processed (i.e., the right to access, p.45), which must be provided free of charge, and the right to transfer that data to another controller. The right to access is intended to allow individuals to confirm that the processing of their data is lawful. (Ooijen & Vrabec, 2019)

According to Olivero and Lunt (2004), some consumers may be unwilling to disclose sensitive personal information over the Internet in any kind of exchange. Some respondents in their study reported that they would only share such information with nonprofit research institutions, while others said that they would only exchange it in a face-to-face meeting. However, when consumers perceive that there is a benefit to sharing their information, such as with well-known or well-established companies with which they have already established a relationship, they may be more willing to disclose it. Even in these cases, however, consumers may still want assurances that they will have control over how their information is used, and this may be a necessary condition for them to be willing to share it. This highlights the importance of being transparent and respectful of consumer privacy in any data collection or exchange activities.(Olivero & Lunt, 2004)

Exchanging data can offer benefits for both consumers and retailers, with consumers benefiting from enhanced personalization (Rust, 2020) and retailers benefiting from improved customer intelligence (Grewal et al., 2017). However, data exchange also carries risks, as evidenced by the increasing number of companies that have been accused of abusing consumer data (Walter, 2019). A survey by Gemalto (2019) found that two-thirds of consumers are unlikely to do business with a company that has mismanaged their data, which underscores the importance of managing these risks.

To a certain extent, the right to data access and portability could help to address the issue of control by increasing visibility and clarity about the scope of data streams. By providing consumers with a digital copy of the data they disclose, it may be possible to increase visibility of that data. (Ooijen & Vrabec, 2019)

It is noted with positivity that consumers, particularly those belonging to the Gen Z demographic, exhibit tolerance towards brands that have made mistakes, provided that such mistakes are rectified (Francis & Hoefel, n.d.). Gen Z consumers are mostly well educated about brands and the realities behind them. When they are not, they know how to access information and develop a point of view quickly. If a brand advertises diversity but lacks diversity within its own ranks, for example, that contradiction will be noticed.(Francis & Hoefel, n.d.)

As expected, willingness to disclose personal data was found to be negatively impacted by a perceived lack of control, which reflects the uncertainties that can be present in personal data disclosure situations. This is in line with the findings of Bansal et al. (2016) who noted a link between uncertainty avoidance and disclosure of personal data (Urbonavičius et al., 2021). By reducing uncertainty and giving consumers control, retailers can help to build trust and increase the likelihood of successful data exchange.

Transparency, or the extent to which a brand provides clear information about how and why consumer data will be used, is increasingly important as consumers become more aware of data collection and use practices (Awad and Krishnan, 2006). Consumers who value transparency may be less willing to accept personalized offerings (Awad and Krishnan, 2006), but a transparent data privacy statement can help to alleviate these concerns (Milne and Culnan, 2004; Martin et al., 2017). Retailers that are transparent about their data collection and use practices can build trust with consumers and encourage them to be more willing to share their data.

A positive company-consumer relationship is enhanced by feelings of transparency and trust, which is particularly important in digital environments where consumers do not have direct interactions with salespeople (Martin and Murphy 2017; Mazurek and Malagocka 2019; Noble and Phillips 2004; Vannucci and Pantano 2019). According to Olivero and Lunt (2004), interviewees reported a greater willingness to disclose personal information to companies with whom they have an established relationship, as well as to well-known companies with a reputation to maintain. Reputation was seen as a way for companies to act responsibly in order to avoid

negative publicity, rather than a direct indication of trustworthiness. Participants expressed skepticism about the true intentions of commercial organizations and saw a good reputation as a safeguard against potential risks associated with sharing personal data.

According to (Smink et al., 2019), research has shown that websites that are perceived as more informative can increase trust in the user, reduce privacy concerns, and make users more willing to share personal data. This is supported by the findings of Kaushik et al. (2018) and Pavlou et al. (2007). It is worth noting that factors such as a company's reputation, consumer-sided trust, and the use of data protection seals can help to create confidence and reduce the negative impact of privacy concerns (Xie, Teo, and Wan 2006). Exchanging data with retailers can make consumers feel vulnerable, as retailers have control over the storage and use of this data (Martin et al., 2017). As a result, some consumers may choose to avoid data exchange in order to limit their perceived vulnerability (Acquisti et al., 2012; Martin et al., 2017). If people do not feel a sense of ownership over their personal data, they may not take steps to protect it from being collected or misused (Pierce, Kostova, & Dirks, 2003).

When an individual decides to share their personal information rather than protect their privacy, it is often seen as a rational choice based on a calculation of the costs and benefits of disclosure (Becker and Murphy, 1988). This process of weighing the pros and cons of disclosing personal information is known as privacy calculus (Culnan and Armstrong, 1999; Dinev and Hart, 2006; Kehr et al., 2015; Beke et al., 2021).

In 2018, California's Consumer Privacy Act (CCPA) was enacted to govern the personal data held by commercial data brokers, in addition to the information that individuals share directly with companies. The European Union's General Data Protection Regulation (GDPR) is widely seen as a warning to companies operating in the global digital market that they must obtain, use, and maintain data in a way that is acceptable to both customers and companies. Both the GDPR and the CCPA, which have been enforced on July 1, 2020, have changed the priorities of governments and their willingness to legislate to protect individual privacy. While different countries have had various regulatory measures in place, the GDPR and CCPA have significantly impacted how governments approach the protection of personal data. The GDPR was specifically passed to protect all citizens of the EU, but its reach extends beyond those borders. (Mazurek & Małagocka, 2019)

Based on these arguments and the emergent findings that transparency and data control are important variables in many decisions regarding providing information, we hypothesize:

H4: Generation Z individuals express a higher degree of concern regarding transparency and control over personal data when compared to individuals from Generation Y and Generation X.

2.5 Sustainability and Consumer Behavior: Trends and Challenges

Sustainable development, as defined by Brundtland (1987), is "development that meets the present needs without compromising the ability of future generations to meet their own needs" (p. 37). As Boz et al. (2020) explain, sustainability principles are founded on the need to carefully manage the earth's finite resources and to consider the shared value of these resources for current and future generations.

In recent years, there has been an increase in consumer awareness of green practices, social responsibility, and ethical consumer choices. As a result, businesses have begun to prioritize sustainability and corporate social responsibility in order to gain a competitive advantage and improve their brand image (Grazzini et al., 2021; Apte & Sheth, 2016). (Mok et al., 2022)also highlight the importance of sustainability for businesses looking to stay competitive in today's market. Generation Zs express a very keen interest in social responsibility. They are aware that their decisions may affect other people, the environment or jeopardize future generations' access to resources (Dabija and Pop, 2013).

According to Boz et al. (2020), companies that have socially responsible values and prioritize the environment can increase their credibility with consumers if their environmental claims are genuine and meaningful to them. In order to effectively communicate sustainability to consumers, companies should consider using innovative packaging design, and make sure that their environmental claims are substantial and meaningful to the target audience.

According to research, customers are more likely to choose brands that prioritize sustainability and social responsibility. Companies that neglect these values may face reputational and business risks, which can negatively impact customer purchasing decisions. On the other hand, those that prioritize sustainability can earn long-term survival and a positive reputation with customers, which can encourage the choice of sustainable products. (Vătămănescu et al., 2021)

In their study, Vătămănescu et al. (2021) found that consumers are increasingly interested in sustainable products. Companies are investing more in the development and sourcing of sustainable products, and younger generations are specifically looking for sustainable attributes when making purchasing decisions. This trend is supported by various sources such as Statista

(2018), NielsenIQ (2019), First Insight (2020), Forbes (2020) and Wilson (2020). Gen Zers were well aware of the sustainable products' attributes, having acquired skills and developed fine-grained methods to find out relevant details on production methods and traceability of source materials;(Vătămănescu et al., 2021)

Ethical consumerism requires the conscious and deliberate choice to make certain consumption choices due to personal and moral beliefs (Auger and Devinney, 2007). With Generation Z, price, quality and convenience drive the purchases of everyday products. Generation Z considers whether the product supports a charity or improves environmental footprint. However, this was never the main motivation to purchase. Findings show that when Generation Z makes an ethical purchase, a feel-good feeling was an encouraging factor that motivated the purchase (Bianchi et al., 2020).

Additionally, Suki (2017) notes that consumers often prefer environmentally friendly products because it helps them fulfill and satisfy their human needs (Suki, 2017; Wang et al., 2019). When a customer is satisfied with the sustainability of a product or service, they are more likely to be emotionally invested in it, which can lead to increased profits (Wang et al., 2019). Due to the changing demand from consumers, businesses are forced to develop sustainable solutions for their products, packaging materials, pesticide usage, and waste management (Kumara et al., 2021; Forcadell et al., 2020). This has also created new opportunities for companies that take advantage of this niche market (Moser, 2016). It is important for businesses to market their sustainability efforts to consumers in order to showcase their work and increase appreciation and support (Jamali & Rasti-Barzoki, 2018; Saeed & Kersten, 2019). According to Ottman (1993), consumers have four universal needs when it comes to environmentally friendly products: the need for information, the need for control, the desire to make a positive impact, and the desire to stay current. If a sustainable product can meet these needs, consumers are more likely to be interested in purchasing it (Orzan et al., 2018).

It is clear from the research of Orzan et al. (2018), that there is a desire for sustainable packaging among consumers, but there are several barriers that prevent them from consistently choosing eco-friendly options. These barriers include price, lack of knowledge about the environmental benefits of sustainable packaging, and limited availability of such products. According to Nordin and Selke (2010), consumers' perceptions of sustainable packaging are influenced by a lack of knowledge about the concept of sustainability, terminology gaps, and inconsistent attitudes. This is supported

by research that suggests that there are often misunderstandings about the meaning and significance of sustainability, as well as confusion about the various terms and labels used to describe sustainable products and packaging (Orzan et al., 2018). According to Moon et al. (2015), a lack of knowledge about sustainability is a key barrier to companies becoming more sustainable, and education programs in sustainability may be necessary to address this issue.

According to Enlund & Nilsson (2021), the brands with the highest sustainability ratings tend to have the highest revenues, followed by those with medium revenues and then those with low revenues. It could be argued that this pattern is reasonable given that companies with higher revenues may have more resources to invest in sustainability initiatives. Enlund & Nilsson (2021) found that five out of seven companies cited the desire to gain a competitive advantage as a reason for prioritizing sustainability. These companies believed that sustainability was necessary to remain competitive, and some argued that it could improve their reputation and financial performance (Cantele & Zardini, 2018; Peters & Simaens, 2020; Saeed & Kersten, 2019). These findings suggest that sustainability can be a significant driver of business strategy in the fashion industry. Enlund & Nilsson (2021) note that larger companies, which tend to have higher revenues, may be more likely to prioritize sustainability because they have more financial resources to invest in sustainability initiatives (Macchion et al., 2018) and may be more sensitive to public pressure (Colucci et al., 2020). These factors may contribute to the observed relationship between revenue and sustainability in the fashion industry.

Life Cycle Assessment (LCA) is a widely used tool for evaluating complex issues over the life cycle of products or systems (Manus & Taylor, 2015; Hauschild, et al., 2018). It is a decision-making tool that can assess sustainability impacts when choosing and optimizing technological solutions (Jolliet, et al., 2016).

Life Cycle Assessment (LCA) is a tool that can evaluate sustainability impacts when selecting and optimizing technological solutions (Jolliet, et al., 2016). LCA covers a wide range of environmental issues, typically including around 15 different aspects (Hauschild, et al., 2018). Originally developed for energy analysis in the 1960s and 1970s, LCA is now commonly used by policymakers to assess complex issues over the life cycle of products or systems (Manus & Taylor 2015; Hauschild 2018). According to Jolliet et al. (2016), LCA has significantly progressed since the 1990s, with improved data and scientific quality. Although development and innovation in

LCA will continue in the future, the tool has reached a level of maturity where LCAs are regularly published in top scientific journals and fields (Jolliet, et al., 2016). Using environmentally and ethically themed language in brand communications in order to raise consumer awareness can be challenging because the messaging is often poorly understood (Beard, 2008).

Although the terms "eco" and "environmental" are relatively clear to consumers, about 40% of respondents associate them with alternative definitions. This means that they may not immediately associate the terms with their correct meanings. As a result, when these terms are used in marketing communications, the audience may perceive a different message than the brand's intended outcome or the core definition of the terms. (Evans & Peirson-Smith, 2018)

Surveys have shown that consumers may not fully understand what sustainability packaging involves or may prioritize certain aspects of sustainable packaging, such as recycling, over other pillars of sustainable development, such as social and economic impacts (Boz et al., 2020). In a study, only 22% of participants correctly matched the term "sustainability" with the given definition, and 19% correctly matched the term "ethical" with the correct definition. (Evans & Peirson-Smith, 2018)

The term "sustainability" is often used as an umbrella statement without providing much guidance on how to support or implement it beyond reducing energy or engaging in consumer actions such as waste reduction and recycling. (Evans & Peirson-Smith, 2018)

In a study, the majority of respondents had difficulty correctly matching the term "sustainability" with its definition. Over 75% of respondents incorrectly matched the term with its definition. More respondents associated "sustainability" with the concept of "ethical," which is understandable given the broad scope of the term. Additionally, 13% of respondents associated "sustainability" with the term "green." This suggests that respondents have different interpretations of what sustainability means and how it can be demonstrated in both concept and action. (Evans & Peirson-Smith, 2018)

The current level of knowledge is not enough to satisfy current users. They are at best apathetic and at worst angry and disillusioned. Hence:

According to Wells et al. (2021), organizations often use sustainability reporting as a way to demonstrate their commitment to sustainability, increase credibility, and protect their brand

reputation (Perez, 2015). Sustainability reports are supposed to provide both qualitative and quantitative information about an organization's progress in improving its environmental and social performance over a specific period (Roca & Searcy, 2012). These reports are intended to give a comprehensive overview of an organization's sustainability efforts, but the voluntary nature of most reporting can make it difficult to assess the completeness and accuracy of the information provided.

Sustainability reports according to Hahn and Lulfs, (2014), should provide a "complete and balanced picture of corporate sustainability performance" (p. 401), yet seldom do. The voluntary nature of most reporting means that the information provided is likely selective, which can lead to doubts about the thoroughness and accuracy of the claims made. (Evangelinos and Skouloudis, 2014; Michael and Dixon, 2019)

Based on these arguments and the emergent findings that sustainability is an important variable in many decisions regarding buying decisions, we hypothesize:

H5: Consumers who lack a clear understanding of what brands mean when they claim to be sustainable are less likely to be willing to pay a premium for environmentally friendly and sustainable packaging.

2.6 Sustainability in the Fashion Industry: Challenges and Opportunities

Sustainable consumption is the act of purchasing goods and services that not only meet basic needs, but also improve quality of life and preserve the environment for future generations (Roman et al., 2015). In the context of marketing, green marketing is not just about being socially responsible, but also provides a good opportunity for business (Kotler & Armstrong, 2017). Additionally, Mok et al. (2022) conducted a study to explore the evolution of sustainability in the luxury fashion industry over time. They analyzed data from Women's Wear Daily (WWD) from 1989 to 2019 and found that the frequency of mentions of sustainability increased significantly, by over 800%, during this period. However, the number of codes, or the number of aspects of sustainability that WWD brought to the attention of the luxury fashion sector, increased more slowly, by 50% from 1989 to 2008 and by 167% from 2008 to 2019. Mok et al. (2022) concluded that WWD began covering sustainability in the luxury fashion industry in the earlier decades, but the attention paid to sustainability increased significantly in 2015. The number of codes suggests that the luxury fashion industry has become more concerned with sustainability over time.

The fashion industry is a major global force, but it has also been labeled as the second most polluting industry after oil (Lee, 2017). It consumes large amounts of water and chemicals during production, which can have negative environmental impacts (Macchion et al., 2015; Parisi et al., 2015). In response to these concerns and the increasing demand for sustainable practices, many organizations in the fashion industry have implemented changes in their production processes to be more environmentally friendly and align with the current trend of sustainability (Amui et al., 2017).

Many fashion companies have started to incorporate sustainability aspects into their products due to increased awareness about this issue in recent years. However, despite increasing popularity, there has been limited improvement in the market share of sustainable fashion (Puspita & Chae, 2021). Sustainability in fashion is primarily associated with environmental sustainability, such as the use of renewable and eco-friendly raw materials, reduction of carbon footprint, durability, and longevity (Puspita & Chae, 2021). However, fashion consumers still face a challenge because most of them have limited knowledge or understanding of sustainability (Kong et al., 2016). According to research, although fashion consumers generally have positive attitudes towards environmental

protection, their decision-making process when it comes to purchasing eco-fashion products is often complex and may not always result in a positive outcome (Joergens, 2006; Niinimäki, 2010). It is important for companies to understand these challenges and work to overcome them in order to increase the adoption of sustainable fashion practices.

There are several obstacles that can prevent the fashion industry from becoming more sustainable, according to Moon et al. (2015). These include a lack of knowledge about sustainability, limited availability of sustainable materials from suppliers, higher costs associated with producing and marketing sustainable products, and limited design options for sustainable products (Moon et al., 2015). Enlund & Nilsson (2021) conducted research that identified additional barriers to sustainability in the fashion industry, including uncertainty and lack of knowledge, lack of transparency in purchasing processes, costs associated with sustainability, a complex supply chain with limited control over the entire chain, a lack of emphasis on sustainable packaging by some companies, and the difficulty of balancing functionality with sustainability. These barriers were identified through interviews with industry stakeholders.

According to the research performed by (Kong et al., 2016), Korean consumers have a limited understanding of sustainability, and even those who are aware of it do not understand its connection to fashion. Instead, they rely heavily on marketing information from companies as their primary source of knowledge about sustainability. "If consumers have a deeper understanding of sustainability, they are more likely to engage in environmentally responsible consumption (Birgelen, Semejin, & Keicher, 2009).

The findings of Kong et al. (2016) support the results of Kalafatis et al. (1999), which showed that corporate green/sustainability marketing information has a positive effect on consumers' attitudes and behavioral intentions. To encourage the purchase of sustainable fashion products, companies should provide action-based education and accurate information to consumers. By combining education and corporate marketing strategies, the concept of sustainability can become more appealing to consumers, and they will be more open to experiencing sustainable fashion (Kim, 2015). Kong et al. (2016) suggest that sustainability should be seen as a sequential concept that is developed through marketing and educational curricula. Incorporating sustainability into business practices can lead to improved reputation and customer awareness, which can ultimately drive purchasing and improve financial performance in the long term (Peters & Simaens, 2020;

Holtström et al., 2019). Sustainability can be a powerful business case for companies in the fashion industry.

Consumer awareness is a key factor that drives the fashion industry towards more sustainable practices and impacts companies through consumer behavior, awareness, knowledge, values, and perceptions of the product and business (Forcadell et al., 2020; Peters & Simaens, 2020; Cantele & Zardini, 2018). It is expected that this trend will continue to increase with each generation, as younger generations tend to be more environmentally conscious (Peters & Simaens, 2020; Gazzola et al., 2020). Culture also affects how sustainable consumers are, as it influences how people think and feel about certain things and ultimately their actions and consumption (Zhang et al., 2021). Western countries tend to have a higher level of sustainable consumption or knowledge about sustainability in the fashion industry compared to countries like China (Liu et al., 2016).

With rising spending power and digitally enhanced information access, young consumers are translating awareness into conscientious and environment-friendly product choices (Choudhary, 2020). Additionally, consumers are increasingly aware of the environmental impact of their fashion consumption and disposal, with millennials (28%) and Gen-Z consumers (31%) considering protecting the environment to be their top concern above all other issues (Deloitte, 2020). This increased sustainability awareness has led to a growing number of fashion brands focusing on sustainability and aligning with consumers' desire to purchase from brands that support social or environmental causes (Amel et al., 2009; Rosmarin, 2020; Shen et al., 2013). However, price and perceived value for money are often decisive purchase criteria for most consumers (Abraham-Murali & Littrell, 1995; Jegethesan et al., 2012; Viciunaite & Alfnes, 2020; Zhang et al., 2002).

Sustainability in the luxury fashion industry involves reducing the environmental impact of production processes and maintaining the functional characteristics of luxury products, such as high quality and durability (Pavione et al., 2016; Hennigs et al., 2013). From an economic standpoint, sustainable luxury fashion should aim to be profitable in the long term while also considering the interests of the community and stakeholders (Arrigo, 2018). Mok et al. (2022) emphasize the importance of luxury brands being transparent in their sustainable practices and forming partnerships to ensure long-term success.

The importance of packaging in marketing and sales is well recognized, and in recent years, packaging has been identified as a major contributor to pollution. Therefore, there is a growing demand for eco-friendly packaging. Both LVMH and Kering, two of the largest luxury conglomerates in the world, have recognized the need for sustainability in the luxury industry and have developed initiatives to address this.

Luxury is often associated with excess, extravagance, and indulgence (Oxford English Dictionary, 2016). It is characterized by exclusivity, inessentiality, and indulgence (Berry, 1994), difficulty in obtaining (Phau and Prendergast, 2000), conspicuousness (Wilcox et al., 2009), craftsmanship (Atwal and Williams, 2009), and perfection (Berthon et al., 2009). The long-standing associations of luxury with ostentation and overconsumption (Veblen, 1889) may potentially conflict with sustainability (Dean, 2018). Luxury is linked to personal pleasure, while sustainable consumption is associated with moderation and ethics (Naderi and Strutton, 2015).

Historically, the luxury industry has not prioritized sustainability (Athwal et al., 2019). However, recent pressure from consumer activists has prompted luxury organizations to address sustainability issues and increase transparency in their supply chains (Wells et al., 2021). It is important for fashion companies to prioritize sustainability in their products as consumers are becoming more aware of environmental issues. While the sustainable fashion market has been growing in popularity, there is still room for improvement in terms of market share. (Puspita & Chae, 2021)

This change is driven by an increase in consumer awareness about sustainability, particularly in the past decade. However, despite this increasing popularity, there has been relatively little progress in increasing the market share of sustainable fashion products. Companies, both established and new, have begun incorporating sustainability into their production processes as part of their corporate social responsibility (CSR) efforts, and have also made efforts to inform consumers about their sustainability efforts (Puspita & Chae, 2021). Furthermore, sustainability in fashion can also encompass social sustainability, including ethical and fair treatment of workers, and economic sustainability, such as maintaining a viable and profitable business model (Farley & Hill, 2015). Therefore, sustainable fashion is not only about reducing the environmental impact of fashion products, but also about creating a more ethical and responsible fashion industry (Puspita & Chae, 2021).

Additionally, some consumers may feel a sense of social responsibility or pressure to conform to societal norms when purchasing sustainable fashion products. They may feel that they are contributing to a larger societal movement or fulfilling their moral obligations by supporting companies that engage in sustainable practices. (Puspita & Chae, 2021)

There is some evidence to suggest that luxury and sustainability may be compatible. Luxury brands often use selective retail channels and limited-edition products to create scarcity, which can make them seem more socially responsible to consumers (Han et al., 2016; Janssen et al., 2014). Additionally, luxury brands may be associated with durability, which can contribute to responsible consumption and protect natural resources (Kapferer & Michaut-Denizeau, 2014). Luxury brands also tend to position themselves as timeless, rather than following trends, which can align with sustainability goals (Kessous et al., 2016). However, the relationship between luxury and sustainability is complex and the subject of ongoing debate (Wells et al., 2021). The luxury industry has faced criticism for its perceived lack of transparency and reliability when it comes to sustainability, as well as for unethical behavior or a perceived lack of compatibility with sustainability goals (Wells et al., 2021). This has led to cynicism among some consumers and stakeholders. Additionally, research has shown that consumers are more likely to purchase from companies that have transparent and authentic sustainability efforts, rather than just marketing themselves as sustainable without any concrete actions to back up their claims. (Noh & Johnson, 2019)

According to Guedes et al. (2020), sustainable fashion and luxury can be defined as "a system that promotes ecological integrity, social quality, and human flourishing through products, action, relationships, and practices of use" (p. 124). This definition emphasizes the holistic nature of sustainability in the fashion industry, taking into account environmental, social, and economic factors. The fashion industry is under pressure to become more sustainable for a variety of reasons, including new standards and regulations, consumer awareness and concern, competitive advantage, and public pressure (Peters & Simaens, 2020; Saeed & Kersten, 2019). However, despite the increasing awareness of sustainability among consumers (Wang et al., 2019), global consumption has continued to rise. Sustainability is a global concern, and the fashion industry must address various challenges in order to meet business needs (Kong et al., 2016). It is important for fashion brands to communicate their sustainability efforts effectively to consumers in order to

differentiate themselves from competitors and position themselves as environmentally friendly (Hartmann et al., 2005).

It is important for companies to communicate their sustainable practices to consumers in order to build trust and encourage positive attitudes towards sustainable fashion.

2.7 Towards Sustainable Packaging: Balancing Functionality, Consumer Appeal, and Environmental Impact

Packaging has changed significantly in recent years, especially due to consumers having unlimited access to information about the environmental impact of packaging, resource waste, and the need for packaging that meets their needs (Orzan et al., 2018). According to Nguyen et al. (2020), the primary purpose of packaging is to protect products (Wikstrom et al., 2014). Packaging can also serve as a means of communication to consumers (Rundh, 2005; Silayoi and Speece, 2007) and can influence how consumers evaluate products prior to purchase (Becker et al., 2011). Additionally, packaging can elicit emotional responses (Liao et al., 2015) and motivate consumers to make a purchase (Murray and Delahunty, 2000). However, these functions often come with both financial and environmental costs (Simms and Trott, 2010).

The logistical function of packaging is mainly to protect the product during movement through the distribution channels, which may result in added packaging expenses, but serves to reduce the incidence of damage, spoilage, or loss through theft or misplaced goods (Prendergast & Pitt, 1996). In addition to its logistical role, packaging also performs a marketing function by providing an attractive way to convey messages about product attributes to consumers (Silayoi & Speece, 2007). Packaging can influence how consumers evaluate products prior to purchase (Becker et al., 2011) and can generate emotional responses (Liao et al., 2015) and motivate consumers to purchase a product (Murray & Delahunty, 2000). However, these functions always come with both monetary and environmental costs (Simms & Trott, 2010). Consumers may perceive eco-friendly packaging as having characteristics such as biodegradability, recyclability, and reusability (Lewis & Stanley, 2012; Magnier & Crie, 2015). However, there is often a discrepancy between what consumers perceive and what is scientifically measured in terms of eco-friendly packaging, as consumers may not pay attention to the environmental effects of the entire packaging life cycle (Herbes et al., 2018) and may only be interested in the product contained within the packaging (Grant et al., 2015).

According to Enlund & Nilsson (2021), packaging can help to minimize the environmental impacts of the fashion industry in two ways: by optimizing the size of packaging to reduce waste and by using more sustainable materials (Escursell et al., 2021; van Loon et al., 2015). The use of eco-

friendly packaging can significantly contribute to the sustainability of the fashion industry. Eco-friendly packaging is often referred to using synonyms such as sustainable design, green packaging design, environmentally conscious design, and design for the environment (Ilgin and Gupta, 2010). However, the Sustainable Packaging Coalition (2011) has provided a widely accepted definition for sustainable packaging that includes the following criteria: (a) benefits, safety, and health for individuals and communities throughout its life cycle, (b) meeting market requirements for performance and cost, (c) sourcing, manufacturing, transportation, and recycling using renewable energy, (d) optimizing the use of recycled source materials, (e) clean production technologies and best practices in manufacturing, (f) materials that are healthy throughout their life cycle, (g) physical design that optimizes materials and energy, and (h) effective recovery and utilization in biological and/or industrial closed loop cycles (Prakash & Pathak, 2017). Sustainable packaging is expected to protect the product and communicate its features, while also promoting material reuse and waste reduction throughout the packaging life cycle, from production to consumption, disposal, and beyond (Dominic et al., 2015).

The three main types of packaging typically used for products sold in e-commerce are primary, secondary, and tertiary packaging. Primary packaging, such as foil wrapping around a chocolate bar, serves to protect and provide information about the product. Secondary packaging, such as cardboard boxes containing multiple items, groups quantities of products together. Tertiary packaging, such as pallets or plastic wrapping around multiple boxes, is used to transport large quantities of secondary packaging in a more accessible manner (Escursell et al., 2021).

Packaging and its use as a communication tool can influence the popularity of brands (Sheth et al., 2011). To motivate consumers, Orzan et al. (2018) suggest that companies can adopt initiatives such as communication campaigns that raise awareness of the effects of ecological packaging on the environment, eco-labeling to provide information on the environmental performance of products and packaging, and economic incentives for customers to buy products in organic packaging. Additionally, Enlund & Nilsson (2021) point out that having the carbon footprint of the product visible early on in the development process can help customers to comprehend how optimizing the packaging affects the carbon footprint of the product.

According to Silayoi and Speece (2007), packaging technology plays an important role in marketing communications as it reflects current trends in products and consumer behaviors. They

found that packaging technology is the most important attribute in determining a consumer's likelihood to purchase a product, with a positive utility of 0.8086 when it is clearly presented on the package. They also noted that while packaging technology should meet consumer criteria and be visually presented as a communication element, it is important to consider cultural differences in the perception of technology in different locations.

Boz et al. (2020) suggest that the visibility of packaging itself can influence consumer perceptions of sustainability, given that the material used for packaging has a direct impact on the visible environment. This understanding can inform the design of advanced packaging systems to guide consumer decision-making towards more sustainable choices. It appears that consumers place importance on the appearance of packaging, with attractive packaging being favored. Some research has found that appealing packaging design can increase desire for a product and willingness to pay a premium, as well as attract the consumer's attention. (Nguyen et al., 2021)In the context of packaging design, hedonic factors may include the visual appeal of the packaging, the tactile experience of interacting with it, or the element of surprise or novelty that it offers. The study by Joutsela et al. (2017) found that participants were willing to pay more for packaging designs that addressed these hedonic factors, indicating the importance of considering these elements in packaging design in order to increase consumer willingness to pay.

In a study by Rebollar et al. (2012), it was found that the texture of a package can affect the overall evaluation of a product. A rough texture was found to increase the perceived value and quality of a product, while a smooth texture was associated with a lower perceived value. It is suggested that the texture of a package can influence consumer expectations about the product, which in turn affects their overall evaluation and willingness to pay for the product. (Joutsela et al., 2017)

The issue of sustainable packaging is becoming increasingly important and is expected to be one of the biggest challenges facing companies in the coming decades, surpassing cost and other issues (Radhakrishnan, 2016). It is important for companies to consider the environmental impacts of packaging throughout the entire lifecycle, from production to disposal. Consumers often have misconceptions about the sustainability of different packaging materials and may prioritize characteristics like recyclability and biodegradability. However, the true environmental impact of a packaging material can be more complex and may depend on various factors such as raw materials required for production and energy consumption. It is essential for companies to use

tools like Life Cycle Assessment (LCA) to accurately assess the sustainability of different packaging options and make informed decisions. (Nguyen et al., 2020)

2.8 Sustainable Packaging Strategies for the Fashion Industry

The fashion industry has been greatly impacted by the COVID-19 pandemic, leading producers and retailers to rethink and reinvent themselves in order to survive. This has resulted in a need to adapt to the current situation and ensure their sustainability, as noted by Vătămănescu et al. (2021) citation based on Coronado Robles and Darke (2020). Luxury brands must recognize that consumers are increasingly concerned about the environmental and social impacts of products and want to purchase from companies that share their values. Brands that are not able to demonstrate their commitment to sustainability may be perceived as lacking authenticity and may suffer reputational damage (Vătămănescu et al., 2021). In order to remain relevant and maintain their status, luxury brands must consider the environmental and social impacts of their products and packaging and integrate sustainability into their branding and marketing strategies (Boz et al. (2020).

According to (Mok et al., 2022), there is a significant business opportunity in addressing sustainability in the fashion industry, particularly in terms of social sustainability. They argue that the luxury fashion industry has made some progress in sustainability, but there is still room for improvement. Luxury fashion brands can take advantage of technology and innovation to design and produce sustainable products and make strategic and operational decisions that support sustainability. Retailers that prioritize sustainability can gain a competitive advantage, but as awareness and expectations around sustainability increase, it will become increasingly important for luxury fashion brands to meet these standards in order to meet customer expectations and maintain a positive reputation. (Mok et al., 2022)

Enlund and Nilsson (2021) note that corporate reputation is a key organizational driver for integrating sustainability into a company's corporate strategy. A good reputation can enhance a company's business, while a bad reputation can ruin it and have long-lasting effects (Peters & Simaens, 2020; Cantele & Zardini, 2018). Companies can improve their reputation in sustainability by engaging in more high-profile sustainability initiatives. By improving and maintaining their corporate reputation based on sustainability work, companies may be able to increase their financial performance and competitiveness (Cantele & Zardini, 2018). Despite the importance of

packaging in environmental protection, few studies have explored its influence (Larceneux et al., 2012).

In addition to protecting the product during transportation and sales, packaging also has the potential to reduce waste, as noted by Martinho et al. (2015). Hao et al. (2019) found that 75% of respondents believe that green packaging can improve the environment.

Furthermore, researchers have used a variety of terms to describe eco-friendly packaging, such as environmentally friendly packaging, eco-packaging, ecological packaging, green packaging, sustainable packaging, eco-design, design for the environment, and environmentally conscious design (Boks and Stevels, 2007; Koenig-Lewis et al., 2014; Magnier and Crie, 2015), which can create confusion when conducting research.

One of the challenges in the acceptance of new products is that consumers may not fully understand the technologies involved. They may not have the ability to evaluate manufacturing processes or consider the use of energy and materials in order to determine which products or packaging options are the least harmful to the environment. Making the results of LCAs more accessible and understandable to the public by linking manufacturing inputs to environmental impacts could help address this issue. However, the technical aspects of manufacturing processes may be beyond the understanding of most consumers, as these processes are often not visible to them. As such, educating consumers about the life cycle of packaging could be a good way to help them fully understand the environmental impacts of their choices. (Ng et al., 2021)

Companies can work to address these barriers by providing clear and consistent information about the environmental impact of their packaging, offering economic incentives for consumers to choose eco-friendly options, and increasing the availability of sustainable packaging options. In order to become environmentally friendly, consumer needs to develop an ecological awareness by informing themselves of the ecological consequences of their behavior, understanding the consequences of their behavior, or as a result of their attitude towards ecological aspects and products, and modify consumer behavior towards sustainable consumption. Yaacob and Zakaria (2011), conferred that consumers generally engage in eco-friendly products for the benefits of improving the environment.

It is important for marketers and packaging managers to understand their target audience, as relying on sustainable products requires not only knowledge but also trust and loyalty (Evans & Peirson-Smith, 2018). Companies that focus on one key theme of sustainability and create understanding of the reasons for the change, the benefits, and the ways in which consumers can contribute to this change can be successful (Dicuonzo et al., 2020; Enlund & Nilsson, 2021). Companies that integrate sustainability into their business model can experience better stock performance and returns, lower costs, and increased customer loyalty (Marin et al., 2009; Gong & Ho, 2018; Wilson, 2020; Bangsa & Schlegemilch, 2020). On the other hand, companies that neglect sustainability increase their reputational and business risk, making consumers less likely to purchase their products (Haller et al., 2020).

Additionally, companies should consider the use of eco-labels or certifications, such as the Forest Stewardship Council (FSC) or the Sustainable Forestry Initiative (SFI), to provide consumers with information about the sustainability of the materials used in packaging. This can help to build trust and increase the chances of consumers choosing environmentally friendly packaging options. It is also important for companies to consider the entire lifecycle of their packaging, from raw material extraction to disposal, in order to minimize the environmental impacts. This can be done through the use of Life Cycle Assessment (LCA) to evaluate the environmental impacts of different packaging materials and designs. (Ng et al., 2021)

ISO, or the International Organization for Standardization, is a non-governmental organization that develops and publishes standards related to a wide range of industries, including environmental management. ISO certification is a way for organizations to demonstrate their commitment to sustainable practices by following ISO standards and undergoing a third-party audit to verify their compliance. By integrating ISO policies and standards into their operations, organizations can ensure that their sustainability efforts are systematic, transparent, and continuously improved. This can also help them to demonstrate their sustainability credentials to stakeholders, such as customers, employees, and investors. (Enlund & Nilsson, 2021)

It is important for companies to consider the environmental impact of their packaging, as consumers are increasingly aware of and concerned about the sustainability of their purchasing decisions. While paper and cardboard may be perceived as more eco-friendly by consumers, it is not always the case, as the production of these materials can also have negative environmental

impacts. LCA can be used to evaluate the environmental impacts of different types of packaging materials and can help companies make informed decisions about the most sustainable options. In the fashion industry, primary packaging, such as polybags, and secondary packaging, such as cardboard boxes, are commonly used. It is important for companies to consider the functionality and sustainability of these packaging materials and to consider alternatives that may be more environmentally friendly. Companies can also communicate their efforts towards sustainability through packaging design and labeling, and by implementing policies and standards, such as ISO certification.

In order to effectively influence consumer behavior towards more sustainable packaging choices, it is important for manufacturers and retailers to consider these factors and to communicate the environmental benefits of sustainable packaging options in a clear and transparent manner. Additionally, providing consumers with information about the environmental impacts of different packaging materials can help to increase their awareness and understanding of the issue, and potentially influence their purchasing decisions. (Ng et al., 2021)

It is possible to make the carbon footprint of a product visible at the start of the development process, which can help customers understand how optimizing the packaging can impact the product's carbon footprint. This information can be useful for consumers who are interested in making environmentally conscious purchasing decisions. By considering the carbon footprint of a product during the development process, companies can make more informed decisions about how to reduce their environmental impact (Enlund & Nilsson, 2021). According to research from Boz et al. (2020), there is an opportunity to build a business case for more sustainable packaging and motivate consumers to switch to a more sustainable option by providing consistent, tangible information on sustainability.

Consumers may be more likely to buy from companies that they perceive as having a noble cause and that align with their own values and beliefs about the environment. It is also important for companies to address the perception that sustainable fashion has an elitist image and may be perceived as too expensive by some consumers. One way companies can address this is by offering flexible payment options or installment plans to make their products more accessible to a wider range of consumers. (Puspita & Chae, 2021)

According to Salem and Alanadoly (2021), consumers who are more concerned about environmentally friendly behavior tend to share their views and encourage others to also be more environmentally conscious. This suggests that the influence of an individual's environmental concerns on their behavior may extend beyond just their own actions and may also impact the actions of those around them. Vătămănescu et al. (2021) noted that consumers are willing to build back better, seeking out companies that help to make the world cleaner, healthier and more resilient. Ng et al. (2021) pointed out that consumers believe that the responsibility for eco-friendly packaging should lie with the manufacturer. Prakash & Pathak (2017) found that purchase behavior related to sustainable packaging is highly dependent on the environmental concerns of consumers.

According to Nguyen et al. (2020), Lewis and Stanley's (2012) study in the UK showed that consumer perceptions of eco-friendly packaging often revolve around disposal issues, and as a result, consumers tend to prefer packaging that is biodegradable, recyclable, and reusable. Similarly, Magnier and Crie (2015) found that most consumers associate eco-friendly packaging with recyclability and biodegradability. Scott and Vigar-Ellis (2014) also discovered that South African consumers most commonly associate eco-friendly packaging with recyclability and reusability.

Eco-friendly packaging is becoming increasingly important due to its role in reducing pollution. Packaging is an essential element in the sales process, and the demand for eco-friendly packaging has been steadily increasing in recent years. (Orzan et al., 2018)

The intention to purchase eco-friendly packaged products is largely influenced by an individual's attitude towards them. To increase the likelihood of young consumers choosing eco-friendly packaged products, it is crucial to understand their attitudes towards them (Prakash & Pathak, 2017). Rokka and Uusitalo (2008) found that packaging is an important product attribute in consumer choice, and that green packaging can influence the consumer's decision. Consumers tend to prefer environmentally friendly packaging, while non-recyclable plastic packaging can create a negative attitude towards the product's usefulness (Prakash & Pathak, 2017).

According to Enlund and Nilsson (2021), many fashion industry professionals find it challenging to move away from the use of polybags as primary packaging for individual garments. This may be due to issues such as humidity and safety, or it may be that the alternative options, such as paper

packaging, are not being effectively communicated. As an alternative, the focus could shift to secondary packaging, which covers multiple garments and is often used for clothing being shipped to end consumers through e-commerce.

Boz et al. (2020) recommend that companies should innovate with package design as a way of communicating sustainability to customers, as well as link sustainability data with smartphone technology to inform customers on proper packaging disposal and monitor their sustainability efforts. Peters & Simaens (2020) and Cantele & Zardini (2018) agree that initiatives should come from CEOs, top management, or brand owner, in order to be credible to target consumers. Boz et al. (2020) note that consumers expect claims and branding on product packaging to reflect the brand's sustainability commitments.

It is important to note that consumer perceptions of eco-friendly packaging may vary based on a number of factors, including the specific product being packaged, the packaging material used, and the consumer's personal values and priorities. Some consumers may place a higher value on packaging that is perceived to be more environmentally friendly, while others may prioritize other factors such as price, convenience, or performance. Therefore, it is important for companies to consider the needs and preferences of their target market when deciding on packaging options. (Orzan et al., 2018)

Based on these arguments and the emergent findings that green packaging is an important variable in many decisions regarding buying decisions, we hypothesize:

H6: Generation Z individuals are more likely to disengage from a luxury brand if its packaging is not environmentally friendly when compared to individuals from Generation Y and Generation X.

2.9 Exploring the Impact of Personal and Situational Factors on Consumer Willingness to Pay for Sustainable and Environmentally Friendly Packaging

It is important for companies to consider sustainability in their marketing efforts, as it not only helps to contribute to social responsibility, but it can also provide business opportunities (Kotler & Armstrong, 2017). This is because consumers are increasingly interested in environmentally friendly and sustainable products, and are willing to pay a premium for them (Puspita & Chae, 2021). By highlighting the sustainable aspects of their products and production processes, companies can differentiate themselves from their competitors and attract environmentally conscious consumers.

To better understand consumer behavior and attitudes regarding sustainability, companies are focusing on sustainable production to address consumer concerns or increase awareness about environmental protection (Kim, Taylor, Kim, & Lee, 2015). While consumers may have positive attitudes towards sustainable consumption, they may be cautious when it comes to choosing sustainable fashion products and may not always behave in line with these attitudes (McNeill & Moore, 2015). As a result, companies need to have a better understanding of consumer behavior and attitudes towards sustainability in order to be successful in the future as consumer demand for green manufacturing increases (Min Kong & Ko, 2017).

It is important to note that just because someone is environmentally conscious does not necessarily mean they will behave in an environmentally friendly way. Factors such as the price of eco-friendly products, consumer income, and other personal or situational factors can also influence behavior. This highlights the importance of considering various factors when trying to encourage sustainable consumption and the need for a multi-faceted approach. (Orzan et al., 2018)

According to Tey et al. (2018), consumers are often resistant to paying higher prices for eco-friendly products unless they perceive tangible benefits that are equivalent to the premium paid. Interestingly, the premium price (20-30% higher) did not influence green product purchase intentions as a function of consumer environmental view or presence of eco-labels and WTP for environmentally friendly products. The authors pointed out that the widely reported effect of premium price was non-existent due to the higher income levels of the respondents in the study

(Chekima et al., 2016). It has been found that despite a high percentage of consumers expressing interest in the environment, this does not always translate into purchasing environmentally friendly products, a phenomenon known as the "attitude-behavior gap" (Young et al., 2010; Blake, 1999; Jackson, 2005). Research from various countries has shown only modest correlations between environmental attitudes and self-reported eco-friendly behaviors (Fraj & Martinez, 2007; Finisterra do Paço & Raposo, 2010; Follows & Jobber, 2000), indicating that a positive attitude towards green products does not always result in corresponding actions (Orzan et al., 2018).

While some literature suggests Generation Z seek brands they regard as having a positive effect on the environment (Schroth, 2019), other studies suggest that Generation Z is more attitudinally green than behaviourally green (Naderi and Van Steenburg, 2018). According to Carrigan and Attala (2001) and Szmigin et al. (2009), even if consumers have good intentions when it comes to ethical considerations, their actual purchasing behavior is often not influenced by these concerns. They may also have flexibility and inconsistency in their buying behavior, even when they are aware of ethical issues (Orzan et al., 2018).

According to previous research, the value-action gap refers to the discrepancy between consumers' attitudes towards environmentally friendly packaging and their actual purchasing behavior (Olson, 2013). This may be due to a variety of reasons, including the potential for trade-offs in quality, performance, or price (She & MacDonald, 2013). Additionally, consumers' willingness to pay (WTP) for environmentally friendly packaging may be influenced by economic, socioeconomic, and demographic factors (Goucher-Lambert & Cagan, 2015). However, when trade-offs are not present, consumers are more likely to prefer environmentally friendly products (Olson, 2013).

It is important to note that the level of income is just one factor that can influence the choice of eco-friendly packaging. Other factors such as consumer knowledge about the environmental impact of packaging, consumer attitudes towards sustainability, and the availability of eco-friendly packaging options may also play a role in consumers' purchasing decisions. Additionally, the weak correlation between income and the choice of eco-friendly packaging suggests that there may be other factors that are more strongly related to the adoption of sustainable consumer behavior (Orzan et al., 2018). It is also worth considering that consumer behavior is not always consistent and can be influenced by various factors, so it is important to consider the complexity of the issue and the various motivations and barriers that can affect consumers' decisions.

It appears that while many consumers prefer products that are packaged in organic materials, their purchasing behavior does not necessarily reflect this preference. According to Orzan et al. (2018), only 42.5% of respondents said they buy products in organic packaging on a weekly basis, while 34.7% buy these products occasionally and 19% buy them 2-3 times a month. This suggests that there is still a gap between consumers' preferences for sustainable products and their actual purchasing behavior. The study of Orzan et al. (2018), found that while a significant portion of respondents prefer products in organic packaging due to environmental concerns, only a small percentage of those respondents actually buy these products regularly. The main barrier to sustainable consumption behavior seems to be the higher price of products in organic packaging. This suggests that while consumers may be aware of the importance of environmentally friendly packaging, price remains a major factor in their purchasing decisions. (Orzan et al., 2018)

The consumer makes a packaging choice when his/her desired packaged product comes in an alternative package. Consumers' choice in term of packaging is a purely economic decision, as they weigh the expected costs and benefits (such as convenience, aesthetics, and price). Consumers may not always consider environmental friendliness when making purchasing decisions due to the influence of price. However, they may not be able to buy all kinds of products responsibly. (Orzan et al., 2018)

Orzan et al. (2018) also suggest that in the current market, price is a powerful factor that may cause consumers to overlook environmental friendliness when making a purchase. Consumers' attitudes and behaviors towards sustainable consumption can be understood through various models. One such model is the theory of planned behavior (TPB), which focuses on the cognitive and normative factors that influence consumer behavior (Ajzen, 2011). This model has been used to predict and explain a range of behaviors related to sustainability, such as recycling (Chan, 2013), sustainable consumption (Richetin et al., 2012), and personal visions of sustainable development. Another model considers the role of values, beliefs, and norms (VBN) in influencing consumer attitudes and behaviors (Aguilar-Luzón et al., 2012). These factors, including moral norms, can contribute to sustainable behavior, although their influence may be limited (Pickett-Baker & Ozaki, 2008). In addition, the financial cost of a product may create a perception of risk for the consumer, which could impact their decision to purchase a sustainably packaged product (Orzan et al., 2018).

Consumers are constantly changing their attitudes, behaviors, and approaches to consumption (Biswas and Roy, 2015). Consumers are becoming more aware of the impact of their consumption on the environment and are prioritizing environmental protection and quality of life (Ampuero and Vila, 2006). Many consumers prefer to identify with companies that are environmentally conscious, but this does not always translate into environmentally friendly purchasing behaviors, even with increasing environmental awareness (Orzan et al., 2018).

In recent years, there has been an increasing demand for sustainable products (Kumara et al., 2021). Consumers are also willing to pay a higher price for eco-friendly products due to their responsible purchasing intentions (Kumara et al., 2021; Jamali & Rasti-Barzoki, 2018; Xu & Wang, 2018). A study by the Hartmann group (2017) found that 93% of consumers were concerned about the environmental impacts of their purchases and had taken action to protect the environment in some way.

The attitude of young consumers towards eco-friendly packaged products plays a significant role in their intention to purchase such products. Additionally, environmental concern and price are also important factors that influence the intention to purchase eco-friendly packaged products. Consumers who are environmentally concerned are more likely to be willing to pay higher prices for eco-friendly products, while price may not be as significant a factor for those who are less concerned about the environment (Prakash & Pathak, 2017). Additionally, research has shown that consumers are willing to pay a premium for sustainable products, with some studies indicating that consumers are willing to pay up to 25% more for environmentally friendly products (Friedrich, 2021). This suggests that there is a potential market for sustainable fashion products, and that incorporating sustainability into the design and production of fashion products can be a successful business strategy. It is important for fashion companies to communicate the sustainability of their products to consumers in order to tap into this market and differentiate themselves from competitors. (Friedrich, 2021)

Consumers may be willing to pay more for products made with biobased materials, such as bioplastics, due to the added value they perceive from the sustainability of the materials. Martinho et al. (2015) found that 70% of respondents were willing to pay an additional 5% for these products. However, if the technical performance of conventional and biobased products is the same, the added utility may come solely from consumers' altruistic motives, also known as the

"warm glow effect" (Klein et al., 2019; Klaiman et al., 2016). It seems that younger consumers, in particular, are more willing to purchase and even pay more for products from companies that are known for their environmentally friendly business practices, with 72% of young consumers expressing this willingness (Nielsen.com, 2015). This suggests that companies should focus on promoting their sustainability efforts to appeal to younger consumers. (Gahlot Sarkar et al., 2019)

The research suggests that consumers, especially younger ones, are more likely to purchase and pay more for products from companies known for conducting environmentally friendly business practices, and that green branding and packaging can be effective in communicating a brand's eco-friendly attributes and contributing to consumer satisfaction and motivation to purchase. (Gahlot Sarkar et al., 2019)

According to Koenig-Lewis et al. (2014), consumers' emotional and rational evaluations of pro-environmental packaging can significantly influence their purchase intentions. Additionally, studies have found that consumer attitudes towards eco-friendly packaged products can affect their intention to purchase, with those who have a positive attitude towards eco-friendly products being more willing to buy them (Ahmed et al., 2011; Limbu et al., 2012; Cheah and Phau, 2011). Therefore, it can be concluded that consumers with a positive attitude towards eco-friendly packaging are more likely to have a higher intention to purchase it (Prakash & Pathak, 2017).

A study conducted by Neilsen Global survey found that 56% of global consumers are willing to pay premium prices for products or services produced by companies known for their environmentally friendly business practices (Gahlot Sarkar et al., 2019). Previous research shows that consumers experience of product packaging affects their value perception and that willingness to pay (WTP) is linked with package experience attributes (Joutsela et al., 2017). Rebollar et al. showed that willingness to buy was linked to package experience attributes such as fun, dynamic, attractive, rebellious, mysterious, innovative, and sophisticated. While in-depth interaction with a package is often not possible before purchasing, package interaction affects user experience and is therefore likely to affect future willingness to pay (WTP) and repeat purchase (Joutsela et al., 2017). According to a study by Mai (2014), while 40.4% of respondents would be willing to pay more for a product with recyclable packaging, 36.5% would not. Additionally, 23.1% of respondents stated that they would be willing to pay less than the base price for a product with recyclable packaging, indicating that the packaging made the base product less attractive. The

study also found that the combination of ethical attributes creates a higher perceived value than when they are presented individually.

It is important to note that consumer willingness to pay a premium for sustainable products and packaging may vary based on individual factors such as their level of environmental concern, their perceived benefits of the product or packaging, and their personal values and beliefs. It is also important to consider the context in which the product or packaging is being purchased, as well as the availability of alternative options. Overall, it appears that while some consumers are willing to pay a premium for sustainable products and packaging, others may be more hesitant or price sensitive. Further research is needed to fully understand the complex factors that influence consumer willingness to pay for sustainable products and packaging.

To summarize, research has shown that consumers often have positive attitudes towards sustainability and are willing to pay a premium for products that are produced ethically and have a positive environmental impact. However, this willingness to pay a premium is often influenced by factors such as the perceived value of the product, the perceived effectiveness of the company's sustainability efforts, and the attractiveness of the product packaging. In addition, age and gender can also play a role in a consumer's willingness to pay a premium for sustainable products, with younger and female consumers often being more likely to do so. It is also important for companies to clearly communicate their sustainability efforts to consumers in order to effectively market their products and gain consumer trust.

Based on these arguments and the emergent findings that sustainability and environmentally friendly attributes are important variables in many decisions regarding packaging, we hypothesize:

H7: Consumers who place a significant importance on the environmental impact of a product's packaging are more likely to be willing to pay a premium for environmentally friendly and sustainable packaging.

H8: Generation Z individuals demonstrate a greater willingness to pay a premium for environmentally friendly and sustainable packaging when compared to individuals from Generation Y and Generation X.

2.10 Literature review summary

It is clear from the above research that consumers are willing to share their personal information with companies, but they expect certain things in return. They want transparency about how their data will be used, and they want control over their own data. They also expect some kind of benefit, whether it is monetary compensation, personalized services, or convenience. However, it is important for retailers to be transparent about their data collection practices and to ensure that they are obtaining consent from consumers before collecting and using their personal information. If a company is perceived as not respecting consumers' privacy or using their data in an inappropriate way, it can lead to a loss of trust and a decrease in willingness to share data in the future. Therefore, it is important for companies to be transparent and responsible with their data collection and use practices in order to build and maintain trust with consumers.

Based on the literature review and the information provided, it can be concluded that the relationship between luxury and sustainability is complex and nuanced. Similarly, the relationship between packaging and sustainability is also complex. Consumers are becoming more aware of the impact of packaging on the environment and are looking for packaging that suits their needs and preferences. Additionally, consumers may have a lack of knowledge about the concept of sustainability, terminology gaps, and an inconsistent attitude towards sustainable packaging.

In terms of sustainable consumer behavior, various models have been proposed to explain the cognitive and normative aspects behind consumer behavior. The theory of planned behavior (TPB) is one model that considers cognitive and normative aspects and has been used to predict and explain recycling behavior, sustainable consumption, and personal visions of sustainable development. However, there is also an "attitude-behavior gap" where consumers' positive attitudes towards green products do not always translate into actual purchasing behavior.

Overall, it is clear that the relationship between luxury, packaging, and sustainable consumption is complex and multifaceted. Luxury brands can potentially promote sustainable consumption through their focus on exclusivity, durability, and timelessness, but they also have the potential to be associated with excess and overconsumption. Finally, although consumers are becoming more aware of the environmental impact of their consumption behavior, this awareness does not always translate into sustainable purchasing behavior.

3. **Research method**

3.1 Research Purpose, Questions and Hypothesis

The purpose of this dissertation is to investigate the attitudes and behaviors of consumers towards privacy and personal data sharing, as well as their willingness to pay more for environmentally friendly and sustainable packaging. This research aims to provide valuable insights into the complex and evolving landscape of consumer data privacy and sustainability. To achieve this, the study will focus on three different generations: Gen X, Gen Y, and Gen Z, to understand if there are any generational differences in consumer attitudes and behaviors.

The research questions that drive this study are as follows:

1. What are consumers' attitudes and behaviors towards privacy and personal data sharing?
2. How do different generations (Gen X, Gen Y, and Gen Z) differ in their attitudes and behaviors towards privacy and personal data sharing?
3. What are the motivations and concerns behind consumers' decisions to share or not share their personal data?
4. What is the level of consumers' willingness to pay more for environmentally friendly and sustainable packaging?
5. How do different generations (Gen X, Gen Y, and Gen Z) differ in their willingness to pay more for environmentally friendly and sustainable packaging?

The research methodology for this study will consist of a comprehensive survey that gathers data from a sample of consumers. The survey will be designed to measure consumers' attitudes and behaviors towards privacy and personal data sharing, as well as their willingness to pay more for environmentally friendly and sustainable packaging. The survey data will be analyzed using statistical methods to uncover key insights.

3.2 Methodology

The methodology used in this study was selected based on the research questions and objectives of the study. The aim of this research was to understand consumers' attitudes and desires towards privacy and personal data sharing, as well as their intentions to disclose this information in return for incentives, and to examine their willingness to pay more for environmentally friendly and sustainable packaging. To achieve these objectives, a quantitative research design was chosen, with a survey questionnaire as the primary data collection method.

In this study, a survey questionnaire was deemed the most suitable method for data collection as it facilitated the capturing of a comprehensive perspective on consumers' attitudes and behaviors regarding privacy and sustainability.

The survey questions were designed to capture both monetary and non-monetary incentives, which allowed us to obtain insights into consumers' motivations and concerns regarding data privacy and sustainability. Additionally, the detailed socio-demographic data collected, including gender, age, educational status, and income, provided insights into how these factors influence consumers' attitudes and behaviors.

The questionnaire was distributed to a sample population and data was analyzed using SPSS software. The ANOVA test was used to determine any significant differences among the groups, and a significance level of 0.05 was used to interpret the results. A post-hoc analysis was used to compare Gen Z, Gen Y and Gen X groups.

In summary, a quantitative research design with a survey questionnaire as the primary data collection method was chosen as it provided a comprehensive and statistically valid way of examining consumers' attitudes and behaviors towards privacy and sustainability. This methodology was aligned with the research objectives and allowed us to obtain valuable insights into consumers' preferences and behaviors, which were used to draw conclusions and make recommendations."

3.3 Measurement scales

A validated scale-based online questionnaire was devised for this research endeavor, with the aim of gauging consumer motivations for disclosing personal information, attitudes towards the utilization of personal data, apprehensions regarding data control and transparency, the degree of willingness to pay for luxury brands that purport to be sustainable and environmentally conscious, the impact of consumer understanding of sustainability, the significance of product packaging in relation to the environment, and the intention to abandon a luxury brand in the event that its packaging is found to be detrimental to the environment. The scales utilized a 7-point Likert scale format, with 1 indicating "strongly disagree" and 7 indicating "strongly agree". The scales for rewards in exchange for personal data consisted of 11 items. The concerns regarding personal data were measured with 8 items, while the consumer attitude towards companies collecting personal data was assessed with 5 items. The willingness to communicate luxury purchases on social media and the importance of environmentally friendly packaging were each measured with 1 item. In addition, the willingness to walk away from a luxury brand if its packaging is not environmentally friendly was measured with 1 item. To assess the willingness to pay for sustainable and environmentally friendly packaging, 2 items utilized a 5-point ratio scale, with the options ranging from 0% to 20%. Finally, a dichotomous scale was developed to measure consumer knowledge regarding sustainable claims made by brands, based on the findings of a previous study.

The items used in the questionnaire were adapted from previous surveys conducted by the Luxury Institute, a well-established research organization in the field of consumer behavior and market research specially focused in the luxury industry. The Luxury Institute has a long history of conducting comprehensive and rigorous surveys to gain insight into consumer attitudes and behaviors. The items used in this study were selected from previous surveys conducted by the Luxury Institute, which have been widely used and validated in similar studies. The adaptation of these items was done with the aim of ensuring consistency and comparability with previous research in this field, while also allowing for a tailored approach to meet the specific research objectives of this study.

3.4 Sampling and data collection

Data for this study was collected in 2022 via a self-administered online survey over a three-months period (September to November). This study employed a purposive sampling method for the selection of participants and data collection, the sample was selected from a specific group of individuals who were accessible and readily available for participation. Additionally, to the online survey, a printed questionnaire was given to consumers who were leaving luxury brands boutiques. About 65% of participants were female and 35% were male. More than 60% had a university degree and had 10,000€ or lower annual income. In terms of how many times a year responders buy luxury brands, about 55% (187 responses) answered 1-4; 11% (37 responses) answered 5-9; 5%(16 responses) answered over 15; 29% (98 responses) answered 0. After removing consumers who do not buy any luxury brands throughout the year a total of 240 completed responses was retained and analyzed in the current study.

4. Results & Discussion

4.1 An Analysis of Survey Data

4.1.1 Generational differences in attitudes towards incentives for personal information

In order to explore the generational differences in attitudes towards incentives for personal information an Analysis of Variance (ANOVA) was performed with SPSS having the relevant incentives as dependent variables and age as a factor. More specifically, the incentives that were examined are the following:

- Access to exclusive products. (Coded as Q13)
- Donation or non-financial support to a social cause. (Coded as Q14)
- Access to news, reviews, newsletters and other digital content. (Coded as Q15)
- Ability to participate in an online community. (Coded as Q16)
- Promotions, discounts and/or deals based on my preferences or account history. (Coded as Q26)
- Faster resolution to an issue or concern because my information is already on file. (Coded as Q27)
- Auto-checkout because my personal and payment information is already stored. (Coded as Q28)
- Recommendations for products or services to consider purchasing bases on my history. (Coded as Q29)
- Targeted advertisements for a product or service I am interested in. (Coded as Q30)
- A personalized greeting from the company when I make contact. (Coded as Q31)

The results of the ANOVA are presented in the following table:

TABLE I- ANOVA for the effect of age on incentives for providing personal information.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q12	Between Groups	9.624	3	3.208	1.520	.210
	Within Groups	498.172	236	2.111		
	Total	507.796	239			
Q13	Between Groups	40.633	3	13.544	4.424	.005
	Within Groups	722.550	236	3.062		
	Total	763.183	239			
Q14	Between Groups	26.953	3	8.984	3.641	.013
	Within Groups	582.342	236	2.468		
	Total	609.296	239			
Q15	Between Groups	24.062	3	8.021	2.347	.073
	Within Groups	806.401	236	3.417		
	Total	830.463	239			
Q16	Between Groups	51.514	3	17.171	5.812	.001
	Within Groups	697.282	236	2.955		
	Total	748.796	239			
Q26	Between Groups	28.450	3	9.483	3.649	.013
	Within Groups	613.346	236	2.599		
	Total	641.796	239			
Q27	Between Groups	16.837	3	5.612	2.195	.089
	Within Groups	603.459	236	2.557		
	Total	620.296	239			
Q28	Between Groups	9.807	3	3.269	.907	.438
	Within Groups	850.843	236	3.605		
	Total	860.650	239			
Q29	Between Groups	24.512	3	8.171	2.628	.051
	Within Groups	733.784	236	3.109		
	Total	758.296	239			
Q30	Between Groups	18.766	3	6.255	1.847	.139
	Within Groups	799.196	236	3.386		
	Total	817.962	239			
Q31	Between Groups	16.450	3	5.483	1.462	.226
	Within Groups	885.134	236	3.751		
	Total	901.583	239			

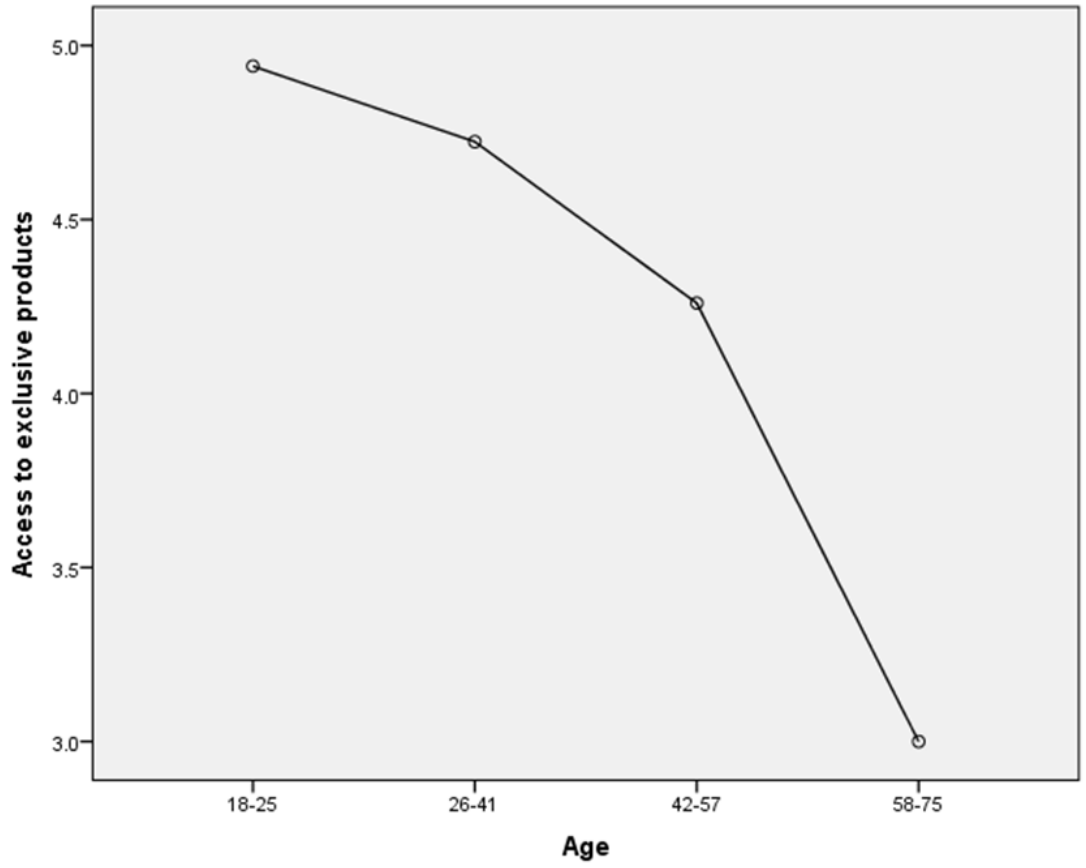
The results of the ANOVA and post-hoc analysis indicated that there are statistically significant differences in the attitudes of Generation Z, Generation Y, and Generation X towards certain incentives for providing personal information.

Age causes statistically significant differences with regards to the following incentives:

- Q13 Access to exclusive products. (F=4,424; Sig<0,05)

Towards receiving access to exclusive products as an incentive for providing their personal information, a Post-Hoc Analysis revealed that the mean attitude (M=4,94) of Generation Z was significantly higher compared to the mean attitude of Gen X (M=4,26; sig<0.05). On the other hand, no statistically significant differences are observed between Gen Z and Gen Y (M_{GenZ}=4,94 Vs. M_{GenY}=4,72; sig>0.05)

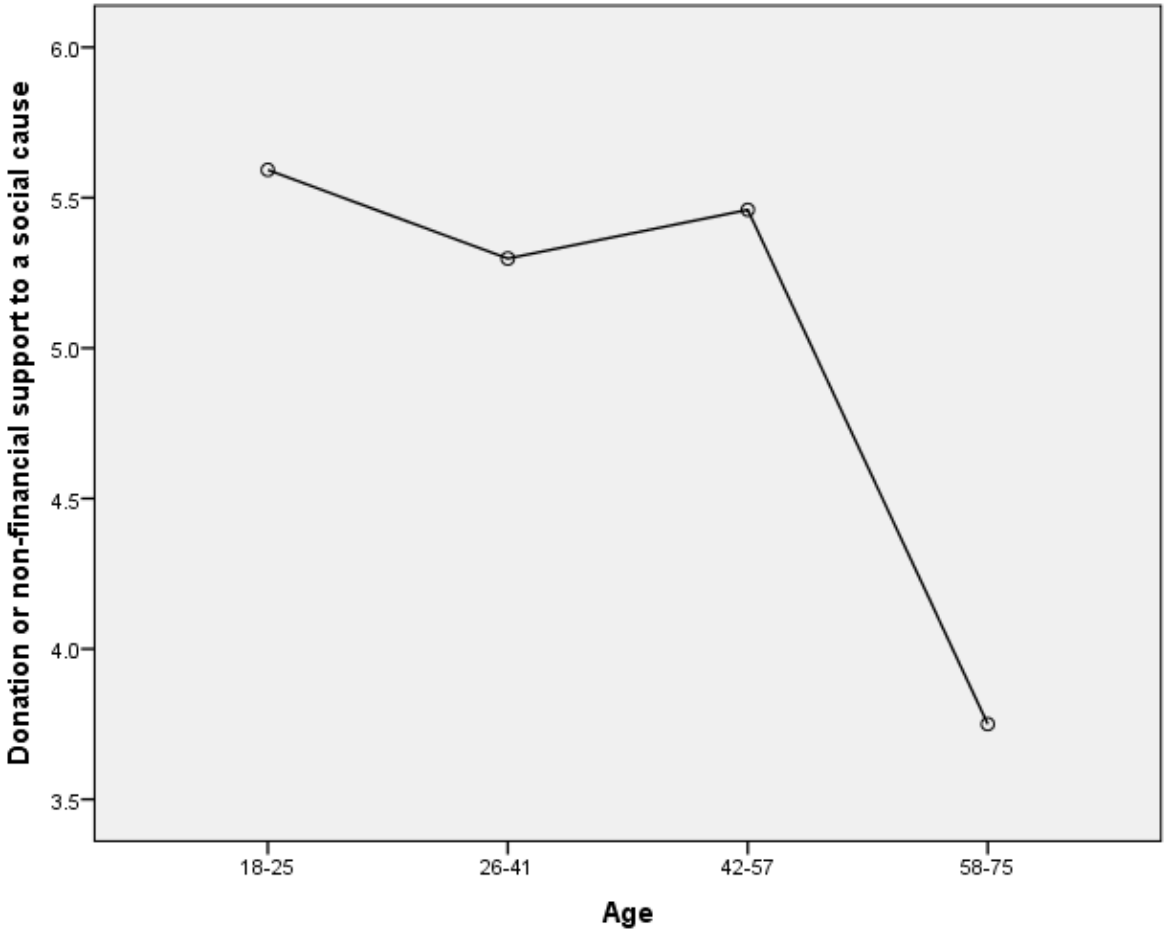
Figure I Means Plot for Access to exclusive product with age as a factor.



- Q14 Donation or non-financial support to a social cause. (F=3,641; Sig<0,05)

Specifically with regards to donation or non-financial support to a social cause, a Post-Hoc Analysis revealed that the mean attitude (M=5,59) of Generation Z had no statistical significant differences compared to the mean attitude of Gen Y (M=5,30; sig>0.05). Additionally, no statistically significant differences are observed between Gen Z and Gen X (M_{GenZ}=5,59 Vs. M_{GenX}=5,46; sig>0.05)

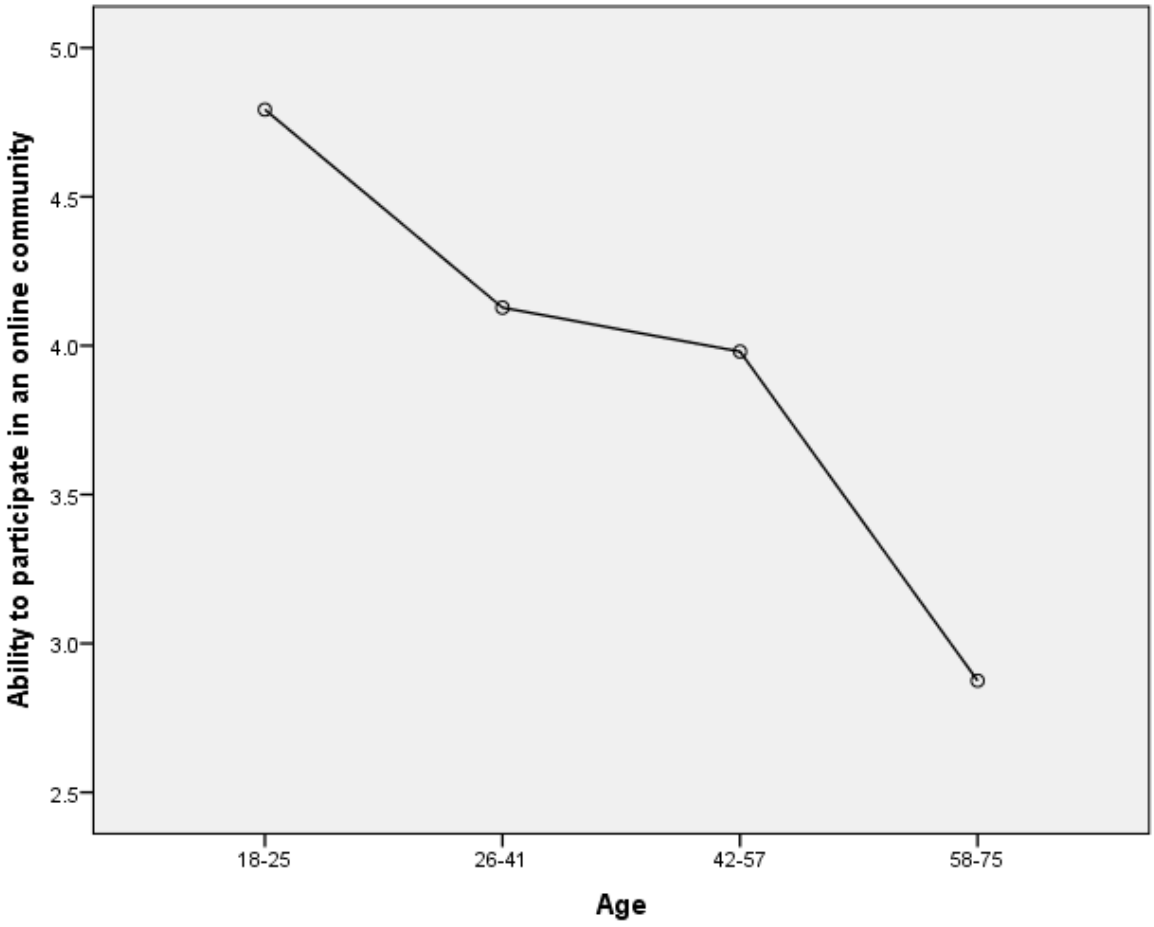
Figure II Means Plot for Donation or non-financial support to a social cause with age as a factor.



- Q16 Ability to participate in an online community (F= 5,812; Sig<0,05)

Towards being able to participate in an online community as an incentive for providing their personal information, a Post-Hoc Analysis revealed that the mean attitude (M=4,79) of Generation Z was significantly higher compared to the mean attitude of Gen Y (M=4,13; sig<0.05). In addition, the mean attitude of Generation Z (M=4,79) was significantly higher compared to Gen X (M=3,98; sig<0.05).

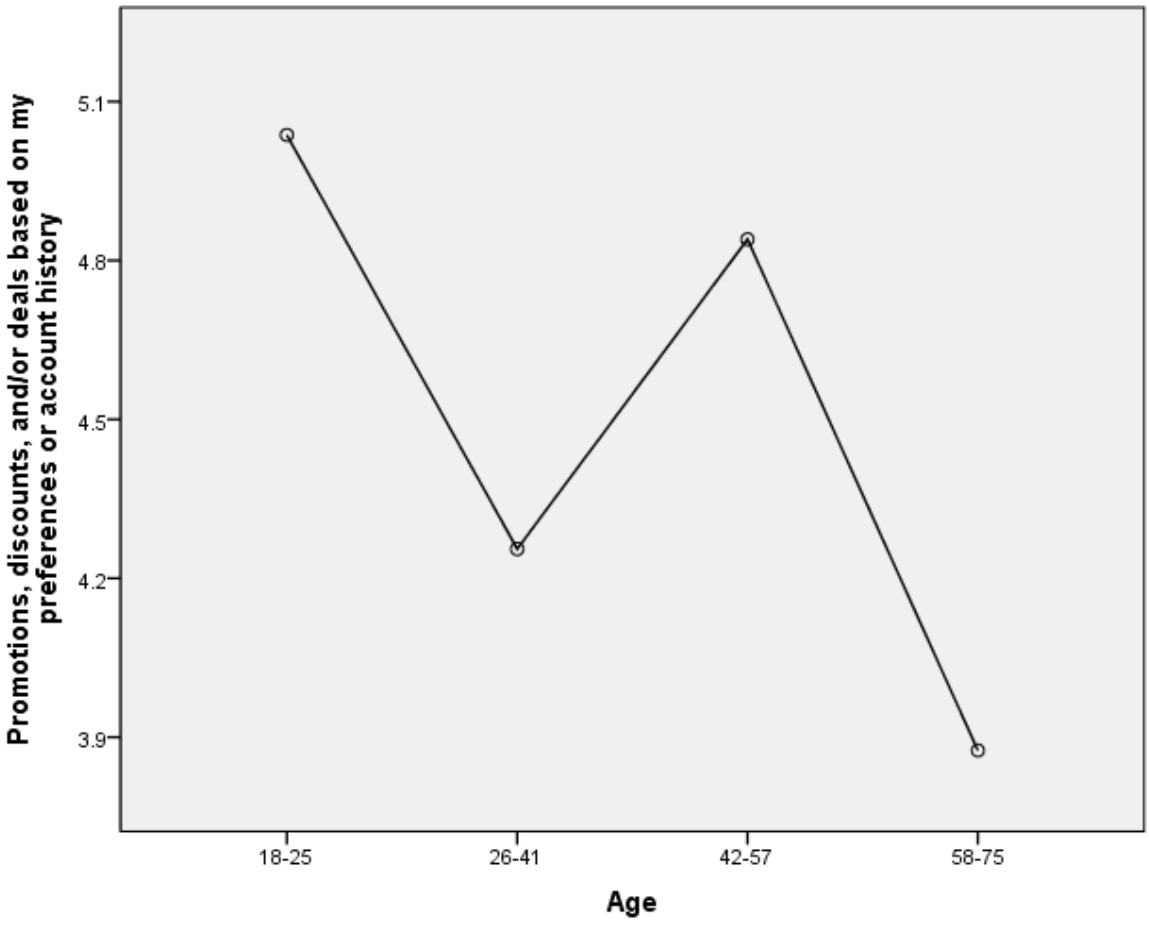
Figure III Means Plot for Ability to participate in an online community with age as a factor.



- Q26 Promotions, discounts and/or deals based on my preferences or account history (F= 3,649; Sig<0,05)

With respect to receiving promotions, discounts, and/or deals based on their preferences or account history as an incentive for providing their personal information, a Post-Hoc Analysis revealed that the mean attitude (M=5,04) of Generation Z is significantly higher compared to the mean attitude of Gen Y (M=4,26; sig<0.05). On the other hand, no statistically significant differences were observed between Gen Z and Gen X (M_{GenZ}=5,04 Vs. M_{GenX}=4,84; sig>0.05)

Figure IV Means Plot for Promotions, discounts, and/or deals based on preferences or account history with age as a factor.



4.1.2 Exploring the impact of age on consumers' attitudes toward the use of personal data

To scrutinize the impact of age on consumers' attitudes toward the use of personal data an Analysis of Variance (ANOVA) was performed with SPSS having the relevant attitudes as dependent variables and age as a factor. More specifically, the attitudes that were examined are the following:

- I think it's a good idea if using my personal data gives me a better experience or saves me money. (Coded as Q20)
- I think it's a great idea to leverage personal data, but I think a lot of companies still miss the mark. (Coded as Q21)
- I appreciate receiving more relevant ads, information and offers when the company has my personal data. (Coded as Q22)
- Using my personal data makes me feel valued by the company. (Coded as Q23)
- When the company has my personal data in its possession it makes resolving issues or concerns much easier. (Coded as Q24)

The results of the ANOVA are presented in the following table:

TABLE II- ANOVA for the effect of age on consumers attitudes toward the use of personal data.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q20	Between Groups	58.144	3	19.381	5.408	.001
	Within Groups	845.852	236	3.584		
	Total	903.996	239			
Q21	Between Groups	18.231	3	6.077	1.652	.178
	Within Groups	868.264	236	3.679		
	Total	886.496	239			
Q22	Between Groups	17.829	3	5.943	1.513	.212
	Within Groups	927.104	236	3.928		
	Total	944.933	239			
Q23	Between Groups	23.567	3	7.856	2.122	.098
	Within Groups	873.595	236	3.702		
	Total	897.162	239			
Q24	Between Groups	33.859	3	11.286	3.377	.019
	Within Groups	788.791	236	3.342		
	Total	822.650	239			

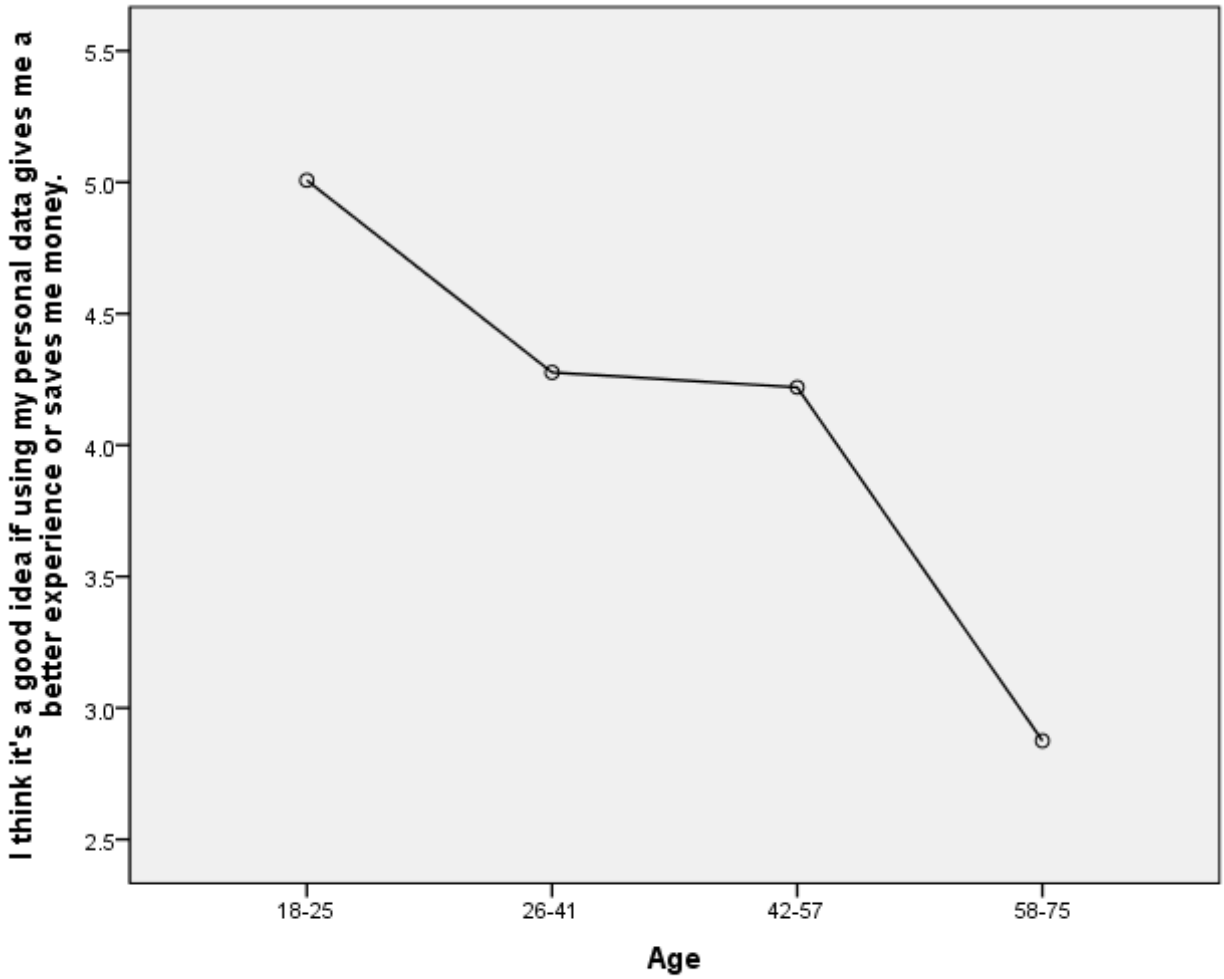
In terms of consumers' attitudes towards the use of their personal data, the results of the ANOVA and Post-Hoc Analysis revealed that age plays a statistically significant role.

Age causes statistically significant differences with regards to the following attitudes:

- Q20 I think it's a good idea if using my personal data gives me a better experience or saves me money. (F= 5,408; Sig<0,05)

Regarding the benefits of using their personal data, such as improved experiences or cost savings, a Post-Hoc Analysis revealed that the mean attitude (M=5,01) of Generation Z is significantly higher compared to the mean attitude of Gen Y (M=4,28; sig<0.05). In addition, the mean attitude of Generation Z (M=5,01) was significantly higher compared to Gen X (M=4,22; sig<0.05).

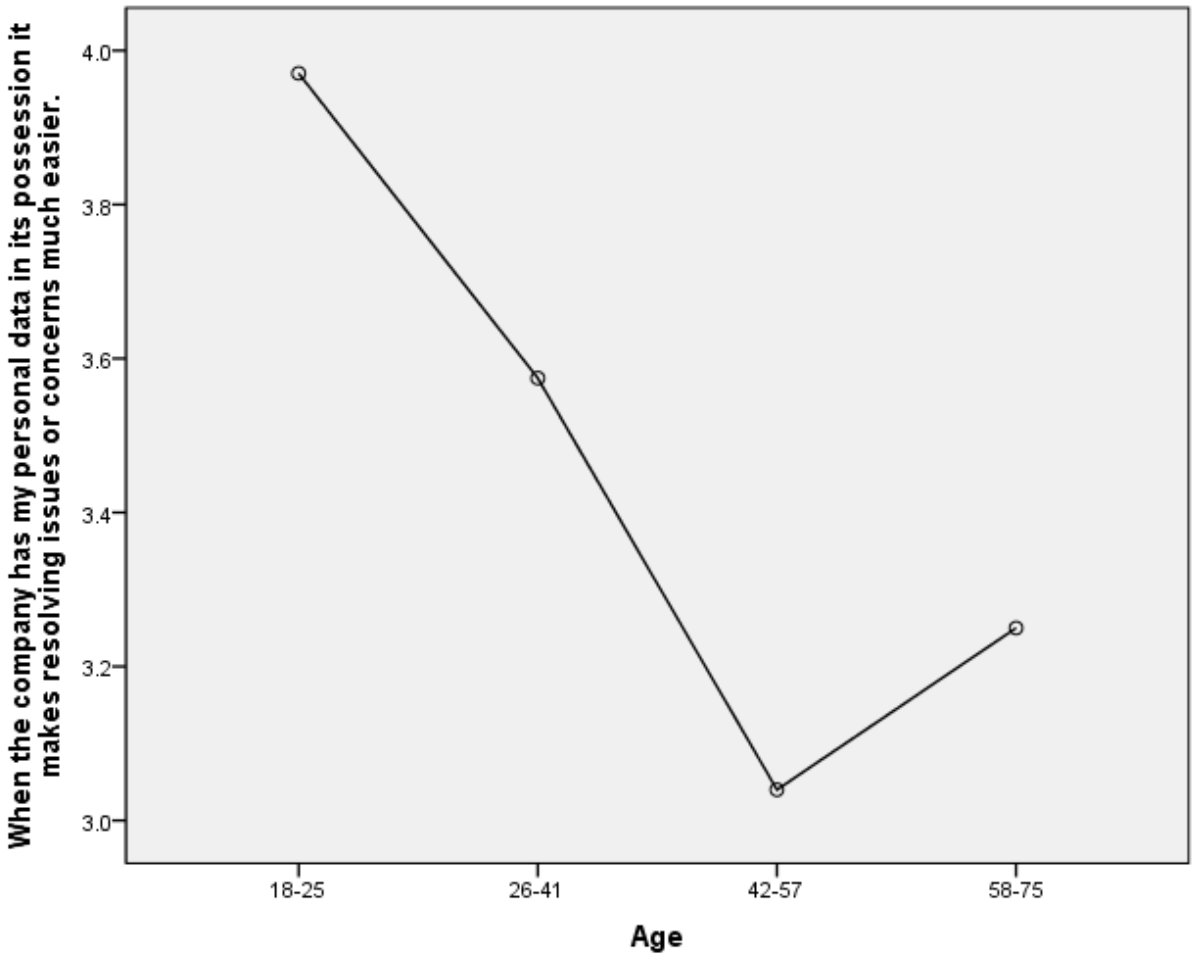
Figure V Means Plot for: I think it's a good idea if using my personal data gives me a better experience or saves me money with age as a factor.



- Q24 When the company has my personal data in its possession it makes resolving issues or concerns much easier. (F=3,377; Sig<0,05)

Regarding the ease of resolving issues or concerns when the company possesses their personal data, a Post-Hoc Analysis revealed that the mean attitude (M=3,97) of Generation Z is significantly higher compared to the mean attitude of Gen X (M=3,04; sig<0.05). On the other hand, no statistically significant differences are observed between Gen Z and Gen Y (M_{GenZ}=3,97 Vs. M_{GenY}=3,57; sig>0.05).

Figure VI Means Plot for When the company has my personal data in its possession it makes resolving issues or concerns much easier with age as a factor.



4.1.3 Generational differences in attitudes towards data control and transparency

To delve into generational differences in attitudes towards data control and transparency an Analysis of Variance (ANOVA) was performed with SPSS having the relevant concerns of data control and transparency as variables and age as a factor. More specifically, the concerns that were examined are the following:

- Ask for my consent before they collect my data. (Coded as Q4)
- Do not sell my data to other parties. (Coded as Q5)
- Secure my data and protect it from hackers. (Coded as Q6)
- Be transparent about the personal data they are collecting. (Coded as Q7)
- Make sure my data is always under my control. (Coded as Q8)
- Inform me if breach occurs and tell me how to protect myself. (Coded as Q9)
- Allow consumers to easily opt-out of data sharing. (Coded as Q10)
- Provide brief and readily understandable privacy policies and agreements. (Coded as Q11)

The results of the ANOVA are presented in the following table:

TABLE III- ANOVA for the effect of age on consumers attitudes towards data control and transparency.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q4	Between Groups	.471	3	.157	.185	.906
	Within Groups	200.325	236	.849		
	Total	200.796	239			
Q5	Between Groups	1.094	3	.365	.245	.865
	Within Groups	351.639	236	1.490		
	Total	352.733	239			
Q6	Between Groups	.722	3	.241	.349	.790
	Within Groups	162.862	236	.690		
	Total	163.583	239			
Q7	Between Groups	19.219	3	6.406	2.995	.032
	Within Groups	504.764	236	2.139		
	Total	523.983	239			
Q8	Between Groups	3.256	3	1.085	1.046	.373
	Within Groups	244.907	236	1.038		
	Total	248.162	239			
Q9	Between Groups	2.293	3	.764	1.069	.363
	Within Groups	168.641	236	.715		
	Total	170.933	239			
Q10	Between Groups	2.707	3	.902	.847	.470
	Within Groups	251.543	236	1.066		
	Total	254.250	239			
Q11	Between Groups	3.900	3	1.300	1.209	.307
	Within Groups	253.700	236	1.075		
	Total	257.600	239			

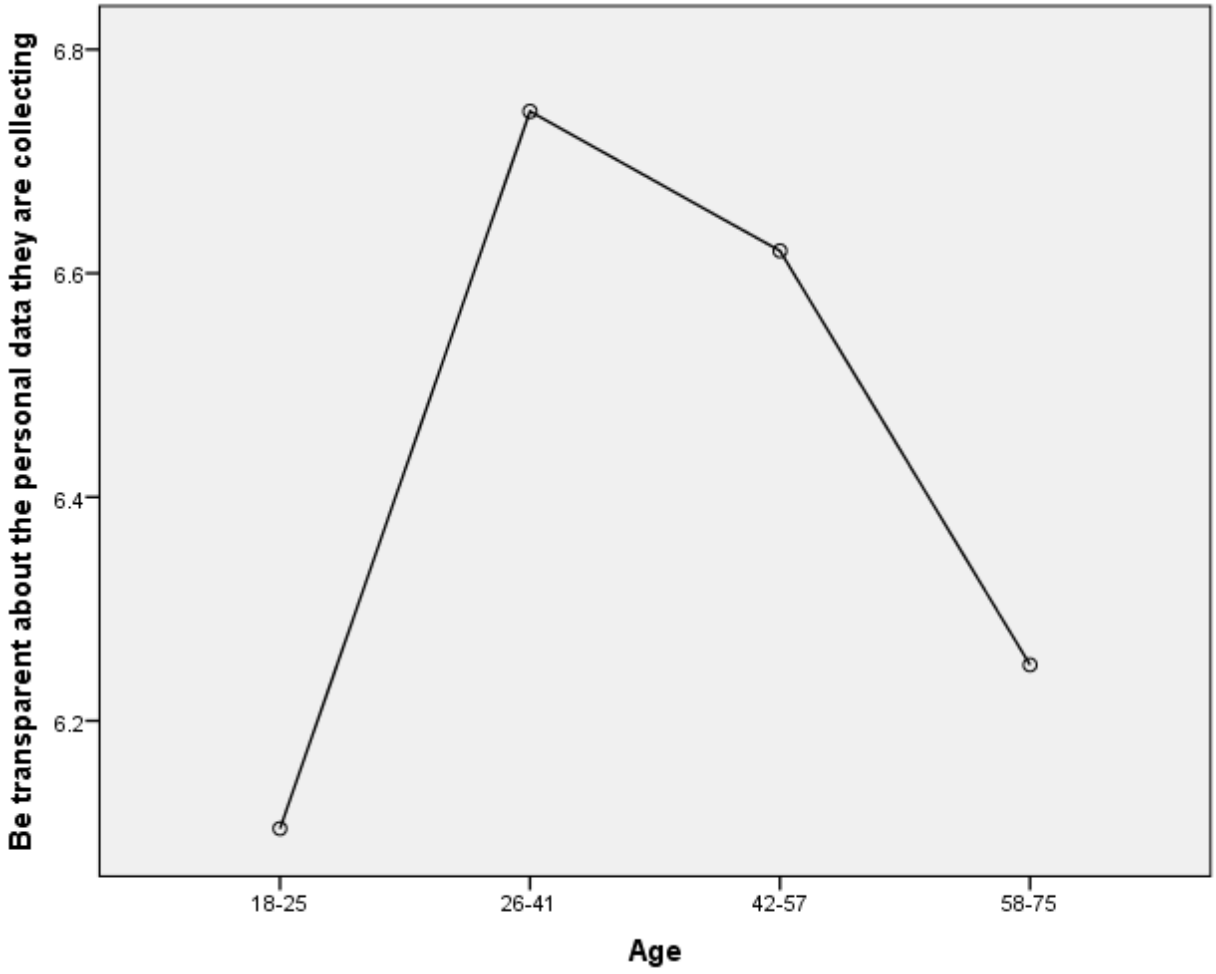
Age causes statistically significant differences with regards to the following concern:

- Q7 Be transparent about the personal data they are collecting. (F= 2,995; Sig<0,05)

In terms of consumers' concerns when providing personal data, and more specifically, whether companies are transparent about the personal data they are collecting, a Post-Hoc Analysis

revealed that the mean attitude (M=6,10) of Generation Z was significantly lower compared to the mean attitude of Gen Y (M=6,74; sig<0.05). In addition, the mean attitude of Generation Z (M=6,10) was significantly lower compared to Gen X (M=6,62; sig<0.05).

Figure VII Means Plot for companies to be transparent about the personal data they are collecting with age as a factor.



4.1.4 Age differences in the need to communicate luxury purchases on social media

In order to analyze age differences in the need to communicate luxury purchases on social media an Analysis of Variance (ANOVA) was performed with SPSS having the need to communicate a luxury purchase in social media as variable and age as a factor.

The results of the ANOVA are presented in the following table:

TABLE IV- ANOVA for the effect of age in the need to communicate luxury purchase.

ANOVA

Q35

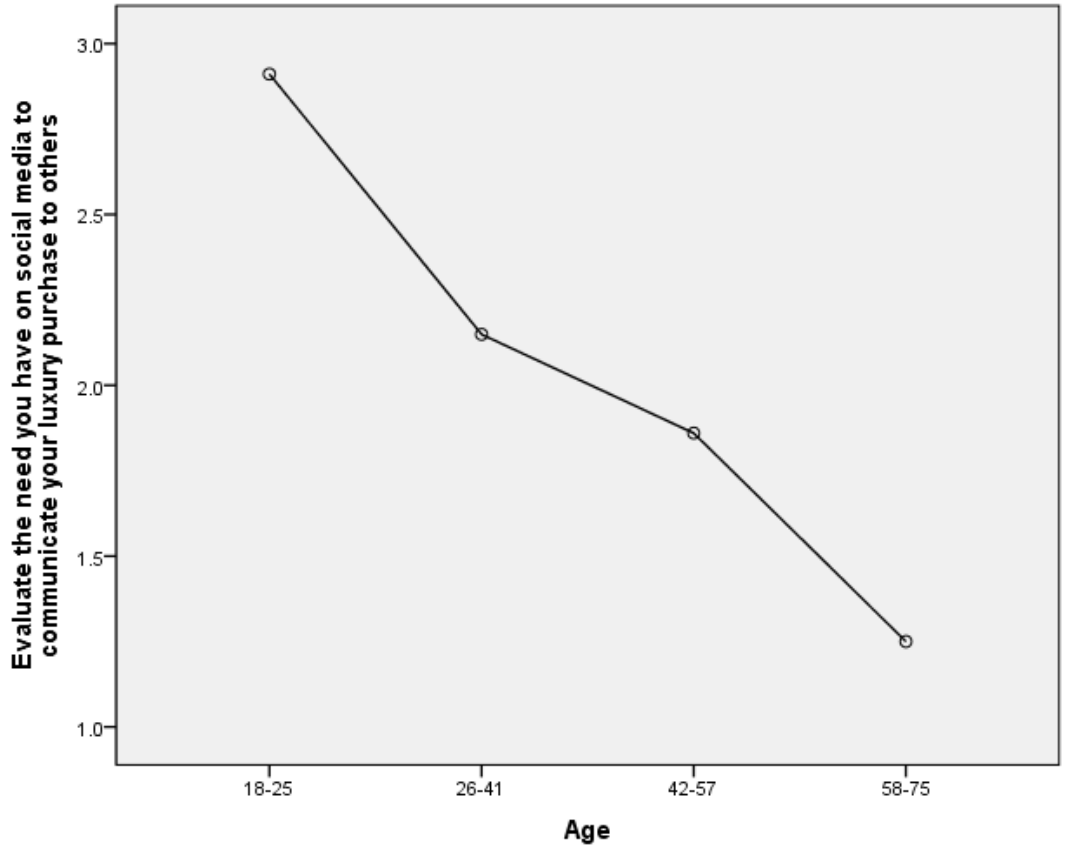
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	61.552	3	20.517	6.126	.000
Within Groups	790.411	236	3.349		
Total	851.963	239			

Age causes statistically significant differences with regards to the following need:

- Q35 Evaluate the need you have on social media to communicate your luxury purchase to others. (F= 6,126; Sig<0,05)

In terms of consumers' need to communicate their luxury purchase on social media, a Post-Hoc Analysis revealed that the mean attitude (M=2,91) of Generation Z was significantly higher compared to the mean attitude of Gen Y (M=2,15; sig<0.05) . In addition, the mean attitude of Generation Z (M=2,91) was significantly higher compared to Gen X (M=1,86; sig<0.05).

Figure VIII Means Plot for evaluating the need to communicate luxury purchases on social media with age as a factor



4.1.5 Impact of consumer understanding on willingness to pay for sustainable packaging in luxury brands

To evaluate the impact of consumer understanding on willingness to pay for sustainable packaging in luxury brands an Analysis of Variance (ANOVA) was performed with SPSS having willingness to pay for environmentally friendly package and willingness to pay for a sustainable package as dependent variables and knowledge of consumers when luxury brands claim to be sustainable as a factor. More specifically, the percentages that consumers were willing to pay on top of the normal price that were examined are the following:

- What percentage are you willing to pay for packaging on top of the normal price of the product if it is environmentally friendly? (Coded as Q36)
- What percentage over the regular price are you willing to pay for a luxury brand that claims to be sustainable? (Coded as Q38)

The results of the ANOVA are presented in the following table:

TABLE V- ANOVA for the effect of consumers understanding of luxury brands sustainability on willingness to pay for sustainable packaging.

ANOVA

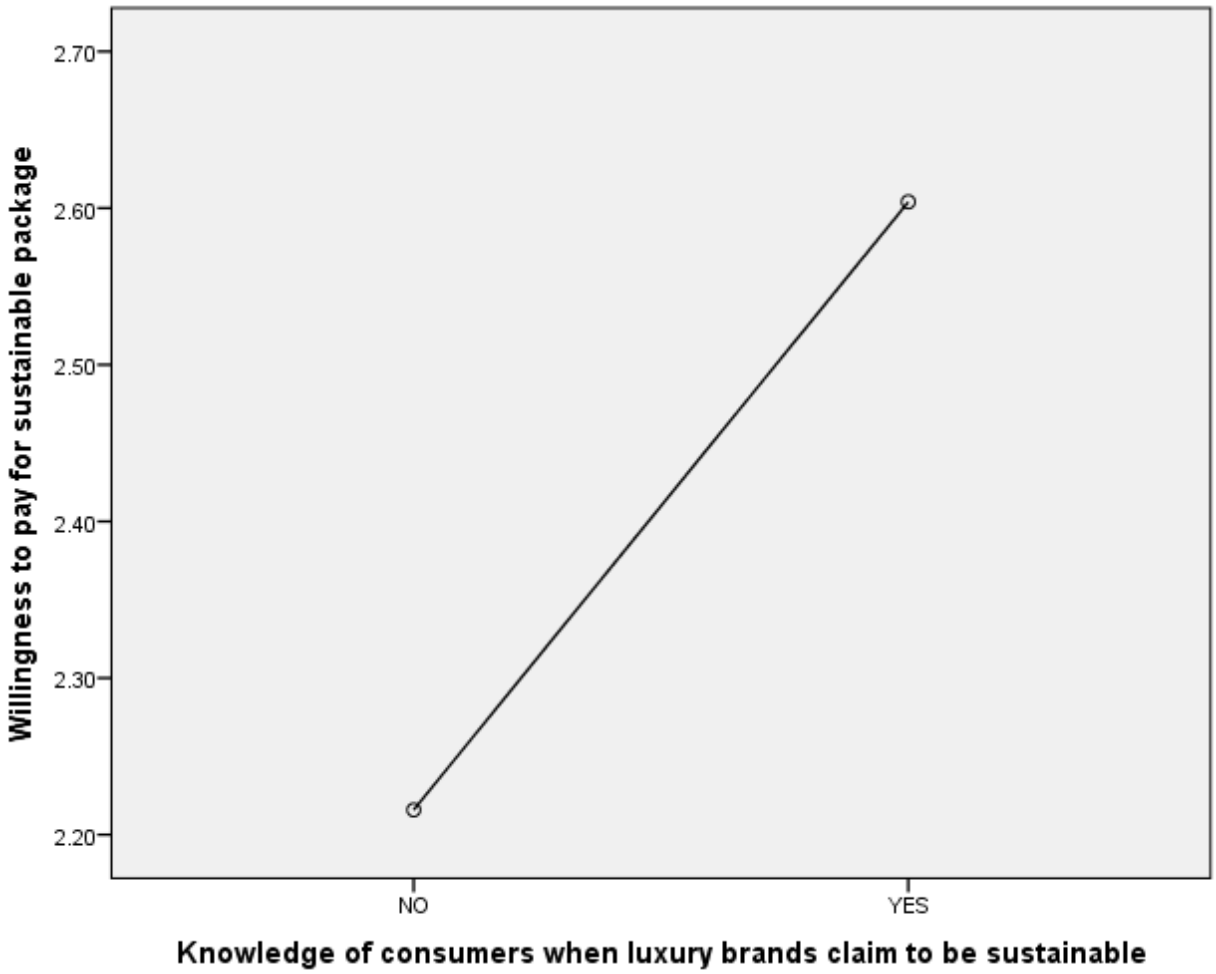
		Sum of Squares	df	Mean Square	F	Sig.
WTP_Environmental	Between Groups	.947	1	.947	.782	.378
	Within Groups	288.237	238	1.211		
	Total	289.183	239			
WTP_Sustainable	Between Groups	8.812	1	8.812	7.341	.007
	Within Groups	285.684	238	1.200		
	Total	294.496	239			

The understanding of consumers when luxury brands claim to be sustainable causes statistically significant differences to the following inclination:

- Q38 What percentage over the regular price are you willing to pay for a luxury brand that claims to be sustainable. (F= 7,341; Sig<0,05)

More specifically, luxury consumers who said YES (M=2,60; F=7,341; Sig<0.05) in believing that they have a generally good idea of what these brands mean when they claim to be sustainable were willing to pay more for sustainable packaging than those who said NO (M=2,21)

Figure IX Means Plot for Willingness to pay for sustainable package with Knowledge of consumers when luxury brands claim to be sustainable as a factor.



4.1.6 Influence of consumers' perception of packaging sustainability on willingness to pay

To explore in depth the influence of consumers' perception of packaging sustainability on willingness to pay an Analysis of Variance (ANOVA) was performed with SPSS having willingness to pay for environmentally friendly package and willingness to pay for a sustainable package as dependent variables and consumers importance of a product's packaging on the environment as a factor. The results of the ANOVA are presented in the following table:

TABLE VI- ANOVA for the influence of consumers perception of packaging sustainability on willingness to pay.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
WTP_Environmental	Between Groups	14.842	5	2.968	2.532	.030
	Within Groups	274.341	234	1.172		
	Total	289.183	239			
WTP_Sustainable	Between Groups	13.057	5	2.611	2.171	.058
	Within Groups	281.438	234	1.203		
	Total	294.496	239			

The importance consumers are placing on the impact of a product's packaging on the environment causes statistically significant differences to the following inclination:

- Q36 What percentage are you willing to pay for packaging on top of the normal price of the product if it is environmentally friendly. (F= 2,532; Sig<0,05)

More specifically, luxury consumers who said that the importance of a product's packaging on the environment is Extremely Important (M=2,51; F=2,532; Sig<0.05) were willing to pay more for a package that is environmentally friendly than those who said Not Important (M=1,00)

Figure X Means Plot for Willingness to pay for environmentally friendly package with Consumers' importance of a product's packaging on the environment as a factor.

4.1.7 Age and consumers' willingness to pay for sustainable and environmentally friendly packaging.

To subject to careful analysis age and consumers' willingness to pay for environmentally friendly packaging an Analysis of Variance (ANOVA) was performed with SPSS having willingness to pay for environmentally friendly package and willingness to pay for a sustainable package as dependent variables and age as a factor. The results of the ANOVA are presented in the following table:

TABLE VII- ANOVA for the effect of age on consumers' willingness to pay for sustainable environmentally friendly packaging.

ANOVA

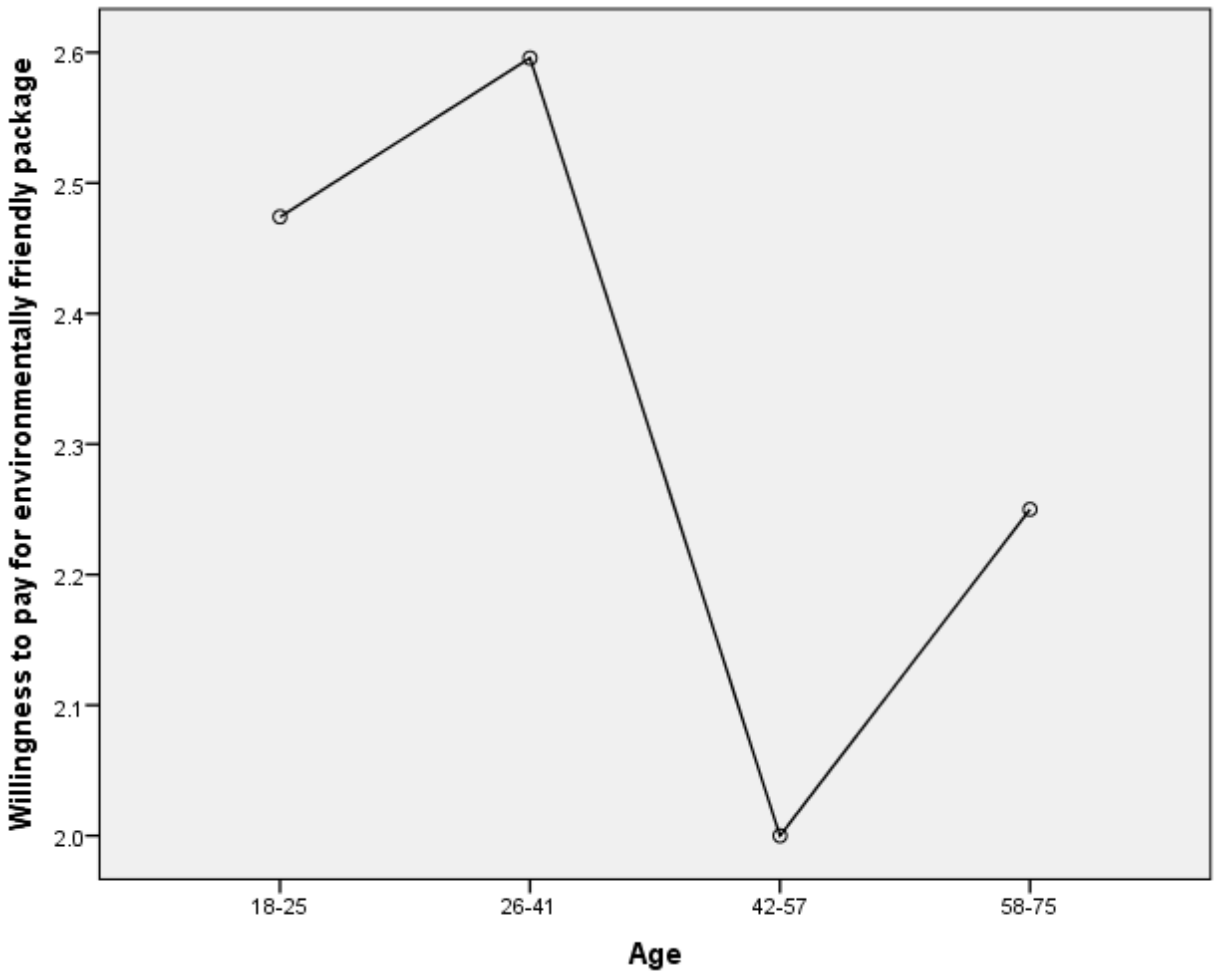
		Sum of Squares	df	Mean Square	F	Sig.
WTP_Environmental	Between Groups	10.705	3	3.568	3.024	.030
	Within Groups	278.478	236	1.180		
	Total	289.183	239			
WTP_Sustainable	Between Groups	5.281	3	1.760	1.437	.233
	Within Groups	289.214	236	1.225		
	Total	294.496	239			

Age causes statistically significant differences with regards to the following inclination:

- Q36 What percentage are you willing to pay for packaging on top of the normal price of the product if it is environmentally friendly. (F= 3.024; Sig<0,05)

In terms of consumers' willingness to pay for environmentally friendly package, a Post-Hoc Analysis revealed that the mean willingness to pay (M=2,47) of Generation Z was significantly higher compared to the mean attitude of Gen X (M=2,00; sig<0.05) . On the other hand, no statistical significant differences were observed between Gen Z and Gen Y (M_{GenZ}=2,47 Vs. M_{GenY}=2,60; sig>0.05)

Figure XI Means Plot for Willingness to pay for environmentally friendly package with age as a factor.



4.1.8 Age and consumer attitude towards walking away from luxury brands with not environmentally friendly packaging

To conduct a thorough examination of age and consumer attitude towards walking away from luxury brands with not environmentally friendly packaging an Analysis of Variance (ANOVA) was performed with SPSS having intention to walk away from a luxury brand if its packaging is not environmentally friendly as dependent variables and age as a factor. The results of the ANOVA are presented in the following table:

TABLE VIII- ANOVA for the effect of age on consumer attitude towards walking away from luxury brands with not environmentally friendly packaging.

ANOVA

Q34

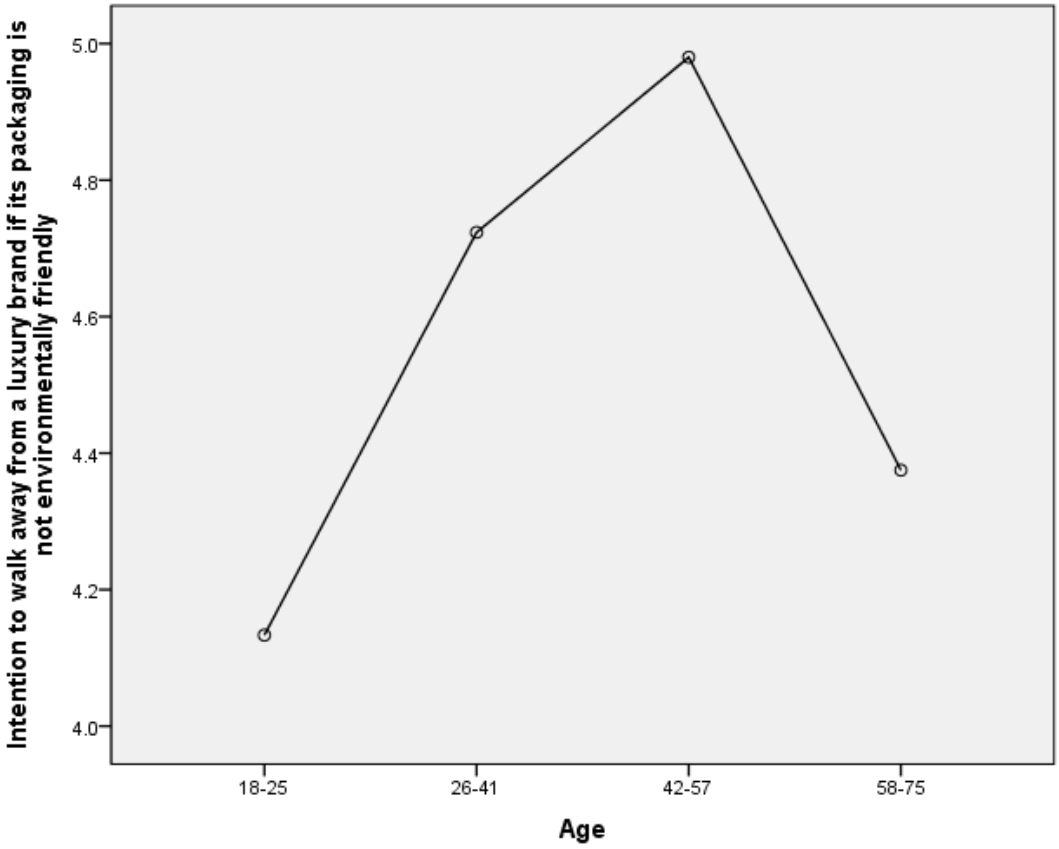
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.074	3	10.358	3.049	.029
Within Groups	801.859	236	3.398		
Total	832.933	239			

Age causes statistically significant differences with regards to the following inclination:

- Q34 How likely would you be to walk away from a luxury brand if its packaging is not environmentally friendly. (F= 3.049; Sig<0,05)

In terms of consumers' intention to walk away from a luxury brand if its packaging is not environmentally friendly, a Post-Hoc Analysis revealed that the mean attitude (M=4,13) of Generation Z was significantly lower compared to the mean attitude of Gen X (M=4,98; sig<0.05). On the other hand, no statistical significant differences are observed between Gen Z and Gen Y (M_{GenZ}=4,13 Vs. M_{GenY}=4,72; sig>0.05)

Figure XII Means Plot for intention to switch from a luxury brand due to non-environmentally friendly packaging and age as a factor.



4.2 Discussion

The results of the ANOVA analyses show that there are statistically significant differences in consumers' attitudes and behaviors regarding luxury brand packaging and sustainability based on different factors. Specifically, the analyses revealed that generation, knowledge of consumers when luxury brands claim to be sustainable, and consumers importance of a product's packaging on the environment all have an impact on consumers' willingness to pay for environmentally friendly and sustainable packaging, as well as their intention to walk away from a luxury brand if its packaging is not environmentally friendly The statistical analysis performed provides support for the hypothesis (H2) that Generation Z individuals have a greater inclination towards publicly communicating their luxury purchase experiences on social media platforms compared to individuals from Generation Y and Generation X. The analysis reveals a significantly higher frequency of luxury purchase communication on social media among Generation Z. These findings underscore the distinct tendency of Generation Z to engage in public sharing of their luxury purchases, highlighting a stronger need for social media communication compared to the older generations of Generation Y and Generation X.This finding is supported by previous studies conducted by Wertz, 2019; Cho & Youn, 2020**;** Sprott et al., 2009; Goldring & Azab, 2021).

The findings from studies conducted by Gahlot Sarkar et al. (2019) and Orzan et al. (2018) support the statistical analysis and confirm the hypothesis (H5) that consumers who possess a clear understanding of what brands mean when claiming to be sustainable are more willing to pay a premium for environmentally friendly and sustainable packaging. Furthermore, the analysis conducted highlights that consumers who place a significant importance on the environmental impact of a product's packaging (H7) are more inclined to pay more for packaging that is environmentally friendly compared to those who consider it less important.Regarding Generation Z's behavior, the research conducted by Djafarova and Foots (2022) aligns with the statistical analysis supporting the hypothesis (H6) that Generation Z individuals are less likely to disengage from a luxury brand if its packaging is not environmentally friendly, in comparison to individuals from Generation Y and Generation X. However, it is important to note that this finding suggests a discrepancy between attitudes and actions, indicating that while younger consumers may express

greater consciousness of sustainability issues (H8), their actual behaviors may not consistently reflect these attitudes.

In summary, the provided statistical analysis and supporting research confirm that consumers who understand sustainability claims and prioritize the environmental impact of packaging are more willing to pay a premium for sustainable packaging. Additionally, Generation Z individuals demonstrate a lower likelihood of disengagement from luxury brands due to non-environmentally friendly packaging. However, the alignment between attitudes and behaviors regarding sustainability may vary among younger consumers.

Furthermore, the results of the ANOVA and post-hoc analysis suggest that there are statistically significant differences in the attitudes of different generations towards incentives for providing personal information. Based on the statistical analysis conducted, the results provide support for the hypothesis (H1) that Generation Z individuals demonstrate a higher level of sensitivity towards the sharing of personal data in exchange for certain incentives when compared to individuals from Generation X and Generation Y. The analysis reveals that Generation Z exhibits a significantly higher mean attitude towards access to exclusive products, participation in online communities, and incentives such as promotions, discounts, and deals based on preferences or account history. These findings highlight the distinct attitudes and preferences of Generation Z, underscoring their greater sensitivity towards sharing personal data in exchange for specific benefits compared to the older generations of Generation X and Generation Y, these findings are supported also by a study conducted from (Francis & Hoefel, n.d.) However, no significant differences were observed between Generation Z and the other generations when considering donation or non-financial support to a social cause. This finding is incongruent with the findings of Weydert et al., (2019) and suggests a need for further research to reconcile the discrepancies between the two studies. These findings suggest that Generation Z may have different attitudes and preferences when it comes to incentives for providing personal information compared to the older Generation Y and Generation X. The statistical analysis, as supported by a study conducted by Francis and Hoefel (n.d.), confirms the hypotheses regarding Generation Z's attitudes towards sharing personal data and concerns about transparency and control over personal data. Specifically, the results indicate that Generation Z exhibits a more favorable attitude towards the use of their personal data (H3), in comparison to individuals from Generation Y and Generation X. Additionally, it is observed that

Generation Z may be less concerned about transparency in data collection (H4) when compared to the older generations. These findings highlight the distinct characteristics of Generation Z, suggesting a cautious yet more permissive stance towards personal data sharing and a potentially lower degree of concern regarding transparency and control over their data compared to Generation Y and Generation X.

These findings suggest that businesses and organizations should consider the attitudes and preferences of Generation Z when developing marketing strategies and collecting personal information. However, further research is needed to understand the underlying reasons for these differences and the possible implications for businesses and organizations.

Overall, the results suggest that consumers are becoming more environmentally conscious and are willing to pay more for packaging that is environmentally friendly. Luxury brands should take note of this trend and consider how to make their packaging more sustainable in order to appeal to these consumers. Additionally, understanding the specific factors that influence consumers' willingness to pay for environmentally friendly packaging and their intention to walk away from a luxury brand can help brands target their marketing efforts more effectively.

5. Limitations

Apart from contributing to the overall body of knowledge and managerial implications, the present study poses a few research limitations. The geographical region considered in the present study was Athens (National capital region of Greece). Other regions of the country should be included to give a better perspective. In this study, a large percentage (57%) of participants has an annual income of 10.000€ or less. Thus, even though these individuals purchased luxury goods, it is questionable whether they could be classified as primarily luxury consumers. Thus, if information on how luxury consumers as a unique consumer group respond to apparel companies' sustainability efforts is desired, additional research is needed. Further, the study employs on its biggest percentage Gen Z as respondents who may have shown biases in their responses to depict socially desirable responses (Fischer et al., 2017). Other demographics need to be analyzed as well in order to receive more generally valid results. Additionally, one of the limitations of this study is the non-random sampling method employed. The sample used in this research was not selected randomly, which may impact the generalizability of the results to the larger population. The sample selection process could have introduced bias into the findings, and caution should be exercised when interpreting and extrapolating the results to other populations. Lastly, the majority of respondents took the survey in Greek. The translation of each item requires the preservation of the original meaning. In order to achieve better results, it may be necessary to translate the Greek items back and forth to English in order to ensure that the core of each item is captured in the Greek survey. The results should be interpreted carefully because unknown and complex factors may exist.

6. Managerial implications

6.1 Smart package

Thanks to advances in technology, companies are able to efficiently collect, store, and exchange consumer data that is useful for implementing marketing strategies (Blattberg & Deighton, 1991; Blattberg, Glazer, & Little, 1994; Glazer, 2001). (Olivero & Lunt, 2004). This data can be collected from a variety of sources, including online and offline interactions with the company, and is often used to better understand consumer behavior and preferences. From the perspective of retailers, collecting consumers' personal information is very important. Consumer data is seen as a valuable resource and is expected to play a key role in the future of retail (Grewal et al., 2017; Martin et al., 2020). Retailers can use this data to personalize products, services, and communication, which is something that consumers increasingly expect (Rust, 2020; Shanahan et al., 2019). (Pallant et al., 2022). Basic database programs can be used to create a detailed profile of an individual's purchasing behavior by tracking what they buy, when they buy it, where they buy it, how much of it they buy, and how often they buy it. This information can be used by marketers to better understand consumer preferences and tailor their marketing efforts to specific individuals. (Graeff & Harmon, 2002)

Physical packaging acts as an extension of a brand and, like a website, it should not be overlooked. Smart packaging transcends the traditional role of promoting, protecting, and preserving products, and can be broadly categorized as active, intelligent, and connected. Active packaging denotes a type of packaging that reacts to the environment or performs an additional function, such as indicating the moisture content of fabrics in the fashion industry. Intelligent packaging involves incorporating sensors or electronics into packaging to accomplish specific tasks and falls under the purview of connected packaging. Connected packaging entails linking physical objects, such as packaging, to digital networks or backbones such as the Internet. This connection can be achieved through electronic means such as NFC tags, RFID, or 2D barcodes, QR codes, and digital codes.

The ongoing COVID-19 pandemic has given rise to a growing preference among consumers for contactless experiences. This shift poses a challenge for brands seeking to engage directly with their target audience. However, smart packaging presents a viable solution to this problem by

enabling a brand experience that extends beyond the point of purchase. Smart packaging technology allows for an enhanced brand experience for consumers, from the decision-making process to post-purchase.

Smart packaging refers to a package that includes an additional element that allows for an immediate exchange of digital information. In this context, data can be viewed as the "currency" of smart packaging, as it serves as the primary mechanism for exchanging information between the physical and digital realms. Smart packaging that leverages QR and NFC technology can be regarded as a gateway to the product, benefitting both consumers and brands. The use of QR and NFC technology on packaging offers several advantages, including the ability to access information on the specific product, access experiences of other products, interactive quizzes to help consumers select the optimal product, enable convenient repurchasing, and update digital information promptly.One of the most significant advantages of smart packaging is the ability to track and analyze consumer engagement. By integrating the appropriate back-end platforms, brands can monitor where, when, and who is interacting with their packaging. This functionality empowers brands to provide contextual information in real-time and update information on the fly, based on the location of the consumer. For instance, if a consumer interacts with the package in Canada, the brand can display Canadian-specific information.

The ability to track and analyze engagement with smart packaging presents an excellent opportunity for brands to better understand their customers and provide more personalized and targeted marketing. Furthermore, the capability to update contextual information in real-time and based on the location of the consumer provides a unique competitive advantage for brands, allowing them to stay ahead of the competition and offer the best possible customer experience. Additionally, this kind of real-time data can help brands to optimize their supply chain and logistics, as well as to identify potential issues such as counterfeit products.

Smart packaging can have a positive impact on product usage, by providing consumers with easy access to information and instructions for proper use. This functionality can help to reduce waste by enabling consumers to use products correctly, thereby decreasing the likelihood of errors that can lead to waste. Furthermore, by offering consumers a convenient and easy way to reorder products, smart packaging can help increase the frequency of reorders, resulting in greater customer loyalty and increased revenue for brands.

The ability to track and analyze engagement with smart packaging in real-time, and at the item level, is a significant advantage for brands. This feature enables brands to gain valuable insights into consumer behavior and preferences, providing them with the necessary information to make data-driven decisions regarding their supply chain and logistics. By aggregating and analyzing this information, brands can optimize their marketing and product development strategies. The capacity to collect data in real-time and at the item level is particularly advantageous, as it allows brands to quickly respond to changing consumer preferences and needs. By analyzing consumer behavior and feedback in real-time, brands can identify emerging trends and make informed decisions on new product development or marketing campaigns. This data-driven approach can help brands stay competitive and keep pace with ever-changing consumer demands.

Connected packaging technology like NFC and RFID can be used to uniquely identify individual products, allowing brands to track interactions with specific items. This data can be particularly useful in identifying grey market diversion, which can be a difficult problem for brands to address. Once a product crosses a border, it is typically difficult for brands to track it from a legal and regulatory standpoint. However, with connected packaging, brands can gain visibility of products beyond the border, beyond the store and beyond traditional data collection points. Connected packaging can provide brands with valuable data on consumer interactions with their products. Even simple interactions such as playing a Spotify playlist when a product is tapped, can provide information on the location and timing of the interaction, which can be used to detect issues such as grey market diversion. For example, if a batch of perfume intended for New York is found to have a high concentration of Spotify downloads happening in Australia, it could be assumed that something went wrong in the supply chain, and the batch ended up in Australia for some reason. This kind of data can help brands to uncover issues in their supply chain and take corrective action to prevent them from happening in the future.

Consumers today are becoming more conscious of the impact of their purchasing decisions on the environment and are looking for brands that share their values. Brands that take steps to reduce their environmental impact, such as going plastic-free or implementing sustainable practices in their supply chain, can establish themselves as thought leaders in their industry. Communicating these efforts to consumers can increase transparency and build trust, as consumers are increasingly demanding information on the environmental impact of the products they purchase.

By using smart packaging with connected technologies, brands can also provide information on the materials and processes used in their products and packaging. This can help consumers to make more informed decisions about their purchases and also help brands to build a reputation as authentic and environmentally responsible. Smart packaging can not only improve the consumer experience but also help brands to establish themselves as thought leaders and responsible citizens.

Smart packaging enables brands to provide an interactive and personalized experience for consumers. For example, by using connected technologies such as NFC, a consumer can tap on a Dior skirt and access a tutorial on how to style it, which can be delivered in the form of a video. This kind of interactive content can be more engaging for consumers than traditional text-based instructions and can help to build a stronger connection between the consumer and the brand. Beyond the interactive content, smart packaging can also enable brands to collect data on consumer preferences and behavior, which can be used to tailor marketing and product offerings. For example, by tracking the skirt that a consumer has selected, the brand can gather information on her size and preferences and use this information to suggest complementary products such as belts or bags that fit and tie in with the skirt. This kind of personalization can help to build a lifetime relationship between the brand and the consumer and can result in increased revenue over the course of that lifetime.

Humans have a natural tendency to seek out information that is personalized, relevant, and easily accessible. In today's digital age, the internet and social media platforms like Instagram and Google are popular sources of information, but these platforms can also be sources of distraction that can prevent consumers from reaching their desired destination. Smart packaging with connected technologies can provide consumers with an alternative way to access information, by delivering relevant and personalized content directly to the product they are holding in their hands. This can be more efficient and less distracting than searching for information on a separate platform. Additionally, by providing an easy and direct access to information, smart packaging can help to build a stronger connection between the consumer and the brand.

By linking sustainability data with smartphone technology, companies can help inform consumers on proper packaging disposal, such as recycling or composting, in the area where the product is used. This can also allow consumers to track their own sustainability efforts, which can provide a sense of direction and connection with the company's sustainability efforts. This strategy could be

effective in communicating sustainability to consumers and helping them make more environmentally conscious choices. (Boz et al., 2020)

By integrating NFC technology into product packaging, consumers are provided with immediate access to product information that may have otherwise been difficult or time-consuming to obtain. This technology streamlines the process of searching for product information, improving the overall consumer experience. Furthermore, brands can better control the messaging around their products and ensure that consumers receive accurate and consistent information that aligns with the brand's overall message. By leveraging NFC technology in this way, brands can create a more seamless and integrated digital channel, providing greater value to consumers and strengthening the overall brand-consumer relationship.

Smart packaging can also be used to support a brand's corporate social responsibility efforts by providing consumers with information on the brand's sustainable practices, such as reducing waste, using eco-friendly materials, and fair trade sourcing. Brands can use data collected from connected packaging to track their progress and communicate their efforts to consumers. Moreover, smart packaging can be a valuable asset for a brand, as it allows them to monetize their packaging by transforming it into a digital experience. By using connected packaging technologies, brands can control the conversation with their audience and engage in one-to-one communication with them. This can increase brand loyalty, customer engagement and also allows for direct feedback from customers.

Smart packaging technologies can provide brands with valuable insights into consumer behavior and preferences by allowing them to collect data from their customers, who are the most loyal and engaged with their products. This can be a more cost-effective and efficient way for brands to gather data compared to traditional market research methods such as focus groups, which can be expensive and require a small sample size. By collecting data from customers through connected packaging, brands can gain a more comprehensive and accurate understanding of their target market and use this information to improve their products and the overall customer experience. This is particularly important for large organizations that have a small email list of customers, by having a direct connection with their customers through smart packaging they can gather the data they need to improve their products and services.

Smart packaging technologies like NFC can provide an added layer of security and authenticity for products. NFC tags have a unique identifier that can't be replicated, which makes it difficult to counterfeit. When this unique identifier is combined with a secure authentication system, it can detect if a product is authentic or not, even if the tag has been replicated. This can increase trust in the brand and product for consumers. Additionally, by combining these security features with other marketing activities, brands can create an interactive and personalized experience for consumers. Consumers can tap on the product and access information about it and even engage in fun activities such as quizzes or contests, all of which can increase consumer engagement and brand loyalty.

Inventory visibility is crucial for the apparel industry, particularly as they are shifting towards an Omni-channel strategy. With an Omni-channel approach, brands need to be able to sell their products not only in-store but also online, and also allow consumers to view online which items are available at which store closest to them and ship directly from those stores. This requires a real-time and accurate visibility of the products inventory in each store at any given time. Smart packaging technologies, such as RFID, can help to improve inventory visibility by enabling brands to track the location and quantities of products in real-time. RFID tags can be attached to products and scanned at various points throughout the supply chain, providing a detailed view of inventory levels and locations. This can help brands to optimize their inventory management, improve the accuracy of their stocktaking and also improve the overall customer experience by providing real-time stock availability

However, smart packaging technologies like NFC can also be used to provide a direct and interactive experience for consumers. By using NFC tags on apparel, consumers can tap on the actual piece of clothing to access more information about it, such as its composition, care instructions, and even reviews. This is becoming more common in technical style clothing such as outdoor gear, where consumers are looking for detailed information about the product's features and performance.

An example of how smart packaging can be used as a "Trojan horse" for detecting grey market diversion is by using NFC technology on a high-value brand of winter jackets. The brand may not actively promote this feature, but it can be a valuable tool for protecting the brand and detecting diversion within the supply chain. For example, every time a consumer interacts with an NFC-enabled jacket, the brand can track the location of the interaction and the identity of the consumer.

If the brand detects that a large number of interactions with their jackets are occurring in a different geographic location than where the jackets were intended to be sold, they can assume that there is a diversion happening within their supply chain. This is because the price points for the same product can vary significantly between different jurisdictions.

By using smart packaging, the brand can detect grey market diversion and take action to protect their brand and prevent the loss of revenue. This can be done by identifying the source of the diversion, and taking steps to prevent it from happening in the future.

Tamper-evident sensor tags integrated into fashion products can assist in identifying if a product has been opened and enable fashion brands to modify their messaging to the consumer accordingly. These tags do not alert the consumer that the product has been opened, but they do provide an opportunity for the brand to continue engaging with the consumer after the product has been opened. For instance, they can offer styling tips or information that is pertinent to the consumer once they have opened the product. This technology is especially valuable in preventing a problem that arises in the luxury fashion market, where products are frequently counterfeited and sold as authentic. By detecting if a product has been opened, the brand can take measures to prevent this type of fraud, which can safeguard the brand's reputation and revenue.

The ability for a consumer to trust that they are purchasing a valid, untampered product is crucial for any brand. Smart packaging technologies like tamper-evident sensor tags can provide this assurance to consumers and build trust in the brand. This not only has a direct financial impact for the brand, by reducing the losses caused by fraud, but it also has an intangible impact on consumer trust and confidence in purchasing the brand's products. When consumers know that a brand is taking steps to protect the integrity of its products and prevent fraud, they are more likely to continue purchasing from that brand, which can lead to increased brand loyalty and revenue growth. Additionally, it can also improve the brand's reputation and its relationship with customers.

A fashion company has implemented an NFC tag to promote their limited edition apparel line, where customers can tap on the NFC label attached to a garment to learn more about the product and participate in a contest. To ensure the authenticity and safety of the product, a tamper-evident NFC tag is integrated into the label. Once the customer opens the product and breaks the tamper-evident tag, they are able to enter the contest, which not only provides a unique and engaging

customer experience but also yields valuable data for the marketing team to analyze. The tamper-evident NFC tag not only adds a layer of security and authenticity to the product but also enables purchase validation and data collection, thus enhancing the overall brand experience. The marketer knows exactly when and where the product was purchased, and who is entering the contest. This data allows them to verify that the product has been purchased and brought home, and also to gain insight into the demographics of their customer base. This information can be used to target future marketing efforts more effectively.

As consumers become more familiar with interacting with connected packaging technologies, it becomes more interesting in terms of the types of features that can be introduced. Recently, QR codes have become more popular due to the pandemic, which has increased consumer familiarity with contactless access to information. Currently, the headline features of smart packaging technologies are focused on communicating the authenticity of products and providing a direct benefit to consumers. But as consumer familiarity grows, it will be possible to introduce more mundane features such as playing a video or displaying a motivational message. These types of features may not immediately grab a consumer's attention, but they can provide long-term benefits in terms of building relationships with consumers.

In the future, as consumer familiarity with smart packaging technologies increases, brands will be able to leverage this familiarity to introduce more advanced and innovative features, which can further enhance the consumer experience and build deeper relationships with customers. As an increasing number of brands and organizations familiarize themselves with connected packaging technologies, it is likely that we will witness another surge in implementation. Despite the simplicity and low-cost nature of the technical aspects involved in adopting smart packaging technologies, brands and organizations who are new to this area may find the prospect of executing a connected packaging campaign daunting.

The challenges of sourcing the necessary materials, such as NFC tags, and understanding the backend platforms and analytics required for a successful campaign can be overwhelming for those unfamiliar with the process. However, as more brands and organizations gain familiarity with these technologies, the barriers to entry will erode and the process will become more streamlined and manageable, similar to creating a simple online banner ad. Familiarity is key, as teams who are already familiar with creating and executing digital campaigns will be able to apply that knowledge

to connected packaging, making the process less daunting and more manageable. As more brands and organizations become familiar with smart packaging technologies, it will pave the way for more widespread adoption and innovative uses in the future.

7. Conclusion

The present study aimed to investigate consumers' motives and concerns regarding privacy and personal data sharing. A comprehensive survey was implemented to capture these insights, focusing on consumers' attitudes and desires towards privacy, their intentions to disclose personal data in return for monetary and non-monetary incentives, and their willingness to pay more for environmentally friendly and sustainable packaging. The data collected from the survey was analyzed using SPSS, and the results revealed that there are significant differences in the level of privacy sensitivity among different age groups, with Gen Z consumers found to be more sensitive to privacy issues than Gen Y and Gen X.

Through a comprehensive survey, the findings of this study highlight the complexity of consumer attitudes towards privacy and personal data sharing. The study revealed that consumers place a high value on privacy and have concerns about the ways in which their personal data is collected, used and shared. On one hand, consumers express a desire for greater control over their personal data and are concerned about potential misuse of their information. On the other hand, they are willing to disclose their data in exchange for certain benefits, such as personalized offers or improved service. Additionally, the study found that consumers are willing to disclose their personal data in return for monetary and non-monetary incentives, but they have different preferences for the type of incentives offered. Furthermore, the study found that consumers are willing to pay more for environmentally friendly and sustainable packaging, indicating that there is a growing awareness and concern about environmental issues among consumers.

The results provide valuable insights for businesses and policymakers to create more effective privacy and data sharing policies, and to design products and services that meet the needs and preferences of consumers. In particular, businesses should consider offering more transparent and customizable data sharing options, and be mindful of consumers' willingness to pay more for sustainable packaging. Policymakers, on the other hand, should consider implementing measures to ensure that consumer data is protected and used responsibly.

Furthermore, the study contributes to the academic literature by showing the differences between the privacy concerns among different age groups, and the willingness to pay more for

environmentallly friendly products. The findings of this study have the potential to inform the development of more effective privacy policies and data sharing practices in the future. The findings suggest that businesses should consider offering non-monetary incentives, such as greater transparency and control over personal data, to increase consumer trust and engagement. Additionally, the results indicate that there is a growing consumer demand for environmentally friendly and sustainable packaging options, and businesses should consider incorporating these options into their products and services to meet this demand.

It should be noted that the sample in this study may not be representative of all consumers, and future research should consider expanding the sample size and demographic diversity to further investigate these results. Additionally, the study is limited to the context of the current time and place and it's important to note that the results may not generalize to other cultures, societies and time periods. Nevertheless, the study provides valuable insights that can inform future research on consumer privacy, data sharing and sustainable packaging.

8. Suggestions for Further Research

This study has provided valuable insights into consumers' attitudes and behaviors towards privacy and personal data sharing, as well as their willingness to pay more for environmentally friendly and sustainable packaging. However, there are several areas where further research could be conducted to expand upon the findings of this study and provide a more comprehensive understanding of consumer behavior in these areas.

One potential area for future research is to investigate the impact of cultural differences on consumer attitudes towards privacy and personal data sharing. While this study focused on three generations of consumers in Greece, it is possible that consumers in other countries may have different attitudes and behaviors towards these topics. Conducting similar research in different cultural contexts could provide valuable insights into how cultural values influence consumer behavior.

Another area for future research is to explore the relationship between consumers' trust in companies and their willingness to share personal data. This study found that consumers are more likely to share personal data when they trust the company collecting it, but further research could investigate how companies can build and maintain trust with consumers in this context.

Furthermore, future research could investigate the impact of different types of communication strategies on consumers' attitudes and behaviors towards privacy and personal data sharing. This study found that consumers are more likely to share personal data when they understand how it will be used and have control over how it is shared, but further research could investigate how different communication strategies (such as visuals or personal stories) impact consumers' perceptions and behaviors.

Finally, future research could investigate how companies can effectively communicate the environmental benefits of sustainable packaging to consumers. While this study found that consumers are willing to pay more for environmentally friendly and sustainable packaging, further research could investigate how companies can effectively communicate the environmental benefits of these products to consumers and encourage them to make more sustainable choices.

Overall, there are several areas where further research could be conducted to expand upon the findings of this study and provide a more comprehensive understanding of consumer behavior in the context of privacy, personal data sharing, and sustainability.

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10. Annexes

10.1 Annex I: Questionnaire

Section A: Filter Questions

1.Do you buy luxury brands?

a) Yes ☐ b) No ☐

2.How many times a year do you buy luxury brands?

a) 1-4 ☐ b) 5-9 ☐ c) 10-14 ☐ d) over 15 ☐ e) I don't buy at all ☐

Section B: Questions about personal data

1. Who do you think owns your personal digital platform data?

You have a full ownership of the data ☐

The platform owns the data ☐

You and the platform co-own the data ☐

2. Please indicate your level of agreement/disagreement with each of the following statements.

I expect the luxury brands:

	Strongly Disagree 1. . . . 2 . . . . 3 . . . . 4 . . . . 5. . . . 6 . . . . 7 Strongly Agree							
1.	Ask for my consent before they collect my data	**1**	**2**	**3**	**4**	**5**	**6**	**7**
2.	Do not sell my data to other parties	**1**	**2**	**3**	**4**	**5**	**6**	**7**
3.	Secure my data and protect it from hackers	**1**	**2**	**3**	**4**	**5**	**6**	**7**
4.	Be transparent about the personal data they are collecting	**1**	**2**	**3**	**4**	**5**	**6**	**7**
5.	Make sure my data is always under my control	**1**	**2**	**3**	**4**	**5**	**6**	**7**
6.	Inform me if breach occurs and tell me how to protect myself	**1**	**2**	**3**	**4**	**5**	**6**	**7**
7.	Allow consumers to easily opt-out of data sharing	**1**	**2**	**3**	**4**	**5**	**6**	**7**
8.	Provide brief and readily understandable privacy policies and agreements	**1**	**2**	**3**	**4**	**5**	**6**	**7**

3. Please rate how important you consider each of the following motives for providing personal information.

Strongly Disagree		**1. . . . 2 . . . . 3 . . . . 4 . . . . 5. . . . 6 . . . . 7**						**Strongly Agree**
1.	Extended product warranty	**1**	**2**	**3**	**4**	**5**	**6**	**7**
2.	Access to exclusive products	**1**	**2**	**3**	**4**	**5**	**6**	**7**
3.	Donation or non-financial support to a social cause	**1**	**2**	**3**	**4**	**5**	**6**	**7**
4.	Access to news, reviews, newsletters and other digital content	**1**	**2**	**3**	**4**	**5**	**6**	**7**
5.	Ability to participate in an online community	**1**	**2**	**3**	**4**	**5**	**6**	**7**

4. Please indicate your level of agreement/disagreement with each of the following statements.

	Strongly Disagree **1. . . . 2 . . . . 3 . . . . 4 . . . . 5. . . . 6 . . . . 7**	**Strongly Agree**
1.	I don't like it when companies have my information when I don't explicitly provide it	**1 2 3 4 5 6 7**
2.	I feel it is a violation of my personal privacy for any company to use my personal information	**1 2 3 4 5 6 7**
3.	I wonder where they get the information and wonder if it's safe	**1 2 3 4 5 6 7**
4.	I think it's a good idea if it provides a better experience or saves me money	**1 2 3 4 5 6 7**
5.	It makes resolving issues or concerns much easier	**1 2 3 4 5 6 7**
6.	I think it's a great idea, but I fell still many companies still miss the mark	**1 2 3 4 5 6 7**
7.	I appreciate receiving more relevant ads, information and offers	**1 2 3 4 5 6 7**
8.	It makes me feel like the company values me	**1 2 3 4 5 6 7**
9.	I have no feeling one way or the other	**1 2 3 4 5 6 7**

5. Please rate how important do you consider each of the following motives for sharing personal data to be?

Not Important	**1. . . . 2 . . . . 3 . . . . 4 . . . . 5. . . . 6 . . . . 7**	**Very Important**
1.	Promotions, discounts and/or deals based on my preferences or account history	**1 2 3 4 5 6 7**
2.	Faster resolution to an issue or concern because my information is already on file	**1 2 3 4 5 6 7**
3.	Auto-checkout because my personal and payment information is already stored	**1 2 3 4 5 6 7**
4.	Recommendations for products or services to consider purchasing bases on my history	**1 2 3 4 5 6 7**
5.	Targeted advertisements for a product or service I am interested in	**1 2 3 4 5 6 7**
6.	A personalized greeting from the company when I make contact	**1 2 3 4 5 6 7**
7.	Not applicable – I wouldn't be willing to share my personal data for any benefit	**1 2 3 4 5 6 7**

Section C: Questions about packaging

1. How important do you consider the impact of a product's packaging on the environment?

Not Important	**1☐ 2☐ 3☐ 4☐ 5☐ 6☐ 7☐**	**Very Important**

2. How likely would you be to walk away from a luxury brand if its packaging is not environmentally friendly?

Extremely Unlikely	**1☐ 2☐ 3☐ 4☐ 5☐ 6☐ 7☐**	**Extremely Likely**

3. Evaluate the need you have on social media to communicate your luxury purchase to others.

Strongly Disagree	**1☐ 2☐ 3☐ 4☐ 5☐ 6☐ 7☐**	**Strongly Agree**

4. What percentage are you willing to pay for packaging on top of the normal price of the product if it is environmentally friendly?

a) 1-4% ☐ b) 5% ☐ c) 6-9% ☐ d) 10-20% ☐ e) Unwilling ☐

5. When it comes to luxury brands who say they are committed to sustainability do you believe you have a generally good idea of what these brands mean when they claim to be sustainable?

a) Yes ☐ b) No ☐

6. What percentage over the regular price are you willing to pay for a luxury brand that claims to be sustainable?

a) 1-4% ☐ b) 5% ☐ c) 6-9% ☐ d) 10-20% ☐ e) Unwilling ☐

Section C: Demographic characteristics

1. Gender:

a) Male ☐ b) Female ☐ c) Other ☐

2. Age:

a) 18-25 ☐ b) 26-41 ☐ c) 42-57 ☐ d) 58-75 ☐

3. Education Level:

Primary ☐ High school ☐ College ☐ Postgraduate ☐ PhD ☐

4. Annual Income:

0-10.000€ ☐ 10.001-20.000€ ☐ 20.001-30.000€ ☐ 30.001-50.000€ ☐ 50.001€+ ☐

10.2 Annex II: Descriptives

TABLE IX- DESCRIPTIVES FOR THE EFFECT OF AGE ON INCENTIVES FOR PROVIDING PERSONAL INFORMATION

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q12	18-25	135	5.81	1.374	.118	5.57	6.04	1	7
	26-41	47	5.91	1.412	.206	5.50	6.33	1	7
	42-57	50	5.86	1.604	.227	5.40	6.32	1	7
	58-75	8	4.75	1.982	.701	3.09	6.41	1	7
	Total	240	5.80	1.458	.094	5.62	5.99	1	7
Q13	18-25	135	4.94	1.587	.137	4.67	5.21	1	7
	26-41	47	4.72	1.908	.278	4.16	5.28	1	7
	42-57	50	4.26	2.028	.287	3.68	4.84	1	7
	58-75	8	3.00	1.512	.535	1.74	4.26	1	5
	Total	240	4.69	1.787	.115	4.46	4.92	1	7
Q14	18-25	135	5.59	1.513	.130	5.34	5.85	1	7
	26-41	47	5.30	1.768	.258	4.78	5.82	1	7
	42-57	50	5.46	1.432	.202	5.05	5.87	2	7
	58-75	8	3.75	2.121	.750	1.98	5.52	1	7
	Total	240	5.45	1.597	.103	5.24	5.65	1	7
Q15	18-25	135	4.46	1.827	.157	4.15	4.77	1	7
	26-41	47	4.00	1.853	.270	3.46	4.54	1	7
	42-57	50	4.20	1.874	.265	3.67	4.73	1	7
	58-75	8	2.88	2.031	.718	1.18	4.57	1	7
	Total	240	4.26	1.864	.120	4.03	4.50	1	7
Q16	18-25	135	4.79	1.644	.141	4.51	5.07	1	7
	26-41	47	4.13	1.861	.271	3.58	4.67	1	7
	42-57	50	3.98	1.824	.258	3.46	4.50	1	7
	58-75	8	2.88	1.356	.479	1.74	4.01	1	4
	Total	240	4.43	1.770	.114	4.20	4.65	1	7
Q26	18-25	135	5.04	1.478	.127	4.79	5.29	1	7
	26-41	47	4.26	1.811	.264	3.72	4.79	1	7
	42-57	50	4.84	1.811	.256	4.33	5.35	1	7
	58-75	8	3.88	1.126	.398	2.93	4.82	2	5
	Total	240	4.80	1.639	.106	4.60	5.01	1	7
Q27	18-25	135	5.26	1.496	.129	5.00	5.51	1	7
	26-41	47	4.83	1.761	.257	4.31	5.35	1	7
	42-57	50	4.86	1.702	.241	4.38	5.34	1	7
	58-75	8	4.13	1.642	.581	2.75	5.50	2	7
	Total	240	5.05	1.611	.104	4.85	5.26	1	7
Q28	18-25	135	4.84	1.866	.161	4.52	5.15	1	7
	26-41	47	4.34	2.014	.294	3.75	4.93	1	7
	42-57	50	4.60	1.917	.271	4.06	5.14	1	7
	58-75	8	4.38	1.598	.565	3.04	5.71	2	7
	Total	240	4.68	1.898	.122	4.43	4.92	1	7
Q29	18-25	135	4.53	1.774	.153	4.23	4.84	1	7
	26-41	47	3.94	1.870	.273	3.39	4.49	1	7
	42-57	50	4.30	1.644	.233	3.83	4.77	1	7
	58-75	8	3.13	1.642	.581	1.75	4.50	1	5
	Total	240	4.32	1.781	.115	4.09	4.55	1	7
Q30	18-25	135	4.28	1.891	.163	3.96	4.60	1	7
	26-41	47	3.79	1.853	.270	3.24	4.33	1	7
	42-57	50	4.14	1.678	.237	3.66	4.62	1	7
	58-75	8	3.00	1.852	.655	1.45	4.55	1	6
	Total	240	4.11	1.850	.119	3.88	4.35	1	7
Q31	18-25	135	3.65	2.009	.173	3.31	3.99	1	7
	26-41	47	3.19	1.777	.259	2.67	3.71	1	7
	42-57	50	3.34	1.912	.270	2.80	3.88	1	7
	58-75	8	2.50	1.690	.598	1.09	3.91	1	5
	Total	240	3.46	1.942	.125	3.21	3.71	1	7

TABLE X- DESCRIPTIVES FOR THE EFFECT OF AGE ON CONSUMERS ATTITUDES TOWARD THE USE OF PERSONAL DATA

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q20	18-25	135	5.01	1.743	.150	4.71	5.30	1	7
	26-41	47	4.28	1.942	.283	3.71	4.85	1	7
	42-57	50	4.22	2.197	.311	3.60	4.84	1	7
	58-75	8	2.88	2.031	.718	1.18	4.57	1	7
	Total	240	4.63	1.945	.126	4.38	4.88	1	7
Q21	18-25	135	4.62	1.884	.162	4.30	4.94	1	7
	26-41	47	4.36	1.811	.264	3.83	4.89	1	7
	42-57	50	4.08	2.156	.305	3.47	4.69	1	7
	58-75	8	3.50	1.414	.500	2.32	4.68	1	5
	Total	240	4.42	1.926	.124	4.18	4.67	1	7
Q22	18-25	135	4.45	1.923	.165	4.12	4.78	1	7
	26-41	47	3.79	2.186	.319	3.15	4.43	1	7
	42-57	50	4.04	1.916	.271	3.50	4.58	1	7
	58-75	8	4.38	2.134	.754	2.59	6.16	1	7
	Total	240	4.23	1.988	.128	3.98	4.49	1	7
Q23	18-25	135	3.36	1.995	.172	3.02	3.70	1	7
	26-41	47	2.77	1.936	.282	2.20	3.33	1	7
	42-57	50	2.72	1.773	.251	2.22	3.22	1	7
	58-75	8	2.63	1.408	.498	1.45	3.80	1	5
	Total	240	3.09	1.937	.125	2.84	3.33	1	7
Q24	18-25	135	3.97	1.861	.160	3.65	4.29	1	7
	26-41	47	3.57	1.942	.283	3.00	4.14	1	7
	42-57	50	3.04	1.641	.232	2.57	3.51	1	7
	58-75	8	3.25	1.669	.590	1.85	4.65	1	6
	Total	240	3.68	1.855	.120	3.44	3.91	1	7

TABLE XI- DESCRIPTIVES FOR THE EFFECT OF AGE ON CONSUMERS ATTITUDES TOWARDS DATA CONTROL AND TRANSPARENCY

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Q4	18-25	135	6.71	.818	.070	6.57	6.85	2	7
	26-41	47	6.74	.820	.120	6.50	6.99	2	7
	42-57	50	6.62	1.210	.171	6.28	6.96	1	7
	58-75	8	6.63	1.061	.375	5.74	7.51	4	7
	Total	240	6.70	.917	.059	6.58	6.81	1	7
Q5	18-25	135	6.56	1.207	.104	6.36	6.77	1	7
	26-41	47	6.72	1.057	.154	6.41	7.03	1	7
	42-57	50	6.64	1.439	.204	6.23	7.05	1	7
	58-75	8	6.75	.707	.250	6.16	7.34	5	7
	Total	240	6.62	1.215	.078	6.46	6.77	1	7
Q6	18-25	135	6.79	.859	.074	6.64	6.93	1	7
	26-41	47	6.74	.675	.098	6.55	6.94	4	7
	42-57	50	6.88	.849	.120	6.64	7.12	1	7
	58-75	8	6.63	1.061	.375	5.74	7.51	4	7
	Total	240	6.79	.827	.053	6.69	6.90	1	7
Q7	18-25	135	6.10	1.672	.144	5.82	6.39	1	7
	26-41	47	6.74	.706	.103	6.54	6.95	3	7
	42-57	50	6.62	1.383	.196	6.23	7.01	1	7
	58-75	8	6.25	1.389	.491	5.09	7.41	4	7
	Total	240	6.34	1.481	.096	6.15	6.53	1	7
Q8	18-25	135	6.49	1.190	.102	6.29	6.69	1	7
	26-41	47	6.66	.600	.088	6.48	6.84	5	7
	42-57	50	6.76	.847	.120	6.52	7.00	2	7
	58-75	8	6.75	.707	.250	6.16	7.34	5	7
	Total	240	6.59	1.019	.066	6.46	6.72	1	7
Q9	18-25	135	6.79	.802	.069	6.66	6.93	1	7
	26-41	47	6.66	.841	.123	6.41	6.91	3	7
	42-57	50	6.86	.756	.107	6.65	7.07	2	7
	58-75	8	6.38	1.768	.625	4.90	7.85	2	7
	Total	240	6.77	.846	.055	6.66	6.87	1	7
Q10	18-25	135	6.55	1.124	.097	6.36	6.74	1	7
	26-41	47	6.64	.870	.127	6.38	6.89	2	7
	42-57	50	6.82	.896	.127	6.57	7.07	1	7
	58-75	8	6.63	1.061	.375	5.74	7.51	4	7
	Total	240	6.63	1.031	.067	6.49	6.76	1	7
Q11	18-25	135	6.50	1.152	.099	6.30	6.69	1	7
	26-41	47	6.79	.508	.074	6.64	6.94	5	7
	42-57	50	6.72	1.011	.143	6.43	7.01	1	7
	58-75	8	6.50	1.414	.500	5.32	7.68	3	7
	Total	240	6.60	1.038	.067	6.47	6.73	1	7

TABLE XII- DESCRIPTIVES FOR THE EFFECT OF AGE IN THE NEED TO COMMUNICATE LUXURY PURCHASE

Descriptives

Q35

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25	135	2.91	1.991	.171	2.57	3.25	1	7
26-41	47	2.15	1.744	.254	1.64	2.66	1	7
42-57	50	1.86	1.539	.218	1.42	2.30	1	7
58-75	8	1.25	.707	.250	.66	1.84	1	3
Total	240	2.49	1.888	.122	2.25	2.73	1	7

TABLE XIII- DESCRIPTIVES FOR THE EFFECT OF CONSUMERS UNDERSTANDING OF LUXURY BRANDS SUSTAINABILITY ON WILLINGNESS TO PAY FOR SUSTAINABLE PACKAGING

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
WTP_Environmental	NO	139	2.34	1.133	.096	2.15	2.53	1	5
	YES	101	2.47	1.054	.105	2.26	2.67	1	5
	Total	240	2.39	1.100	.071	2.25	2.53	1	5
WTP_Sustainable	NO	139	2.2158	1.08856	.09233	2.0333	2.3984	1.00	5.00
	YES	101	2.6040	1.10525	.10998	2.3858	2.8222	1.00	5.00
	Total	240	2.3792	1.11005	.07165	2.2380	2.5203	1.00	5.00

TABLE XIV- DESCRIPTIVES FOR THE INFLUENCE OF CONSUMERS PERCEPTION OF PACKAGING SUSTAINABILIYY ON WILLINGNESS TO PAY

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
WTP_Environmental	Not important	3	1.00	.000	.000	1.00	1.00	1	1
	Slightly important	8	1.75	1.035	.366	.88	2.62	1	3
	Neutral	19	2.00	1.106	.254	1.47	2.53	1	4
	Moderately important	22	2.23	.973	.207	1.80	2.66	1	4
	Very important	72	2.49	1.113	.131	2.22	2.75	1	5
	Extremely important	116	2.51	1.091	.101	2.31	2.71	1	5
	Total	240	2.39	1.100	.071	2.25	2.53	1	5
WTP_Sustainable	Not important	3	1.6667	1.15470	.66667	-1.2018	4.5351	1.00	3.00
	Slightly important	8	1.7500	1.48805	.52610	.5060	2.9940	1.00	5.00
	Neutral	19	2.0526	.97032	.22261	1.5850	2.5203	1.00	4.00
	Moderately important	22	2.3182	1.08612	.23156	1.8366	2.7997	1.00	5.00
	Very important	72	2.6667	1.07468	.12665	2.4141	2.9192	1.00	5.00
	Extremely important	116	2.3276	1.10159	.10228	2.1250	2.5302	1.00	5.00
	Total	240	2.3792	1.11005	.07165	2.2380	2.5203	1.00	5.00

TABLE XV- DESCRIPTIVES FOR THE EFFECT OF AGE ON COMSUMERS WILLINGNESS TO PAY FOR ENVIRONMENTALLY FRIENDLY PACKAGING

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
WTP_Environmental	18-25	135	2.47	1.145	.099	2.28	2.67	1	5
	26-41	47	2.60	1.116	.163	2.27	2.92	1	5
	42-57	50	2.00	.881	.125	1.75	2.25	1	4
	58-75	8	2.25	1.035	.366	1.38	3.12	1	4
	Total	240	2.39	1.100	.071	2.25	2.53	1	5
WTP_Sustainable	18-25	135	2.4370	1.13695	.09785	2.2435	2.6306	1.00	5.00
	26-41	47	2.5106	1.03991	.15169	2.2053	2.8160	1.00	5.00
	42-57	50	2.1800	1.08214	.15304	1.8725	2.4875	1.00	5.00
	58-75	8	1.8750	1.12599	.39810	.9336	2.8164	1.00	4.00
	Total	240	2.3792	1.11005	.07165	2.2380	2.5203	1.00	5.00

TABLE XVI- DESCRIPTIVES FOR THE EFFECT OF AGE ON CONSUMER ATTITUDE TOWARDS WALKING AWAY FROM LUXURY BRANDS WITH NOT ENVIRONMENTALLY FRIENDLY PACKAGING

Descriptives

Q34

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25	135	4.13	1.950	.168	3.80	4.47	1	7
26-41	47	4.72	1.716	.250	4.22	5.23	1	7
42-57	50	4.98	1.672	.236	4.50	5.46	1	7
58-75	8	4.38	1.685	.596	2.97	5.78	1	6
Total	240	4.43	1.867	.121	4.20	4.67	1	7

10.3 Annex III: Post Hoc

TABLE XVII- POST HOC FOR THE EFFECT OF AGE ON INCENTIVES FOR PROVIDING PERSONAL INFORMATION

Multiple Comparisons

LSD

Dependent Variable	(I) Q40	(J) Q40	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q12	18-25	26-41	-.107	.246	.663	-.59	.38
		42-57	-.053	.241	.827	-.53	.42
		58-75	1.057*	.529	.047	.02	2.10
	26-41	18-25	.107	.246	.663	-.38	.59
		42-57	.055	.295	.853	-.53	.64
		58-75	1.165*	.556	.037	.07	2.26
	42-57	18-25	.053	.241	.827	-.42	.53
		26-41	-.055	.295	.853	-.64	.53
		58-75	1.110*	.553	.046	.02	2.20
	58-75	18-25	-1.057*	.529	.047	-2.10	-.02
		26-41	-1.165*	.556	.037	-2.26	-.07
		42-57	-1.110*	.553	.046	-2.20	-.02
Q13	18-25	26-41	.217	.296	.464	-.37	.80
		42-57	.681*	.290	.020	.11	1.25
		58-75	1.941*	.637	.003	.69	3.20
	26-41	18-25	-.217	.296	.464	-.80	.37
		42-57	.463	.355	.194	-.24	1.16
		58-75	1.723*	.669	.011	.41	3.04
	42-57	18-25	-.681*	.290	.020	-1.25	-.11
		26-41	-.463	.355	.194	-1.16	.24
		58-75	1.260	.666	.060	-.05	2.57
	58-75	18-25	-1.941*	.637	.003	-3.20	-.69
		26-41	-1.723*	.669	.011	-3.04	-.41
		42-57	-1.260	.666	.060	-2.57	.05
Q14	18-25	26-41	.295	.266	.269	-.23	.82
		42-57	.133	.260	.611	-.38	.64
		58-75	1.843*	.572	.001	.72	2.97
	26-41	18-25	-.295	.266	.269	-.82	.23
		42-57	-.162	.319	.612	-.79	.47
		58-75	1.548*	.601	.011	.36	2.73
	42-57	18-25	-.133	.260	.611	-.64	.38
		26-41	.162	.319	.612	-.47	.79
		58-75	1.710*	.598	.005	.53	2.89
	58-75	18-25	-1.843*	.572	.001	-2.97	-.72
		26-41	-1.548*	.601	.011	-2.73	-.36
		42-57	-1.710*	.598	.005	-2.89	-.53
Q15	18-25	26-41	.459	.313	.144	-.16	1.08
		42-57	.259	.306	.398	-.34	.86
		58-75	1.584*	.673	.019	.26	2.91
	26-41	18-25	-.459	.313	.144	-1.08	.16
		42-57	-.200	.376	.595	-.94	.54
		58-75	1.125	.707	.113	-.27	2.52
	42-57	18-25	-.259	.306	.398	-.86	.34
		26-41	.200	.376	.595	-.54	.94
		58-75	1.325	.704	.061	-.06	2.71
	58-75	18-25	-1.584*	.673	.019	-2.91	-.26
		26-41	-1.125	.707	.113	-2.52	.27
		42-57	-1.325	.704	.061	-2.71	.06
Q16	18-25	26-41	.665*	.291	.023	.09	1.24
		42-57	.813*	.285	.005	.25	1.37
		58-75	1.916*	.625	.002	.69	3.15
	26-41	18-25	-.665*	.291	.023	-1.24	-.09
		42-57	.148	.349	.673	-.54	.84
		58-75	1.253	.657	.058	-.04	2.55
	42-57	18-25	-.813*	.285	.005	-1.37	-.25
		26-41	-.148	.349	.673	-.84	.54
		58-75	1.105	.655	.093	-.18	2.39
	58-75	18-25	-1.918*	.625	.002	-3.15	-.69
		26-41	-1.253	.657	.058	-2.55	.04
		42-57	-1.105	.655	.093	-2.39	.18
Q26	18-25	26-41	.782*	.273	.005	.24	1.32
		42-57	.197	.267	.461	-.33	.72
		58-75	1.162*	.587	.049	.01	2.32
	26-41	18-25	-.782*	.273	.005	-1.32	-.24
		42-57	-.585	.328	.076	-1.23	.06
		58-75	.380	.617	.538	-.83	1.60
	42-57	18-25	-.197	.267	.461	-.72	.33
		26-41	.585	.328	.076	-.06	1.23
		58-75	.965	.614	.117	-.24	2.17
	58-75	18-25	-1.162*	.587	.049	-2.32	-.01
		26-41	-.380	.617	.538	-1.60	.83
		42-57	-.965	.614	.117	-2.17	.24
Q27	18-25	26-41	.429	.271	.114	-.10	.96
		42-57	.399	.265	.133	-.12	.92
		58-75	1.134	.582	.052	-.01	2.28
	26-41	18-25	-.429	.271	.114	-.96	.10
		42-57	-.030	.325	.926	-.67	.61
		58-75	.705	.612	.250	-.50	1.91
	42-57	18-25	-.399	.265	.133	-.92	.12
		26-41	.030	.325	.926	-.61	.67
		58-75	.735	.609	.229	-.46	1.93
	58-75	18-25	-1.134	.582	.052	-2.28	.01
		26-41	-.705	.612	.250	-1.91	.50
		42-57	-.735	.609	.229	-1.93	.46
Q28	18-25	26-41	.497	.322	.124	-.14	1.13
		42-57	.237	.314	.452	-.38	.86
		58-75	.462	.691	.504	-.90	1.82
	26-41	18-25	-.497	.322	.124	-1.13	.14
		42-57	-.260	.386	.502	-1.02	.50
		58-75	-.035	.726	.962	-1.47	1.40
	42-57	18-25	-.237	.314	.452	-.86	.38
		26-41	.260	.386	.502	-.50	1.02
		58-75	.225	.723	.756	-1.20	1.65
	58-75	18-25	-.462	.691	.504	-1.82	.90
		26-41	.035	.726	.962	-1.40	1.47
		42-57	-.225	.723	.756	-1.65	1.20
Q29	18-25	26-41	.597*	.299	.047	.01	1.19
		42-57	.233	.292	.425	-.34	.81
		58-75	1.408*	.642	.029	.14	2.67
	26-41	18-25	-.597*	.299	.047	-1.19	-.01
		42-57	-.364	.358	.311	-1.07	.34
		58-75	.811	.674	.230	-.52	2.14
	42-57	18-25	-.233	.292	.425	-.81	.34
		26-41	.364	.358	.311	-.34	1.07
		58-75	1.175	.671	.081	-.15	2.50
	58-75	18-25	-1.408*	.642	.029	-2.67	-.14
		26-41	-.811	.674	.230	-2.14	.52
		42-57	-1.175	.671	.081	-2.50	.15
Q30	18-25	26-41	.494	.312	.114	-.12	1.11
		42-57	.141	.305	.643	-.46	.74
		58-75	1.281	.670	.057	-.04	2.60
	26-41	18-25	-.494	.312	.114	-1.11	.12
		42-57	-.353	.374	.346	-1.09	.38
		58-75	.787	.704	.264	-.60	2.17
	42-57	18-25	-.141	.305	.643	-.74	.46
		26-41	.353	.374	.346	-.38	1.09
		58-75	1.140	.701	.105	-.24	2.52
	58-75	18-25	-1.281	.670	.057	-2.60	.04
		26-41	-.787	.704	.264	-2.17	.60
		42-57	-1.140	.701	.105	-2.52	.24
Q31	18-25	26-41	.460	.328	.162	-.19	1.11
		42-57	.312	.321	.332	-.32	.94
		58-75	1.152	.705	.103	-.24	2.54
	26-41	18-25	-.460	.328	.162	-1.11	.19
		42-57	-.149	.393	.706	-.92	.63
		58-75	.691	.741	.351	-.77	2.15
	42-57	18-25	-.312	.321	.332	-.94	.32
		26-41	.149	.393	.706	-.63	.92
		58-75	.840	.737	.256	-.61	2.29
	58-75	18-25	-1.152	.705	.103	-2.54	.24
		26-41	-.691	.741	.351	-2.15	.77
		42-57	-.840	.737	.256	-2.29	.61

*. The mean difference is significant at the 0.05 level.

TABLE XVIII- POST HOC FOR THE EFFECT OF AGE ON CONSUMERS ATTITUDES TOWARD THE USE OF PERSONAL DATA

Multiple Comparisons

LSD

Dependent Variable	(I) Q40	(J) Q40	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q20	18-25	26-41	.731*	.321	.024	.10	1.36
		42-57	.787*	.313	.013	.17	1.40
		58-75	2.132*	.689	.002	.78	3.49
	26-41	18-25	-.731*	.321	.024	-1.36	-.10
		42-57	.057	.385	.883	-.70	.81
		58-75	1.402	.724	.054	-.02	2.83
	42-57	18-25	-.787*	.313	.013	-1.40	-.17
		26-41	-.057	.385	.883	-.81	.70
		58-75	1.345	.721	.063	-.08	2.77
	58-75	18-25	-2.132*	.689	.002	-3.49	-.78
		26-41	-1.402	.724	.054	-2.83	.02
		42-57	-1.345	.721	.063	-2.77	.08
Q21	18-25	26-41	.261	.325	.423	-.38	.90
		42-57	.542	.318	.089	-.08	1.17
		58-75	1.122	.698	.109	-.25	2.50
	26-41	18-25	-.261	.325	.423	-.90	.38
		42-57	.282	.390	.470	-.49	1.05
		58-75	.862	.734	.241	-.58	2.31
	42-57	18-25	-.542	.318	.089	-1.17	.08
		26-41	-.282	.390	.470	-1.05	.49
		58-75	.580	.730	.428	-.86	2.02
	58-75	18-25	-1.122	.698	.109	-2.50	.25
		26-41	-.862	.734	.241	-2.31	.58
		42-57	-.580	.730	.428	-2.02	.86
Q22	18-25	26-41	.665*	.336	.049	.00	1.33
		42-57	.412	.328	.211	-.23	1.06
		58-75	.077	.721	.915	-1.34	1.50
	26-41	18-25	-.665*	.336	.049	-1.33	.00
		42-57	-.253	.403	.531	-1.05	.54
		58-75	-.588	.758	.439	-2.08	.91
	42-57	18-25	-.412	.328	.211	-1.06	.23
		26-41	.253	.403	.531	-.54	1.05
		58-75	-.335	.755	.658	-1.82	1.15
	58-75	18-25	-.077	.721	.915	-1.50	1.34
		26-41	.588	.758	.439	-.91	2.08
		42-57	.335	.755	.658	-1.15	1.82
Q23	18-25	26-41	.597	.326	.068	-.04	1.24
		42-57	.643*	.319	.045	.02	1.27
		58-75	.738	.700	.293	-.64	2.12
	26-41	18-25	-.597	.326	.068	-1.24	.04
		42-57	.046	.391	.907	-.72	.82
		58-75	.141	.736	.848	-1.31	1.59
	42-57	18-25	-.643*	.319	.045	-1.27	-.02
		26-41	-.046	.391	.907	-.82	.72
		58-75	.095	.733	.897	-1.35	1.54
	58-75	18-25	-.738	.700	.293	-2.12	.64
		26-41	-.141	.736	.848	-1.59	1.31
		42-57	-.095	.733	.897	-1.54	1.35
Q24	18-25	26-41	.396	.310	.202	-.21	1.01
		42-57	.930*	.303	.002	.33	1.53
		58-75	.720	.665	.280	-.59	2.03
	26-41	18-25	-.396	.310	.202	-1.01	.21
		42-57	.534	.371	.151	-.20	1.27
		58-75	.324	.699	.643	-1.05	1.70
	42-57	18-25	-.930*	.303	.002	-1.53	-.33
		26-41	-.534	.371	.151	-1.27	.20
		58-75	-.210	.696	.763	-1.58	1.16
	58-75	18-25	-.720	.665	.280	-2.03	.59
		26-41	-.324	.699	.643	-1.70	1.05
		42-57	.210	.696	.763	-1.16	1.58

*. The mean difference is significant at the 0.05 level.

TABLE XIX- POST HOC FOR THE EFFECT OF AGE ON CONSUMERS ATTITUDES TOWARDS DATA CONTROL AND TRANSPARENCY

Multiple Comparisons

LSD

Dependent Variable	(I) Q40	(J) Q40	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Q4	18-25	26-41	-.034	.156	.830	-.34	.27
		42-57	.091	.153	.551	-.21	.39
		58-75	.086	.335	.798	-.57	.75
	26-41	18-25	.034	.156	.830	-.27	.34
		42-57	.125	.187	.506	-.24	.49
		58-75	.120	.352	.734	-.57	.81
	42-57	18-25	-.091	.153	.551	-.39	.21
		26-41	-.125	.187	.506	-.49	.24
		58-75	-.005	.351	.989	-.70	.69
	58-75	18-25	-.086	.335	.798	-.75	.57
		26-41	-.120	.352	.734	-.81	.57
		42-57	.005	.351	.989	-.69	.70
Q5	18-25	26-41	-.160	.207	.438	-.57	.25
		42-57	-.077	.202	.703	-.48	.32
		58-75	-.187	.444	.674	-1.06	.69
	26-41	18-25	.160	.207	.438	-.25	.57
		42-57	.083	.248	.737	-.41	.57
		58-75	-.027	.467	.955	-.95	.89
	42-57	18-25	.077	.202	.703	-.32	.48
		26-41	-.083	.248	.737	-.57	.41
		58-75	-.110	.465	.813	-1.03	.81
	58-75	18-25	.187	.444	.674	-.69	1.06
		26-41	.027	.467	.955	-.89	.95
		42-57	.110	.465	.813	-.81	1.03
Q6	18-25	26-41	.041	.141	.774	-.24	.32
		42-57	-.095	.138	.491	-.37	.18
		58-75	.160	.302	.597	-.44	.76
	26-41	18-25	-.041	.141	.774	-.32	.24
		42-57	-.135	.169	.423	-.47	.20
		58-75	.120	.318	.707	-.51	.75
	42-57	18-25	.095	.138	.491	-.18	.37
		26-41	.135	.169	.423	-.20	.47
		58-75	.255	.316	.421	-.37	.88
	58-75	18-25	-.160	.302	.597	-.76	.44
		26-41	-.120	.318	.707	-.75	.51
		42-57	-.255	.316	.421	-.88	.37
Q7	18-25	26-41	-.641*	.248	.010	-1.13	-.15
		42-57	-.516*	.242	.034	-.99	-.04
		58-75	-.146	.532	.784	-1.19	.90
	26-41	18-25	.641*	.248	.010	.15	1.13
		42-57	.125	.297	.675	-.46	.71
		58-75	.495	.559	.377	-.61	1.60
	42-57	18-25	.516*	.242	.034	.04	.99
		26-41	-.125	.297	.675	-.71	.46
		58-75	.370	.557	.507	-.73	1.47
	58-75	18-25	.146	.532	.784	-.90	1.19
		26-41	-.495	.559	.377	-1.60	.61
		42-57	-.370	.557	.507	-1.47	.73
Q8	18-25	26-41	-.171	.173	.324	-.51	.17
		42-57	-.271	.169	.109	-.60	.06
		58-75	-.261	.371	.482	-.99	.47
	26-41	18-25	.171	.173	.324	-.17	.51
		42-57	-.100	.207	.628	-.51	.31
		58-75	-.090	.390	.817	-.86	.68
	42-57	18-25	.271	.169	.109	-.06	.60
		26-41	.100	.207	.628	-.31	.51
		58-75	.010	.388	.979	-.75	.77
	58-75	18-25	.261	.371	.482	-.47	.99
		26-41	.090	.390	.817	-.68	.86
		42-57	-.010	.388	.979	-.77	.75
Q9	18-25	26-41	.133	.143	.354	-.15	.42
		42-57	-.067	.140	.630	-.34	.21
		58-75	.418	.308	.176	-.19	1.02
	26-41	18-25	-.133	.143	.354	-.42	.15
		42-57	-.200	.172	.244	-.54	.14
		58-75	.285	.323	.380	-.35	.92
	42-57	18-25	.067	.140	.630	-.21	.34
		26-41	.200	.172	.244	-.14	.54
		58-75	.485	.322	.133	-.15	1.12
	58-75	18-25	-.418	.308	.176	-1.02	.19
		26-41	-.285	.323	.380	-.92	.35
		42-57	-.485	.322	.133	-1.12	.15
Q10	18-25	26-41	-.090	.175	.607	-.43	.25
		42-57	-.272	.171	.113	-.61	.06
		58-75	-.077	.376	.838	-.82	.66
	26-41	18-25	.090	.175	.607	-.25	.43
		42-57	-.182	.210	.387	-.59	.23
		58-75	.013	.395	.973	-.76	.79
	42-57	18-25	.272	.171	.113	-.06	.61
		26-41	.182	.210	.387	-.23	.59
		58-75	.195	.393	.620	-.58	.97
	58-75	18-25	.077	.376	.838	-.66	.82
		26-41	-.013	.395	.973	-.79	.76
		42-57	-.195	.393	.620	-.97	.58
Q11	18-25	26-41	-.291	.176	.099	-.64	.06
		42-57	-.224	.172	.194	-.56	.11
		58-75	-.004	.377	.992	-.75	.74
	26-41	18-25	.291	.176	.099	-.06	.64
		42-57	.067	.211	.750	-.35	.48
		58-75	.287	.397	.470	-.49	1.07
	42-57	18-25	.224	.172	.194	-.11	.56
		26-41	-.067	.211	.750	-.48	.35
		58-75	.220	.395	.578	-.56	1.00
	58-75	18-25	.004	.377	.992	-.74	.75
		26-41	-.287	.397	.470	-1.07	.49
		42-57	-.220	.395	.578	-1.00	.56

*. The mean difference is significant at the 0.05 level.

TABLE XX- POST HOC FOR THE EFFECT OF AGE IN THE NEED TO COMMUNICATE LUXURY PURCHASE

Multiple Comparisons

Dependent Variable: Q35
LSD

(I) Q40	(J) Q40	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-25	26-41	.762*	.310	.015	.15	1.37
	42-57	1.051*	.303	.001	.45	1.65
	58-75	1.661*	.666	.013	.35	2.97
26-41	18-25	-.762*	.310	.015	-1.37	-.15
	42-57	.289	.372	.438	-.44	1.02
	58-75	.899	.700	.200	-.48	2.28
42-57	18-25	-1.051*	.303	.001	-1.65	-.45
	26-41	-.289	.372	.438	-1.02	.44
	58-75	.610	.697	.382	-.76	1.98
58-75	18-25	-1.661*	.666	.013	-2.97	-.35
	26-41	-.899	.700	.200	-2.28	.48
	42-57	-.610	.697	.382	-1.98	.76

*. The mean difference is significant at the 0.05 level.

TABLE XXI- POST HOC FOR THE INFLUENCE OF CONSUMERS PERCEPTION OF PACKAGING SUSTAINABILIYY ON WILLINGNESS TO PAY

Multiple Comparisons

LSD

Dependent Variable	(I) Q33	(J) Q33	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
WTP_Environmental	Not important	Slightly important	-.750	.733	.307	-2.19	.69
		Neutral	-1.000	.673	.138	-2.33	.33
		Moderately important	-1.227	.666	.067	-2.54	.09
		Very important	-1.486*	.638	.021	-2.74	-.23
		Extremely important	-1.509*	.633	.018	-2.76	-.26
	Slightly important	Not important	.750	.733	.307	-.69	2.19
		Neutral	-.250	.456	.584	-1.15	.65
		Moderately important	-.477	.447	.287	-1.36	.40
		Very important	-.736	.404	.069	-1.53	.06
		Extremely important	-.759	.396	.056	-1.54	.02
	Neutral	Not important	1.000	.673	.138	-.33	2.33
		Slightly important	.250	.456	.584	-.65	1.15
		Moderately important	-.227	.339	.503	-.90	.44
		Very important	-.486	.279	.083	-1.04	.06
		Extremely important	-.509	.268	.059	-1.04	.02
	Moderately important	Not important	1.227	.666	.067	-.09	2.54
		Slightly important	.477	.447	.287	-.40	1.36
		Neutral	.227	.339	.503	-.44	.90
		Very important	-.259	.264	.327	-.78	.26
		Extremely important	-.281	.252	.265	-.78	.21
	Very important	Not important	1.486*	.638	.021	.23	2.74
		Slightly important	.736	.404	.069	-.06	1.53
		Neutral	.486	.279	.083	-.06	1.04
		Moderately important	.259	.264	.327	-.26	.78
		Extremely important	-.023	.162	.890	-.34	.30
	Extremely important	Not important	1.509*	.633	.018	.26	2.76
		Slightly important	.759	.396	.056	-.02	1.54
		Neutral	.509	.268	.059	-.02	1.04
		Moderately important	.281	.252	.265	-.21	.78
		Very important	.023	.162	.890	-.30	.34
WTP_Sustainable	Not important	Slightly important	-.08333	.74246	.911	-1.5461	1.3794
		Neutral	-.38596	.68133	.572	-1.7283	.9564
		Moderately important	-.65152	.67497	.335	-1.9813	.6783
		Very important	-1.00000	.64623	.123	-2.2732	.2732
		Extremely important	-.66092	.64131	.304	-1.9244	.6026
	Slightly important	Not important	.08333	.74246	.911	-1.3794	1.5461
		Neutral	-.30263	.46221	.513	-1.2133	.6080
		Moderately important	-.56818	.45278	.211	-1.4602	.3239
		Very important	-.91667*	.40871	.026	-1.7219	-.1114
		Extremely important	-.57759	.40089	.151	-1.3674	.2122
	Neutral	Not important	.38596	.68133	.572	-.9564	1.7283
		Slightly important	.30263	.46221	.513	-.6080	1.2133
		Moderately important	-.26555	.34347	.440	-.9422	.4111
		Very important	-.61404*	.28285	.031	-1.1713	-.0568
		Extremely important	-.27495	.27142	.312	-.8097	.2598
	Moderately important	Not important	.65152	.67497	.335	-.6783	1.9813
		Slightly important	.56818	.45278	.211	-.3239	1.4602
		Neutral	.26555	.34347	.440	-.4111	.9422
		Very important	-.34848	.26716	.193	-.8748	.1779
		Extremely important	-.00940	.25503	.971	-.5118	.4930
	Very important	Not important	1.00000	.64623	.123	-.2732	2.2732
		Slightly important	.91667*	.40871	.026	.1114	1.7219
		Neutral	.61404*	.28285	.031	.0568	1.1713
		Moderately important	.34848	.26716	.193	-.1779	.8748
		Extremely important	.33908*	.16454	.040	.0149	.6632
	Extremely important	Not important	.66092	.64131	.304	-.6026	1.9244
		Slightly important	.57759	.40089	.151	-.2122	1.3674
		Neutral	.27495	.27142	.312	-.2598	.8097
		Moderately important	.00940	.25503	.971	-.4930	.5118
		Very important	-.33908*	.16454	.040	-.6632	-.0149

*. The mean difference is significant at the 0.05 level.

TABLE XXII- POST HOC FOR THE EFFECT OF AGE ON COMSUMERS WILLINGNESS TO PAY FOR SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY PACKAGING

Multiple Comparisons

LSD

Dependent Variable	(I) Q40	(J) Q40	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
WTP_Environmental	18-25	26-41	-.122	.184	.509	-.48	.24
		42-57	.474*	.180	.009	.12	.83
		58-75	.224	.395	.571	-.55	1.00
	26-41	18-25	.122	.184	.509	-.24	.48
		42-57	.596*	.221	.007	.16	1.03
		58-75	.346	.415	.406	-.47	1.16
	42-57	18-25	-.474*	.180	.009	-.83	-.12
		26-41	-.596*	.221	.007	-1.03	-.16
		58-75	-.250	.414	.546	-1.06	.56
	58-75	18-25	-.224	.395	.571	-1.00	.55
		26-41	-.346	.415	.406	-1.16	.47
		42-57	.250	.414	.546	-.56	1.06
WTP_Sustainable	18-25	26-41	-.07360	.18749	.695	-.4430	.2958
		42-57	.25704	.18327	.162	-.1040	.6181
		58-75	.56204	.40282	.164	-.2315	1.3556
	26-41	18-25	.07360	.18749	.695	-.2958	.4430
		42-57	.33064	.22491	.143	-.1124	.7737
		58-75	.63564	.42339	.135	-.1985	1.4697
	42-57	18-25	-.25704	.18327	.162	-.6181	.1040
		26-41	-.33064	.22491	.143	-.7737	.1124
		58-75	.30500	.42154	.470	-.5255	1.1355
	58-75	18-25	-.56204	.40282	.164	-1.3556	.2315
		26-41	-.63564	.42339	.135	-1.4697	.1985
		42-57	-.30500	.42154	.470	-1.1355	.5255

*. The mean difference is significant at the 0.05 level.

TABLE XXIII- POST HOC FOR THE EFFECT OF AGE ON CONSUMER ATTITUDE TOWARDS WALKING AWAY FROM LUXURY BRANDS WITH NOT ENVIRONMENTALLY FRIENDLY PACKAGING

Multiple Comparisons

Dependent Variable: Q34

LSD

(I) Q40	(J) Q40	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-25	26-41	-.590	.312	.060	-1.21	.02
	42-57	-.847*	.305	.006	-1.45	-.25
	58-75	-.242	.671	.719	-1.56	1.08
26-41	18-25	.590	.312	.060	-.02	1.21
	42-57	-.257	.374	.494	-.99	.48
	58-75	.348	.705	.622	-1.04	1.74
42-57	18-25	.847*	.305	.006	.25	1.45
	26-41	.257	.374	.494	-.48	.99
	58-75	.605	.702	.390	-.78	1.99
58-75	18-25	.242	.671	.719	-1.08	1.56
	26-41	-.348	.705	.622	-1.74	1.04
	42-57	-.605	.702	.390	-1.99	.78

*. The mean difference is significant at the 0.05 level.