

Consumer Behavior of Generations Y and Z from the Perspective of Slovak Zero-Waste Stores

Petra Gundová

Matej Bel University in Banská Bystrica, Faculty of Economics, Tajovského 10, Banská Bystrica, 975 90, Slovak Republic, E-mail: petra.gundova@umb.sk, ORCID: 0000-0003-2335-0073

Dagmar Škvareninová

Matej Bel University in Banská Bystrica, Faculty of Economics, Tajovského 10, Banská Bystrica, 975 90, Slovak Republic, E-mail: dagmar.skvareninova@umb.sk ORCID: 0000-0001-5194-1423

Jana Hroncová Vicianová

Matej Bel University in Banská Bystrica, Faculty of Economics, Tajovského 10, Banská Bystrica, 975 90, Slovak Republic, E-mail: jana.hroncova@umb.sk, ORCID: 0000-0001-8595-0352

Abstract

The objective of this study is to examine how representatives of zero-waste stores in Slovakia perceive the consumer behaviour of Generations Y and Z. To fulfil this objective, the research primarily employed a survey method in the form of semi-structured interviews, supported by general scientific methods such as analysis, synthesis, induction, deduction, and comparison. The empirical section presents findings from interviews conducted with three Slovak zero-waste store representatives (Majú, Do batôžka, and Špajza). These interviews explored how operators of such businesses interpret customer behaviour and what challenges they face within the Slovak market environment. The findings offer practical insights into both entrepreneurial and consumer-related motivations and barriers associated with the adoption of environmentally responsible practices. In this way, the empirical evidence complements the theoretical framework with real-world perspectives from the sustainable retail sector in Slovakia. The results indicate that while Generations Y and Z demonstrate a declared interest in sustainability, their actual purchasing behaviour is constrained by factors such as higher product prices, limited store accessibility, and insufficient consumer awareness.

Keywords: consumer behaviour; Generation Y; Generation Z; sustainability; zero-waste store

JEL classification: M31, Q56

1. Introduction

Sustainability has emerged as a central theme in contemporary social, environmental, and economic debates. Ongoing climate change, the overexploitation of natural resources, and the increasing volume of waste have intensified the search for alternative models of production, consumption, and everyday living.

Within this framework, consumer behaviour represents a crucial determinant of demand for sustainable goods and services. In particular, Generations Y and Z are frequently characterised as environmentally aware, value-driven, and receptive to innovative consumption patterns.

Nevertheless, despite their declared pro-environmental attitudes, these cohorts encounter specific constraints that may prevent their actual purchasing decisions from fully reflecting sustainability principles. Moreover, consumer behaviour in Slovakia is shaped not only by individual preferences but also by the broader legislative framework and prevailing marketing practices, which significantly influence market dynamics and purchasing choices.

2. Theoretical Background of the Examined Issue

Attitudes toward the environment have increasingly become a significant determinant of consumer purchasing decisions. Environmentally responsible buying behaviour is shaped by three main categories of influencing factors:

- factors of environmental awareness (personal concern, personal responsibility perception, consequences of consumption, social pressure perception),
- factors of environmentally oriented consumption (perception of importance of the product, importance of consumers' environmental knowledge, perception of legislative, economic, social and psychological incentives and sanctions),
- factors of purchasing decision-making (the importance of complementary or conflicting influences, such as price and quality, as well as situational requirements and barriers).

Changes in values and behaviour occur with a time lag and take place only when the consumer becomes aware of a discrepancy between their values and their selection criteria. Behaviour changes gradually through habits, while elements of environmentally conscious purchasing are already present in the stage of searching for solutions to consumer problems (Žák et al., 2022).

When examining consumers' relationships to sustainability, it is also important to understand the obstacles/barriers to purchasing sustainable products.

The GfK agency (2022) conducted a study on the basis of which it identified several consumer barriers, namely: environmentally friendly alternatives are too expensive; I would like to do more, but I do not know how (lack of awareness of available options); environmentally friendly alternatives do not work; I am too busy to make my lifestyle environmentally friendly; my family does not accept environmentally friendly alternatives.

Consumers are increasingly aware of the environmental degradation caused by the materials used in the production of everyday consumer goods, and for this reason they seek to purchase sustainable and environmentally friendly products. However, their actual purchasing decisions do not always correspond to these intentions.

Bartošová and Musová (2022) perceive a significant gap between what consumers declare and how they actually behave. The authors state that the problem in consumption may lie not only in non-ecological production or in the product itself, but also in consumers' poor level of information. Consumers do not feel sufficiently informed about companies' responsible activities. Companies therefore have room to adjust their strategies and improve communication.

Sustainability represents a multifaceted and often ambiguous concept, as uncertainties frequently arise concerning what can genuinely be considered sustainable over the long term. Many approaches emphasise only specific dimensions, which may result in a partial or even misleading understanding of sustainability.

One perspective highlights the importance of supporting domestic production, reducing the length of supply chains, and strengthening consumer ethnocentrism. In this context, the country of origin becomes a significant determinant of purchasing decisions, as it is commonly linked to perceived product attributes, standards, and overall quality.

In Slovakia, the purchase of domestic products has been intensively promoted over the past decade. Companies use the image of the country as a promise of certain product characteristics; however, as consumers strive to uphold the principles of sustainability and increase demand for organic products, they have begun to evaluate products according to criteria applicable to ecological production.

Ethnocentrism has thus become an effective tool of green marketing, promoting the principles of sustainability and building consumers' environmental sensitivity — but only when it is related to the communication of environmental principles and goals (Smolka et al., 2021).

Another significant current trend in consumer behaviour is the transition to a circular economy model, as the existing economic model of society is still predominantly linear and uses resources inefficiently (and is therefore not sustainable for our planet).

According to Bartošová and Musová (2022), the practical application of circular economy principles represents a crucial step toward more sustainable economic functioning. These principles provide a fundamental framework for the decision-making processes and behaviour of market participants. A thorough understanding of their relevance enables firms to better position themselves within the global circular economy, recognise emerging opportunities and potential risks, decrease their reliance on environmental resources, minimise the ecological footprint of their products, and refine or even fundamentally redesign their value propositions.

An important dimension of ecological products and sustainable consumption concerns packaging solutions, including sustainable packaging alternatives or the complete

elimination of packaging. Zero-waste principles are increasingly adopted by retailers as well as by consumers who seek to reduce waste generation (Jaderná, Volfová, 2020).

Zero waste is a lifestyle and philosophy that seeks to minimize waste and maximize the reuse of materials (Kolářová, 2021). Its aim is to create a closed loop in which all resources are used efficiently and no unnecessary waste is produced.

This concept is based on five principles:

- refuse (what we do not need),
- reduce (what we need and cannot refuse or reduce),
- recycle (what we cannot refuse, reduce, or reuse), and
- rot (compost everything that can be returned to nature) (Johnsonová, 2019; Schaab, 2020).

Zero-waste stores represent one potential option for individuals seeking to adopt a more sustainable lifestyle, contribute to environmental protection, and reduce the amount of waste they generate. These stores typically provide products in certified organic quality, and their founders often promote the principles of long-term sustainability (Schaab, 2020).

At the same time, zero-waste practices are not limited exclusively to specialised zero-waste shops. Similar principles are increasingly applied within other retail formats. For example, farmers supply goods in reusable crates, sell products at farmers' markets, or distribute milk through vending machines. In such cases, customers are expected to bring their own containers, bottles, or bags to transport their purchases, thereby actively participating in waste reduction (Jaderná, Volfová, 2022).

Sustainable products reflect a genuine concern for environmental, social, and economic development. Consumers tend to purchase sustainable products and also seek information about the sustainability practices of retailers. Sustainability is an aspect that provides consumers with a better feeling when consuming various products (Jaderná, 2022).

When choosing sustainable products, consumers often face difficulties in orienting themselves among the numerous labels and certifications displayed on packaging. Various independent institutions and non-governmental organizations grant certificates or quality seals that signal a producer's environmental responsibility. These bodies use their own assessment criteria to evaluate the credibility and environmental performance of manufacturers, who must comply with these standards in order to obtain and display such certifications.

Examples of such certifications include labels such as EU-BIO, Cosmos, Fairtrade, FSC, Naturland, EU Ecolabel, and GOTS (Dm Drogerie Markt, 2025). In their purchasing decisions, consumers frequently rely more on sustainability labels and certifications than on the intrinsic characteristics of the product itself.

It can therefore be argued that consumer decision-making is shaped not only by environmental considerations but also by the broader forces of globalization, emerging market trends, and retailers' marketing communication strategies (Jaderná, 2022).

3. Objective and Methodology

The objective of this study is to examine how representatives of zero-waste stores in Slovakia perceive the consumer behaviour of Generations Y and Z.

To accomplish this objective, the research employed a survey method, specifically semi-structured interviews. Several Slovak businesses were contacted via social media and email, and three agreed to participate in the study: the zero-waste stores Majú, Do batôžka, and Špajza.

All three are small-scale zero-waste retailers operating in Slovakia, and their input provided valuable insights into both customer behaviour and the entrepreneurial context within this sector. The interviews with Majú and Do batôžka were conducted through email correspondence in the first half of April 2025, while the third interview, with Špajza, took place via telephone later in April 2025.

In the case of the interviews, we focused on how businesses perceive the consumer behaviour of Generations Y and Z, as they represent a significant group of consumers whose decision-making processes and preferences are currently being strongly shaped by digitalization, economic changes, and the growing emphasis on sustainability.

In this paper, we align with the view of Smolka et al. (2021), who define Generation Y as those born between 1977 and 1995. Some authors also refer to this cohort as Millennials or the Net Generation, as they are proficient in using new technologies, mobile devices, and social media. This group therefore primarily includes individuals currently aged approximately 30 to 48.

A characteristic feature of this generation is a low level of brand loyalty. It is also often described as a generation of self-centred, yet environmentally conscious and technology-fascinated consumers with significantly higher spending compared to older generations (Žák et al., 2022).

Generation Y has access to a large amount of information, which it carefully filters. At the same time, it is critical of advertising and information available on the internet (Musová, Poliačiková, 2021).

A positive trait of this generation is increased tolerance and multiculturalism; however, some experts perceive it as spoiled and lazy. Other characteristics of Generation Y include that:

- they grew up in an optimistic environment and have a high-quality education (including education obtained abroad),
- they prefer investing in experiences rather than material possessions, are self-confident — sometimes even perceived as bold or outspoken, and are interested in new trends,

- they grew up in a democratic environment, which fostered open and friendly family relationships,
- they are dynamic, enjoy discovering new things, and show patience towards older generations in the area of technology (Smolka, 2019).

According to Smolka et al. (2021), Generation Z is defined as the population born between 1996 and 2012, which means that its members are currently approximately 13 to 29 years old. They represent primarily the first generation of consumers of the 21st century.

They spend a large part of their time online and connected to the internet; therefore, they are often referred to as digital natives or the internet generation (Križan et al., 2020).

Generation Z is commonly defined as a cohort of young people who have grown up in a fully digitalised environment. It is regarded as one of the most technologically proficient generations, having been exposed to modern technologies from early childhood. Continuous interaction with screens—whether smartphones, computers, or other digital devices—constitutes a natural part of their everyday lives. They are generally comfortable with multitasking and are able to manage multiple activities simultaneously, particularly when they can integrate work or study with elements of entertainment.

Moreover, provided that their lifestyle and values are acknowledged and respected, members of Generation Z tend to demonstrate openness and low levels of prejudice toward individuals of different racial or ethnic backgrounds.

4. Results and Discussion

The purpose of this section is to outline the views of three representatives of zero-waste stores (Majú, Do batôžka, and Špajza) that are actively engaged in sustainable retail in Slovakia.

Based on a qualitative analysis of the conducted interviews, the focus was placed on how these retailers perceive the consumer behaviour of Generations Y and Z in relation to sustainable products. Particular attention was devoted to their assessment of sustainability-related motivations, marketing approaches targeting environmentally oriented customers, as well as the key barriers and operational challenges associated with running zero-waste stores in the Slovak market.

Majú

The first interview was conducted with one of the owners of the zero-waste store Majú, which is located in the town of Nová Baňa. The store was founded in 2020 with the aim of using and further promoting sustainable products that had previously not been available in this relatively small town.

The main motivation was sustainability and raising awareness among people, and demonstrating that a waste-free shopping alternative exists. The core values of the store are:

- local products (supporting producers directly from Slovakia or the Czech Republic),
- sustainable products (made from sustainable materials),
- zero-waste shopping (refill-based product dispensing),
- ecological products (friendly to both health and the environment).

The store offers a diverse range of products, primarily refillable eco-friendly household detergents, natural Slovak cosmetics, sustainable household products, eco-friendly bathroom accessories, cork toys, ecological office supplies, and similar items.

Suppliers are selected based on the owners' personal experience with their products; however, locality and product certifications are also important criteria. They are additionally interested in whether suppliers have implemented a recycling program, what their corporate values are, and what sources of raw materials they use.

They prefer local suppliers, as they aim to support small businesses that produce their products by hand. In order to ensure sustainability within the supply chain, they operate using returnable packaging. All packaging is returned to the manufacturers, and in the case of large-volume containers, the product content is delivered back in the same packaging. All paper boxes received from suppliers are reused whenever possible. They are used for packaging products for customers as well as for e-shop orders.

When searching for suitable suppliers, they have also encountered poor communication, which discouraged them from establishing certain partnerships.

They also operate with customers on the principle of reusable or returnable packaging. For those who do not have their own containers, they always keep several dozen empty containers available in the store.

At the same time, for every product offered in refill form, they also provide a packaged variant for customers who prefer the product in its original packaging (although such customers are few, and most do not attach importance to the packaging itself).

They try to creatively repurpose any waste generated, and if waste is produced, they naturally ensure that it is recycled.

They perceive differences in consumer behaviour between generations in that 90% of their customers belong to Generation Y. The younger generation has not yet visited their store frequently; however, they plan to organize various eco-lectures at schools in order to attract their attention.

They therefore do not have extensive experience with the purchasing behaviour of Generation Z, but based on their observations, they note that these consumers tend to strongly favour their preferred brands and are often influenced by influencers. From the age of 18, however, they begin to shift more towards natural and sustainable products.

As for Generation Y, according to the store owners, these are mostly young families who are starting out; if they have someone in their close circle who uses such products, they are more inclined to purchase them themselves.

However, if they are part of a community for which sustainability is not important, they may even struggle with basic waste recycling. Education also plays a role, as people with higher education are more likely to choose sustainable products.

In the store's experience, younger consumers are not necessarily more interested in sustainability. According to the owners, much also depends on the town in which they grow up, or whether schools organize projects on these topics, and, of course, on the family environment, such as whether the family at least recycles waste. If a child grows up in a family where such issues are not addressed, they develop no real connection to them.

When asked whether they believe that different marketing approaches allow them to better target different consumer generations, they responded that probably yes. In their view, marketing communication today is clearly built around social media.

The current market shows a significant influence of influencer marketing, which, however, also entails considerable risks and volatility. Although precise segmentation and targeting on selected social media platforms enable effective reach to the target group, consumers' final purchasing decisions remain difficult to predict.

At present, they focus their marketing primarily on Generation Y, concentrating on platforms such as Instagram and Facebook. In their opinion, to better reach Generation Z, they should also add at least TikTok.

The founders' strategic intention is to diversify their portfolio through educational activities, such as expert lectures and workshops. In the medium term, they are considering expanding their assortment to include a segment of zero-waste food products.

At present, however, they primarily focus on awareness-raising activities in the field of sustainability, with customer feedback confirming the company's key role in shaping environmental awareness within the market.

Do batôžka

Another interview was conducted with the owner of the zero-waste store Do batôžka, located in Dolný Kubín. The store was opened in February 2022, although the owner had conceived the idea of establishing it two years earlier.

The main reason for opening the store was environmental motivation—namely, to contribute to environmental protection, reduce waste generation, promote awareness of a more sustainable lifestyle, and fulfil the desire to open a shop where customers could purchase high-quality products.

The core values of the business include sustainability, quality, locality, transparency, and fairness. Their top priority is selling products by weight, allowing customers to choose exactly the quantity they need. Ideally, customers bring their own containers, thereby contributing to waste reduction.

The assortment consists mainly of non-perishable food products, refillable household detergents, and natural cosmetics. The business applies strict criteria when selecting its business partners, with quality assurance being a key priority.

Locality is an important attribute, with particular emphasis placed on Slovak brands in the cosmetics segment. In addition to objective parameters such as product composition and certifications, subjective factors also play a role in the decision-making process, especially transparency and credibility in communication.

To ensure sustainability within the supply chain, they aim to place larger orders in order to avoid ordering from a single supplier too frequently. All of their business partners are based in Slovakia and the Czech Republic, with the only exception being one company from Germany.

They try to minimize the distance goods must travel; however, they are aware that the transportation of individual products and raw materials still involves a high carbon footprint. The business prioritizes purchasing products in returnable packaging (suppliers deliver products in reusable containers, which are returned after use for refilling). Household detergents are offered exclusively in refill form—empty containers are sent back to the supplier for refilling.

They also collect packaging materials and boxes and pass them on to two partner companies, which reuse them for packing their own orders. When searching for suitable suppliers, they encountered a decreasing number of companies offering goods delivered in returnable packaging.

In the store, they prefer selling products into customers' own containers; however, if a customer does not have one, the product can be packed in a paper bag. They also often have glass and plastic containers donated by customers, which they offer as a free alternative.

For refill purposes, they also use various containers provided by customers (not new ones, but previously used containers, for example from laundry detergents, as well as different glass jars, etc.).

To motivate customers to bring their own packaging, they actively communicate with them and explain the benefits of this shopping method. Each year, on the store's anniversary, they offer a 20% discount for the entire week on purchases made into customers' own containers. In addition, students receive a 5% discount throughout the year on their purchases—but only if they use their own containers.

The store owner perceives differences in consumer behaviour between Generations Y and Z. She believes that the younger generation shows somewhat greater interest in sustainability topics and is also more familiar with ecological alternatives.

The business has many customers from Generation Y who are accustomed to shopping using their own containers. When asked how she would describe the behaviour of each generation, she responded as follows:

- Generation Y – the strongest purchasing power, interest in quality products, as well as in their origin and composition,
- Generation Z – broader awareness, an effort to shop using their own containers, an interest in ecology, and a strong engagement with sustainability topics.

The store owner also stated that they do not have a highly developed strategy for targeting different generations through marketing. They do not adapt their marketing directly to specific generational groups; instead, they apply a generally defined type and style of communication across the board.

The business primarily focuses on personal contact and creating a positive in-store experience, which has proven to be the most effective form of marketing across all age groups. She summarized their approach with the statement: “When a customer feels good and welcome in your store, they will return and recommend you to others.”

The business itself does not organize any events. On the other hand, the store owner strives to remain active and accepts every invitation to participate in discussions. They mainly support the local community in their town, where they have twice taken part in World Water Day events at a secondary school, speaking to students about more sustainable ways of living.

In Dolný Kubín, they have also participated in a festival at the local library and in the event SWAP and TALK. In addition, the owner is a member of the Climate Hub in Dolný Kubín as part of the civic initiative Klíma ťa potrebuje (The Climate Needs You), which aims to stop (or mitigate) the climate crisis.

The representatives of the store continuously strive to expand their product range and search for new partners, and their future plan is to continue progressing in this direction. However, they do not intend to introduce new services, nor are they currently considering more precise marketing targeting toward a specific generation.

The biggest obstacles they face in operating the store include constantly changing state regulations, bureaucracy, rising costs and prices, and currently, adapting to the transaction tax.

Špajza

The final interview was conducted with the owner of the zero-waste shop Špajza, located in the city of Nitra. The store was founded in 2018 with the main idea that customers would purchase only the exact quantity of a product they need by weight, without having to buy an entire package. This significantly reduces food waste.

In addition to selling products, the owner’s goal was also to create a different approach to customers. The shop emphasizes humanity, slowing down, conversation, and sharing joy and smiles. Sustainability, as well as healthy nutrition, are their main motivations.

Their core value and principle is to offer high-quality and local products that are not widely available in supermarkets. The product range mainly includes legumes, pasta, nuts, dried fruit, spices, and various grains sold by weight. They also offer other ecological

products such as zero-waste cosmetics, refillable household detergents, and additional foods and products related to healthy and high-quality nutrition.

When selecting suppliers, they gave opportunities to several people, but ultimately made decisions based on the quality of communication, the reliability and frequency of deliveries, and, of course, customer demand.

For the business, fair relationships, good communication, and high-quality service are essential. In their selection process, they prefer and support local Slovak brands. When searching for suitable suppliers, they initially expected that everything could be grown in Slovakia and therefore wished to source all raw materials locally; however, this has proven not to be entirely feasible.

In order to minimize waste, they return selected packaging to suppliers, who then reuse it. If customers forget to bring their own containers, the shop tries to provide them with alternatives.

Within their business operations, they also sort waste and transport it to the municipal collection yard, as waste separation into designated containers is not available in the city centre of Nitra.

According to the owner, it is challenging to motivate customers to bring their own packaging and containers. Nevertheless, they actively promote the zero-waste shopping model on their social media platforms in order to make it more accessible and understandable to customers.

Regarding differences in consumer behaviour between generations, they stated: "To my surprise, the conviction to shop in a store like this is shared by elderly people, the middle generation, and young people alike. Even children like our store, so our customer base is quite diverse. I do not perceive any specific differences in consumer behaviour between generations; rather, it depends on individual customers. Some come only to buy treats, others stock up for the entire household. However, I feel that younger people are more likely to bring their own containers and make larger purchases."

They also do not believe that younger consumers from Generation Z are more interested in sustainability. According to the owners, zero-waste retail has gone through a phase of high interest since 2018 and has now reached a stage of stabilization. The initial wave of mass popularity (also driven by intensive media promotion) gradually declined, leading to market selection and the retention of only the most loyal customers. The founders assume that the trend may experience a revival in the future.

In terms of marketing, they currently do not follow a strategy specifically targeted at individual generations, but rather adopt a uniform approach to addressing the market.

After the opening of the store, the level of educational activities was directly proportional to the high consumer demand for information. Later attempts to organize events encountered a temporary decline in interest; however, current trends indicate a renewed increase in engagement.

One illustrative example is the successful organisation of a sourdough workshop, alongside the establishment of cooperation with local educational institutions. For instance, a visit by primary school pupils provided a practical demonstration of zero-waste principles and highlighted the importance of educating the younger generation. The owner considers such activities a crucial component of fostering social responsibility.

However, the main challenges associated with operating the store stem primarily from state bureaucracy and various financial burdens, including the recently introduced transaction tax and increased VAT rates. According to the owner, small entrepreneurs would particularly benefit from greater state support, especially in relation to energy costs, rent, and other operating expenses. She also notes that the business environment was more favourable approximately five years ago.

5. Conclusions

This study aimed to explore the consumer behaviour of Generations Y and Z as perceived by representatives of zero-waste stores in Slovakia.

The findings from the interviews indicate that although members of these generations declare an interest in sustainability, their purchasing behaviour is constrained by several obstacles, including higher product prices, limited accessibility of sustainable goods, and insufficient awareness of sustainability and zero-waste purchasing options. As a result, the practical demand for sustainable products among young consumers remains relatively modest.

In general, Generation Y constitutes the predominant customer segment of zero-waste stores in Slovakia. This group is primarily composed of young families who place strong emphasis on product quality, origin, and composition when making purchasing decisions.

Although members of Generation Z demonstrate an expressed interest in sustainability-related issues, this interest does not consistently translate into concrete purchasing behaviour. At present, their consumption patterns appear to be significantly shaped by the influence of social media personalities and online trends.

The interviews also indicated that marketing activities present a particular challenge for zero-waste stores. Although social media currently serve as important channels for customer outreach, word-of-mouth recommendations and a positive in-store experience are regarded as the most effective tools for building and maintaining customer loyalty across generations.

At present, the most significant barriers faced by zero-waste retailers in Slovakia include administrative burden, frequent legislative changes, and increasing operational costs, for instance those associated with the introduction of a transaction tax.

In summary, while sustainability has become a prominent topic, the actual purchasing behaviour of Generations Y and Z is shaped by a broader set of determinants, such as the overall economic situation and the physical accessibility of zero-waste stores. Comparable conclusions were reached by Musová et al. (2018), who found that

environmental considerations are not the primary drivers of consumer decisions in the Slovak context.

Currently, zero-waste store representatives place strong emphasis on educational activities and raising awareness of the advantages of sustainable living. In line with Bujda (2025), it can be argued that fostering changes in consumer behaviour is crucial, beginning with responsible consumption practices. This implies that individuals purchase only what is genuinely necessary and meaningful for their needs (Pookulangara, Shephard, 2013).

Acknowledgment

This paper was supported by the VEGA project 1/0120/25 Research of paradigms and determinants of management processes and ESG implementation in the context of the required financial performance of companies and changes resulting from the CSRD directive.

References

- Bartošová, S., & Musová, Z. (2022). Environmentálne zodpovedné spotrebiteľské správanie v kontexte princípov kruhovej ekonomiky, *Ekonomika a spoločnosť*, 23(1), pp. 142-164. Available at: <https://doi.org/10.24040/eas.2022.23.1.142-164>
- Bujda, P. (2025). Textile Waste Management in Fast Fashion and Solutions for Transition to a Circular Economy in the Industrial Company Chemosvit Fibrochem. *Acta academica karviniensia*, 25(1), pp. 33-45. Available at: <httpc:doi://doi.org/10.25142/aak.2025.003>
- GFK. (2022). Green ambitions, golden opportunities: Sustainability in times of instability. Available at: <<https://insights.cps.gfk.com/story/green-ambitions-golden-opportunities-sustainability-in-times-of-instability/page/1>>
- Jaderná, E. (2022). Retail products' sustainability from the point of Czech consumers' view. *Marketing Science & Inspirations*, 17(1), pp. 29-37. Available at: <https://doi.org/10.46286/msi.2022.17.1.3>
- Jaderná, E., & Volfová, H. (2020). Consumers' perception of sustainable retailers. *Marketing Science & Inspirations*, 2020, 15(4), pp. 13-26. Available at: <https://doi.org/10.46286/msi.2020.15.4.2>
- Jaderná, E., & Volfová, H. (2022). Influence of Czech consumers' education level on preferences for sustainable retailers and products. *Marketing Science & Inspirations*, 2022, 17(2), pp. 26-41. Available at: <https://doi.org/10.46286/msi.2022.17.2.3>
- Johnsonová, B. (2019). *Domácnosť bez odpadu*. Bratislava: Aktuell, p. 312. ISBN 978-80-8172-047-5.
- Kolářová, M. (2021). *V souladu s přírodou. Politika životního stylu, udržitelnost a soběstačnost*. Praha: Karolinum, p. 254 s. ISBN 978-80-246-4993-1.
- Križan, F. et al. (2020). *Nákupné správanie spotrebiteľov na Slovensku: vybrané kapitoly*. Bratislava: Vydavateľstvo Univerzity Komenského, p. 134. ISBN 978-80-223-5070-9.
- Musová, Z., & Poliačiková, E. (2021). Cirkulárne spotrebiteľské správanie generácií Y a Z pri nákupe produktov módného priemyslu. *Sborník příspěvků z 13. ročníku Mezinárodní vědecké konference Konkurence*. Jihlava: Vysoká škola polytechnická Jihlava, 2021, pp. 236 – 245. ISBN 978-80-88064-56-5.
- Musová, Z., Musa, H., & Ludhova, L. (2018). Environmentally responsible purchasing in Slovakia. *Economics and Sociology*. 1(4), pp. 289-305. Available at: <https://doi.org/10.14254/2071789X.2018/11-4/19>
- Pookulangara, S., & Shephard, A. (2013). Slow fashion movement: Understanding consumer perceptions—An exploratory study. *Journal of Retailing and Consumer*

Services, 20(2), pp. 200-206, ISSN 0969-6989, Available at:
<https://doi.org/10.1016/j.jretconser.2012.12.002>

- Schaab, S. (2020). *Jde to i bez plastů: třicetidenní program pro celou rodinu*. Praha: Portál, 2020. p. 232. ISBN 978-80-262-1577-6.
- Smolka, S. (2019). Charakteristika generací slovenských spotřebitel'ov. *Marketing Science & Inspirations*, 2019, 14(1), pp. 2-11. ISSN 1338-7944.
- Smolka, S. et al. (2021). Sustainability as a factor of changing marketing strategies based on the customers' preferences in context of different generations in Slovakia. *Marketing Science & Inspirations*, 2021, 16(3), pp. 2-12. ISSN 1338-7944. <https://doi.org/10.46286/msi.2021.16.3.1>
- Žák, Š. et al. (2022). *Spotřebitel'ské správanie*. Bratislava: Sprint dva, p. 391 s. ISBN 978-80-89710-57-7.