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**Supplementary information**

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**The motivation–impact gap in pro-environmental clothing consumption**

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## Supplementary Information for “The motivation-impact gap in pro-environmental clothing consumption”

### 1. Supplementary methods

The survey data on clothing purchasing, use, and disposal were used to build two life cycle assessments of the environmental impacts associated with jeans and t-shirts using the Ecoinvent lifecycle inventory<sup>1</sup>. Extensive details on the life cycle assessment methodology (e.g., system boundaries of the life cycle assessment) and general findings for 17 environmental impact indicators other than GHG emissions can be found in Sohn et al.<sup>2</sup> Here, we reiterate methodological details critical for understanding the present analysis and elaborate on the additional data transformations made to extract the individual-specific GHG emissions induced by jeans and t-shirt purchasing and maintaining a steady stock of jeans and t-shirts. For the life cycle assessments, we used OpenLCA<sup>3</sup> and characterized all environmental impacts using the ReCiPe 2016 method<sup>4</sup>. We also made two key assumptions: (i) an average pair of jeans weighs 1 kg and t-shirt weighs 200 g, and (ii) transport during production involves a 16-32 metric ton lorry (truck) driving 200 km plus transoceanic shipment from Thailand. The latter assumption permitted calculating country-specific GHG emissions induced by transport from production to consumer market.

#### *1.1. Calculation of jeans and t-shirt purchase outcome variable*

To calculate the GHG emissions (GWP-100 in CO<sub>2</sub>-eq.) from one conventionally produced t-shirt and pair of jeans, we used Ecoinvent<sup>1</sup> knit finished cotton process applied in its original form for t-shirts but with an energy consumption modification, adding 0.195kwh of electricity consumption, which for jeans better aligns it with the jeans production process as described by Islam<sup>5</sup>. This resulted in a climate impact of 29.19 CO<sub>2</sub>-eq. for a pair of jeans and 5.85 CO<sub>2</sub>-eq. for a t-shirt. We then added the country-specific emissions from transport to consumer market to get the country-specific climate impact of purchasing jeans and t-shirts (0.17-0.22 kg CO<sub>2</sub>-eq from transport for a pair jeans and 0.03-0.05 kg CO<sub>2</sub>-eq for a t-shirt). Finally, the country-specific impact was multiplied with participants’ self-reported purchases of jeans and t-shirts within the last three months (see Supplementary Table 1 for item details).

#### *1.2. Calculation of steady stock outcome variable*

To calculate the annual GHG emissions from maintaining a steady stock of jeans and t-shirts, we developed an inventory of the functional unit for jeans and t-shirts that included restock (i.e., number of items purchased within a one-year period), use behavior (washing and drying), and disposal (second life, downcycling, or trash). We calculated this based on the concept of personal metabolism<sup>6</sup>, which offers a holistic method for understanding individual clothing consumption patterns and their associated environmental impact. To represent purchased jeans and t-shirts, we used a residence time calculation dividing the number of jeans and t-shirts owned by the average time they were kept. In doing so, we assumed a steady stock whereby each participant maintains their self-reported number of jeans and t-shirts owned by purchasing and discarding, on average, an equal number of items. This calculation yielded an average restock rate of 1.6 jeans and 5.4 t-shirts per participant per year across all countries.

For the use phase, which included washing and drying, we assumed that participants use an 8 kg capacity washing machine and a 6 kg capacity dryer at 80% capacity. We also assumed that all participants wear jeans and t-shirts from their stock as primary clothing for 5 wears per

week equaling 260 wears per year (see Ref <sup>2</sup> for sensitivity analyses). Consequently, we calculated the number of washes by dividing 260 wears per year by the number of self-reported wears before washing, which resulted in an average of around 39 pairs of jeans and 118 t-shirts washed per year (see Supplementary Table 1 for measurement items). For the assumed 8 kg washing machine used at 80% capacity, this meant an average of 6.1 washing cycles for jeans and 3.7 washing cycles for t-shirts per year across all four countries. The corresponding calculations for the number of dries yielded averages of 18.3 pairs of jeans and 45.2 t-shirts, which for a 6 kg dryer used at 80% capacity resulted in an average of 3.8 drying cycles for jeans and 1.9 for t-shirts per year.

To estimate the GHG emissions of washing, we used the self-reported data on washing temperature (response categories from 20°C – 60°C) and detergent usage (yes/no) with a reference front-loader washing machine using 75 liters of water per 8 kg load, and the detergent, with an assumed dosage of 2.25 dl, being based on a Procter & Gamble laundry soap<sup>7</sup>. For the reference dryer, we assumed 0.95 kilowatt-hours of electricity consumption per kilogram of dried cotton with energy consumption modeled using the most recent Ecoinvent energy market data.

For the disposal phase, we divided the restocking rate from the purchase phase (i.e., number of disposed jeans or t-shirts assuming a steady stock) by the reported ratios across the three disposal methods (second life, downcycling, and trash). For the fraction of jeans and t-shirts that were trashed, we assumed landfilling via municipal waste collection by a 21-ton lorry (truck) traveling an average distance of 80 km. However, we acknowledge that country differences, such as Sweden's incineration of a significant portion of waste for energy recovery, means that country differences are likely not invariant. Nevertheless, this imprecision is unlikely to meaningfully affect the reported results as the overall climate impact of collection and disposal is only 0.1%.

**Supplementary Table 1. Measurement overview**

Variable	Answer categories
<b>Environmental apparel consumption (EAC; <math>\alpha = 0.84</math>)</b>	
Buy clothes made from recycled material.	1) never
Buy second-hand clothes.	2) rarely
Purposely select fabrics that require cooler washing temperature, shorter drying time, or less ironing.	3) sometimes
Avoid clothes products because of environmental concerns.	4) often
Select clothes that you can wear over a longer term compared to trendy clothes that go out of style quickly.	5) very often or always
Buy clothing made from organically grown natural fibers.	
Buy clothes with low impact or no dye processing.	
Buy clothes with environmentally friendly labelling or packaging techniques.	
<b>Clothing purchase</b>	
How many items of clothing did you acquire during the last three months?	1) none; 2) 1-4; 3) 5-9; 4) 10-15; 5) 16-20; 6) 21-25; 7) 26 or more
<b>Jeans and t-shirt purchase</b>	
How many of items of the following did you acquire during the last three months? (Jeans)	#
How many of items of the following did you acquire during the last three months? (T-shirt)	#
<b>Steady stock (measures asked for both jeans and t-shirts)</b>	
How many items do you have of the following?	#
How long do you usually keep the following clothing items before discarding?	1) less than 6 months; 2) less than a year; 3) 1-2 years; 4) 3-4 years; 5) 5 years or more
How many times do you wear the following clothing items on average before washing?	#
At which temperature do you wash?	1) 20°C; 2) 30°C; 3) 40°C; 4) 50°C; 5) 60°C
Do you use detergent when washing?	1) no; 2) yes, non-eco; 3) yes, eco
Do you use the dryer after washing?	1) yes; 2) no
How do you typically discard your unwanted clothing? Indicate a total sum of 100%	0-100%
<ul style="list-style-type: none"> <li>• Second-life (e.g., donating, recycling programs, flea-market, passing on to family)</li> <li>• Down-cycling (e.g., use as rags)</li> <li>• Trash</li> </ul>	
<b>Life goal</b>	
Please indicate whether the following is an important personal goal for you ... [To live environmentally friendly]	1) strongly disagree; 7) strongly agree
<b>Goal importance</b>	
How important is it for you that you acquire environmentally friendly clothing?	1) not very important; 7) very important
<b>Goal efficacy</b>	

I am confident that the next time I want to acquire clothes, I can do it environmentally friendly

1) strongly disagree; 7) strongly agree

**Intention**

I intend to acquire mainly environmentally friendly clothing

1) strongly disagree; 7) strongly agree

**Ascription of responsibility** ( $\alpha = 0.96$ )

Am contributing to the harm done to the environment

1) strongly disagree

Am contributing to the amount of energy and water used in clothing production

7) strongly agree

Am contributing to the use of hazardous chemicals in clothing production

Am contributing to the health impairment of people living in countries that produce clothing

Am partly responsible for unsafe working conditions

Am supporting precarious employment conditions (e.g., child labor, long working hours, and low wages)

**Awareness of need** ( $\alpha = 0.94$ )

Uses vast amounts of energy and water

1) to very little or no extent

Causes tremendous harm to the environment

7) to very big extent

Uses vast amounts of hazardous chemicals

Operates under unsafe working conditions

Operates under precarious employment conditions (e.g., child labor, long working hours, and low wages)

Impairs the health of people living in the production countries

**Self-efficacy to reduce impact** ( $\alpha = 0.96$ )

(Through my personal clothing consumption, I can...)

1) strongly disagree

Reduce the environmental impact

7) strongly agree

Have an impact on water and energy savings

Have an impact on reducing the use of hazardous chemicals

Influence improvements in working conditions

Influence improvements in the health of people living in production countries

Influence improvements in precarious employment conditions (e.g., child labor, long working hours, and low wages)

**Personal norms to buy clothing differently** ( $\alpha = 0.93$ )

I feel obliged to buy clothing differently because of my personal values

1) strongly disagree

No matter what other people think or do, my principles tell me that it is right to buy clothing differently

7) strongly agree

Buying clothing differently is the right thing to do

I feel morally obliged to buy clothing differently

I feel a strong personal obligation to buy clothing differently

**Personal norms to reduce personal clothing consumption** ( $\alpha = 0.95$ )

I feel obliged to reduce my personal clothing consumption because of my personal values

1) strongly disagree

No matter what other people think or do, my principles tell me that it is right to reduce my personal clothing consumption

7) strongly agree

Reducing my personal clothing consumption is the right thing to do  
I feel morally obliged to reduce my personal clothing consumption  
I feel a strong personal obligation to reduce my personal clothing consumption

**Attitude towards buying clothing differently** ( $\alpha = 0.92$ )

(In general, I think buying clothing differently is...)

Bad:Good

7-point bipolar scale

Difficult:Easy

Unimportant:Important

Unenjoyable:Enjoyable

Foolish:Wise

Harmful:Beneficial

Unattractive:Attractive

Worthless:Valuable

**Attitude towards reducing clothing consumption** ( $\alpha = 0.92$ )

(In general, I think reducing clothing consumption is...)

Bad:Good

7-point bipolar scale

Difficult:Easy

Unimportant:Important

Unenjoyable:Enjoyable

Foolish:Wise

Harmful:Beneficial

Unattractive:Attractive

Worthless:Valuable

**Social norms to buy clothing differently** ( $\alpha = 0.72$ )

(The people who are important to me...)

Buy clothing differently

1) strongly disagree

Are considering buying clothing differently

7) strongly agree

Do not support buying clothing differently

Expect me to buy clothing differently

Suggest that I should buy clothing differently

Would not approve of me buying clothing differently

**Social norms to reduce clothing consumption** ( $\alpha = 0.75$ )

(The people who are important to me...)

Reduce their personal clothing consumption

1) strongly disagree

Are considering reducing their personal clothing consumption

7) strongly agree

Do not support reducing personal clothing consumption

Expect me to reduce my personal clothing consumption

Suggest that I should reduce my personal clothing consumption

Would not approve of me reducing my personal clothing consumption

**Perceived behavioral constraints to buying clothing differently**

( $\alpha = 0.84$ )

I have enough time to buy clothing differently

1) strongly disagree

There are shops where I can buy clothing differently  
I can afford to buy clothing differently  
Places where I usually shop make it easy for me to buy clothing differently  
I have enough knowledge to buy clothing differently  
Clothing comes with sufficient information to enable me to buy clothing differently

7) strongly agree

**Perceived behavioral constraints to reducing clothing consumption** ( $\alpha = 0.85$ )

I have enough time to reduce my personal clothing consumption (e.g., buying higher quality or classical styled clothing)

1) strongly disagree

There are shops where I can reduce my personal clothing consumption (e.g., buying higher quality or classical styled clothing)

7) strongly agree

I can afford to reduce my personal clothing consumption (e.g., buying higher quality or classical styled clothing)

Places where I usually shop make it easy for me to reduce my personal clothing consumption

I have enough knowledge to reduce my personal clothing consumption (e.g., buying higher quality or classical styled clothing)

Clothing comes with sufficient information to enable me to reduce my personal clothing consumption

**Income**

What is your personal monthly net income in Euro? (i.e. the amount of income left to you after individual taxes have been paid)

Germany (Euro)

1) <1,000; 2) 1,001-2,000; 3) 1,201-1,400; 4) 1,401-1,700; 5) 1,701-2,000; 6) 2,001-2,300; 7) 2,301-2,700; 8) 2,701-3,100; 9) 3,001-3,500; 10) 3,501-4,500; 11) 4,501 or more

Poland (Złoty)

1) <1,100; 2) 1,101-1,300; 3) 1,301-1,600; 4) 1,601-1,900; 5) 1,901-2,200; 6) 2,201-2,600; 7) 2,601-3,000; 8) 3,001-3,400; 9) 3,401-3,800; 10) 3,801-4,800; 11) 4,801 or more

Sweden (SEK)

1) <12,000; 2) 12,001-14,000; 3) 14,001-17,000; 4) 17,001-20,000; 5) 20,001-24,000; 6) 24,001-28,000; 7) 28,001-32,000; 8) 32,001-36,000; 9) 36,001-40,000; 10) 40,001-50,000; 11) 50,001 or more

United States (USD)

1) <1,000; 2) 1,001-1,200; 3) 1,201-1,400; 4) 1,401-1,700; 5) 1,701-2,000; 6) 2,001-2,300; 7) 2,301-2,700; 8) 2,701-

3,100; 9) 3,101-3,500; 10) 3,501-4,500;  
11) 4,501 or more

**Education**

Please indicate your years of education (number of years)

#

**Age**

Please indicate your age

#

**Gender**

Please indicate your gender

1) Male; 2) Female; 3) Other

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*Note:* Participants were given examples of what buying clothing *differently* (e.g., buying secondhand clothing, buying clothing from recycled material, and/or buying clothing made from other more environmentally friendly materials) and *reducing* personal clothing consumption meant (e.g., deciding not to buy a clothing item because of environmental concerns, buying less, but higher quality clothing that can be worn longer, and/or buying less, but classically styled clothing that will not go out of fashion quickly).

**Supplementary Table 2.** Descriptive statistics

	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Min</b>	<b>Max</b>
EAC	4,405	2.68	0.8	1	5
Clothing purchase	4,405	5.92	5.21	0	30
Jeans and t-shirt purchase (kgCO <sub>2</sub> e)	3,902	36.53	45.91	0	392.71
Steady stock (kgCO <sub>2</sub> e)	3,896	125.59	216.99	0	3994.38
Education*	4,299	18.36	85.39	0	2009
Income	4,385	4.67	3.15	1	11
Female	4,398	0.57	0.49	0	1
Age	4,405	42.23	13.53	18	65
Life goal	4,404	5.48	1.43	1	7
Goal importance	4,405	4.27	1.7	1	7
Goal efficacy	4,405	4.23	1.7	1	7
Intention	4,405	4.04	1.82	1	7
Awareness of need	4,405	5.44	1.3	1	7
Ascription of responsibility	4,405	4.17	1.6	1	7
Self-efficacy to reduce impact	4,405	4.58	1.57	1	7
Personal norms reduce	4,405	4.17	1.74	1	7
Personal norms differently	4,405	4.08	1.66	1	7
Attitude reduce	3,989	5.28	1.19	1	7
Attitude differently	3,992	5.21	1.2	1	7
Social norm reduce	3,971	3.09	1.11	1	7
Social norm differently	3,971	3.19	1.1	1	7
Perceived constraints reduce	3,947	4.76	1.29	1	7
Perceived constraints differently	3,962	4.43	1.35	1	7

*Note:* The number of clothing purchases is the average of category midpoints. \* Education includes outliers with participants who indicated an unrealistically high number of education years (see Supplementary Table 11 for sensitivity analysis without outliers; results were similar).

## 2. Supplementary results

**Supplementary Table 3.** Linear regression models with socio-demographic predictors

	EAC		Clothing purchase		GHG emissions from jeans and t-shirt purchase		GHG emissions from steady stock	
	<i>b</i>	$\beta$	<i>b</i>	$\beta$	<i>b</i>	$\beta$	<i>b</i>	$\beta$
(Intercept)	2.34 *** [2.23, 2.45]	0.00 ***	7.22 *** [6.55, 7.88]	0.00 ***	59.43 *** [53.23, 65.63]	0.00 ***	169.24 *** [138.83, 199.65]	0.00 ***
Income	0.01 [-0.00, 0.01]	0.02	0.29 *** [0.24, 0.34]	0.18 ***	1.69 *** [1.23, 2.15]	0.12 ***	9.65 *** [7.38, 11.92]	0.14 ***
Education (in years)	0.00 [-0.00, 0.00]	0.02	-0.00 [-0.00, 0.00]	-0.02	-0.01 [-0.03, 0.01]	-0.01	-0.04 [-0.15, 0.06]	-0.01
Age	0.01 *** [0.00, 0.01]	0.09 ***	-0.09 *** [-0.10, -0.08]	-0.23 ***	-0.73 *** [-0.84, -0.62]	-0.22 ***	-1.87 *** [-2.40, -1.35]	-0.12 ***
Female	0.20 *** [0.15, 0.25]	0.13 ***	1.54 *** [1.23, 1.85]	0.15 ***	-0.06 [-2.96, 2.83]	-0.00	-2.84 [-17.06, 11.38]	-0.01
Poland	-0.03 [-0.09, 0.04]	-0.01	0.33 [-0.10, 0.75]	0.03	0.74 [-3.16, 4.64]	0.01	-3.47 [-22.62, 15.67]	-0.01
Sweden	-0.16 *** [-0.23, -0.09]	-0.09 ***	-0.02 [-0.44, 0.39]	-0.00	-12.77 *** [-16.58, -8.96]	-0.12 ***	-47.65 *** [-66.37, -28.93]	-0.10 ***
United States	0.04 [-0.03, 0.11]	0.02	0.81 *** [0.38, 1.23]	0.07 ***	14.65 *** [10.72, 18.57]	0.14 ***	23.30 * [4.04, 42.57]	0.05 *
Observations	4,272		4,272		3,787		3,780	

R <sup>2</sup> / R <sup>2</sup> adjusted	0.028 / 0.026	0.098 / 0.096	0.105 / 0.103	0.042 / 0.041
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*Note: Clothing consumption was measured on a 7-point scale and averaged to category mid-points: 1) none; 2) 1-4; 3) 5-9; 4) 10-15; 5) 16-20; 6) 21-25; 7) 26 or more. Brackets show 95% confidence intervals. \*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$*

**Supplementary Table 4.** Linear regression models with all predictors

	EAC		Clothing purchase		GHG emissions from jeans and t-shirt purchase		GHG emissions from steady stock	
	<i>b</i>	$\beta$	<i>b</i>	$\beta$	<i>b</i>	$\beta$	<i>b</i>	$\beta$
(Intercept)	0.30 *** [0.18, 0.43]	0.00 ***	5.34 *** [4.12, 6.57]	0.00 ***	33.59 *** [22.83, 44.34]	0.00 ***	139.96 *** [86.44, 193.48]	0.00 ***
Income	0.00 [-0.00, 0.01]	0.01	0.27 *** [0.22, 0.32]	0.17 ***	1.44 *** [0.98, 1.90]	0.10 ***	8.87 *** [6.58, 11.17]	0.13 ***
Education (in years)	-0.00 [-0.00, 0.00]	-0.02	-0.00 [-0.00, 0.00]	-0.02	-0.01 [-0.03, 0.01]	-0.01	-0.05 [-0.15, 0.06]	-0.01
Age	0.00 [-0.00, 0.00]	0.01	-0.09 *** [-0.10, -0.08]	-0.24 ***	-0.77 *** [-0.88, -0.66]	-0.23 ***	-1.96 *** [-2.50, -1.43]	-0.12 ***
Female	0.09 *** [0.05, 0.12]	0.05 ***	1.52 *** [1.18, 1.85]	0.15 ***	0.24 [-2.68, 3.16]	0.00	-1.27 [-15.80, 13.26]	-0.00
Life goal to live environmentally friendly	0.03 *** [0.01, 0.04]	0.05 ***	0.05 [-0.09, 0.19]	0.01	1.14 [-0.10, 2.38]	0.04	0.89 [-5.28, 7.05]	0.01
Importance of acquiring clothing in an environmentally friendly way	0.08 *** [0.06, 0.09]	0.17 ***	0.03 [-0.12, 0.18]	0.01	0.02 [-1.30, 1.35]	0.00	4.97 [-1.66, 11.60]	0.04
Goal efficacy to acquire clothing in an environmentally friendly way	0.04 *** [0.03, 0.06]	0.09 ***	0.29 *** [0.16, 0.42]	0.10 ***	1.36 * [0.21, 2.51]	0.05 *	5.41 [-0.34, 11.16]	0.04
I intend to acquire mainly environmentally friendly clothing	0.11 *** [0.10, 0.13]	0.26 ***	-0.18 * [-0.33, -0.02]	-0.06 *	1.53 * [0.18, 2.88]	0.06 *	4.19 [-2.54, 10.92]	0.04

Awareness of need to address the environmental consequences of clothing	0.02 *** [0.01, 0.04]	0.04 ***	-0.00 [-0.15, 0.15]	-0.00	-0.02 [-1.32, 1.29]	-0.00	-3.03 [-9.52, 3.47]	-0.02
Ascription of responsibility to address the environmental consequences of clothing	-0.02 *** [-0.03, -0.01]	-0.04 ***	0.07 [-0.04, 0.18]	0.02	0.04 [-0.94, 1.01]	0.00	-0.04 [-4.89, 4.80]	-0.00
Self-efficacy to reduce environmental impact from one's clothing consumption	0.01 * [0.00, 0.03]	0.03 *	0.03 [-0.09, 0.16]	0.01	1.09 [-0.02, 2.21]	0.04	0.81 [-4.74, 6.36]	0.01
Personal norm to reduce clothing consumption	0.04 *** [0.03, 0.05]	0.09 ***	-0.27 *** [-0.41, -0.13]	-0.09 ***	-2.67 *** [-3.87, -1.47]	-0.10 ***	-8.08 ** [-14.06, -2.10]	-0.06 **
Personal norm to buying clothing differently	0.05 *** [0.03, 0.06]	0.09 ***	0.14 [-0.02, 0.30]	0.05	-0.39 [-1.79, 1.01]	-0.01	1.79 [-5.21, 8.78]	0.01
Attitude towards reducing personal clothing consumption	-0.01 [-0.02, 0.01]	-0.01	-0.43 *** [-0.61, -0.26]	-0.10 ***	-3.54 *** [-5.07, -2.00]	-0.09 ***	-20.84 *** [-28.51, -13.17]	-0.11 ***
Attitude towards buying clothing differently	0.03 *** [0.02, 0.05]	0.05 ***	0.30 ** [0.11, 0.48]	0.07 **	1.99 * [0.34, 3.64]	0.05 *	10.75 * [2.52, 18.98]	0.06 *
Social norms around reducing clothing consumption	0.04 *** [0.02, 0.06]	0.05 ***	0.18 [-0.02, 0.39]	0.04	0.65 [-1.12, 2.41]	0.02	9.40 * [0.61, 18.20]	0.05 *
Social norms around buying differently	0.06 *** [0.03, 0.08]	0.08 ***	0.09 [-0.13, 0.30]	0.02	3.23 *** [1.35, 5.10]	0.08 ***	-0.25 [-9.59, 9.09]	-0.00
Perceived behavioral constraints to reducing consumption	0.02 [-0.00, 0.03]	0.03	0.10 [-0.07, 0.26]	0.02	1.92 ** [0.50, 3.34]	0.05 **	6.75 [-0.30, 13.80]	0.04
Perceived behavioral constraints to buying clothing differently	0.05 *** [0.03, 0.07]	0.08 ***	0.13 [-0.03, 0.30]	0.04	1.38 [-0.09, 2.85]	0.04	1.06 [-6.25, 8.36]	0.01
Poland	-0.08 ***	-0.05 ***	0.26	0.02	-1.38	-0.01	-7.99	-0.02

	[-0.13, -0.04]		[-0.20, 0.72]		[-5.44, 2.67]		[-28.17, 12.19]	
Sweden	-0.06 * [-0.10, -0.01]	-0.03 *	0.25 [-0.19, 0.69]	0.02	-13.18 *** [-17.06, -9.30]	-0.13 ***	-43.58 *** [-62.89, -24.27]	-0.09 ***
United States	-0.05 * [-0.09, -0.00]	-0.03 *	0.63 ** [0.17, 1.09]	0.05 **	12.30 *** [8.25, 16.36]	0.12 ***	17.05 [-3.15, 37.25]	0.03
Observations	3,827		3,827		3,781		3,774	
R <sup>2</sup> / R <sup>2</sup> adjusted	0.617 / 0.615		0.121 / 0.116		0.148 / 0.143		0.065 / 0.059	

*Note: Clothing consumption was measured on a 7-point scale and averaged to category mid-points: 1) none; 2) 1-4; 3) 5-9; 4) 10-15; 5) 16-20; 6) 21-25; 7) 26 or more. Brackets show 95% confidence intervals. \* p<0.05 \*\* p<0.01 \*\*\* p<0.001*

**Supplementary Table 5.** Country-specific linear regression models for EAC

	Germany		Poland		Sweden		United States	
	<i>b</i>	95% <i>CI</i>	<i>b</i>	95% <i>CI</i>	<i>b</i>	95% <i>CI</i>	<i>b</i>	95% <i>CI</i>
(Intercept)	0.39 **	0.13, 0.64	0.52 ***	0.27, 0.76	-0.00	-0.27, 0.27	-0.01	-0.28, 0.26
Income	0.00	-0.01, 0.01	0.00	-0.01, 0.01	-0.00	-0.01, 0.01	0.00	-0.01, 0.01
Education (in years)	0.00	-0.00, 0.00	-0.00	-0.00, 0.00	0.01 *	0.00, 0.02	-0.00 **	-0.00, -0.00
Age	0.00 *	0.00, 0.01	-0.00	-0.00, 0.00	0.00 ***	0.00, 0.01	0.00	-0.00, 0.00
Female	0.09 **	0.03, 0.16	0.10 **	0.03, 0.17	0.10 **	0.04, 0.17	0.05	-0.02, 0.13
Life goal to live environmentally friendly	0.02	-0.01, 0.05	0.03 *	0.00, 0.06	0.02	-0.01, 0.05	0.03	-0.00, 0.06
Importance of acquiring clothing in an environmentally friendly way	0.06 ***	0.03, 0.09	0.06 ***	0.03, 0.09	0.10 ***	0.07, 0.13	0.08 ***	0.04, 0.11
Goal efficacy to acquire clothing in an environmentally friendly way	0.06 ***	0.03, 0.10	0.04 **	0.02, 0.07	0.03 **	0.01, 0.05	0.06 ***	0.03, 0.10
I intend to acquire mainly environmentally friendly clothing	0.11 ***	0.07, 0.14	0.10 ***	0.07, 0.13	0.13 ***	0.10, 0.16	0.10 ***	0.07, 0.14
Awareness of need to address the environmental consequences of clothing	0.04 *	0.01, 0.08	0.01	-0.02, 0.04	0.02	-0.01, 0.05	0.04 *	0.01, 0.07
Ascription of responsibility to address the environmental consequences of clothing	-0.02	-0.04, 0.00	-0.01	-0.03, 0.01	-0.04 ***	-0.07, -0.02	-0.02	-0.04, 0.01
Self-efficacy to reduce environmental impact from one's clothing consumption	-0.02	-0.04, 0.01	0.02	-0.00, 0.04	0.02	-0.00, 0.05	0.03 *	0.00, 0.07
Personal norm to reduce clothing consumption	0.05 ***	0.02, 0.08	0.03 *	0.00, 0.05	0.03 **	0.01, 0.06	0.05 **	0.02, 0.09
Personal norm to buying clothing differently	0.05 **	0.01, 0.08	0.07 ***	0.04, 0.10	0.04 *	0.01, 0.07	0.04 *	0.00, 0.08

Attitude towards reducing personal clothing consumption	0.02	-0.02, 0.05	-0.01	-0.04, 0.02	0.01	-0.03, 0.05	-0.05 *	-0.09, -0.01
Attitude towards buying clothing differently	0.01	-0.02, 0.05	0.03	-0.00, 0.07	0.03	-0.01, 0.06	0.07 **	0.02, 0.11
Social norms around reducing clothing consumption	0.04	-0.01, 0.08	0.02	-0.02, 0.06	0.03	-0.01, 0.07	0.04	-0.00, 0.09
Social norms around buying differently	0.06 *	0.01, 0.10	0.03	-0.01, 0.08	0.03	-0.01, 0.07	0.08 **	0.03, 0.13
Perceived behavioral constraints to reducing consumption	-0.02	-0.06, 0.01	0.02	-0.01, 0.05	0.02	-0.01, 0.05	0.03	-0.00, 0.07
Perceived behavioral constraints to buying clothing differently	0.06 **	0.02, 0.09	0.07 ***	0.04, 0.10	0.04 **	0.01, 0.08	0.02	-0.02, 0.06
Observations	1,024		940		958		905	
R <sup>2</sup> / R <sup>2</sup> adjusted	0.591 / 0.583		0.588 / 0.579		0.668 / 0.661		0.648 / 0.640	

\*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$

**Supplementary Table 6.** Country-specific linear regression models for clothing purchase

	Germany		Poland		Sweden		United States	
	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI
(Intercept)	7.61 ***	5.34, 9.87	6.85 ***	4.28, 9.43	5.79 ***	3.03, 8.56	3.18 *	0.57, 5.79
Income	0.20 ***	0.10, 0.29	0.22 ***	0.11, 0.33	0.26 ***	0.15, 0.37	0.32 ***	0.21, 0.43
Education (in years)	0.00	-0.00, 0.00	-0.00	-0.01, 0.00	0.01	-0.09, 0.11	-0.00	-0.01, 0.00
Age	-0.07 ***	-0.09, -0.05	-0.08 ***	-0.11, -0.05	-0.05 ***	-0.08, -0.03	-0.11 ***	-0.14, -0.09
Female	1.63 ***	1.05, 2.21	1.84 ***	1.14, 2.54	2.36 ***	1.70, 3.02	0.64	-0.09, 1.38
Life goal to live environmentally friendly	-0.17	-0.42, 0.08	0.00	-0.30, 0.30	0.18	-0.10, 0.47	0.18	-0.13, 0.48
Importance of acquiring clothing in an environmentally friendly way	-0.06	-0.35, 0.23	0.04	-0.25, 0.34	-0.31	-0.63, 0.01	0.14	-0.18, 0.46
Goal efficacy to acquire clothing in an environmentally friendly way	0.18	-0.10, 0.46	0.40 **	0.12, 0.68	0.17	-0.04, 0.37	0.36 *	0.02, 0.70
I intend to acquire mainly environmentally friendly clothing	0.03	-0.27, 0.33	-0.35 *	-0.66, -0.05	-0.21	-0.50, 0.08	-0.15	-0.51, 0.21
Awareness of need to address the environmental consequences of clothing	0.17	-0.13, 0.48	-0.13	-0.42, 0.17	-0.09	-0.41, 0.23	0.08	-0.20, 0.36
Ascription of responsibility to address the environmental consequences of clothing	-0.03	-0.24, 0.18	0.22 *	0.00, 0.43	-0.01	-0.24, 0.22	0.12	-0.12, 0.36
Self-efficacy to reduce environmental impact from one's clothing consumption	-0.21	-0.44, 0.01	-0.00	-0.26, 0.25	0.18	-0.06, 0.43	0.07	-0.24, 0.38

Personal norm to reduce clothing consumption	-0.12	-0.36, 0.13	-0.55 ***	-0.84, -0.27	0.13	-0.12, 0.38	-0.44 **	-0.76, -0.12
Personal norm to buying clothing differently	0.29	-0.02, 0.59	0.43 **	0.13, 0.74	-0.25	-0.56, 0.06	0.22	-0.16, 0.59
Attitude towards reducing personal clothing consumption	-0.65 ***	-0.96, -0.33	-0.10	-0.45, 0.26	-0.72 ***	-1.09, -0.36	-0.40 *	-0.77, -0.03
Attitude towards buying clothing differently	0.02	-0.31, 0.36	-0.03	-0.40, 0.35	0.64 **	0.26, 1.03	0.69 **	0.27, 1.11
Social norms around reducing clothing consumption	-0.02	-0.39, 0.36	-0.12	-0.54, 0.30	0.34	-0.04, 0.73	0.38	-0.07, 0.82
Social norms around buying differently	0.30	-0.09, 0.70	-0.07	-0.53, 0.39	-0.25	-0.64, 0.15	-0.00	-0.47, 0.47
Perceived behavioral constraints to reducing consumption	0.07	-0.25, 0.39	0.21	-0.09, 0.51	0.08	-0.23, 0.39	0.07	-0.30, 0.44
Perceived behavioral constraints to buying clothing differently	0.17	-0.15, 0.50	0.19	-0.12, 0.51	-0.03	-0.36, 0.30	0.06	-0.33, 0.44
Observations	1,024		940		958		905	
R <sup>2</sup> / R <sup>2</sup> adjusted	0.103 / 0.086		0.121 / 0.103		0.120 / 0.102		0.205 / 0.188	

\*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$

**Supplementary Table 7.** Country-specific linear regression models for GHG emissions from jeans and t-shirt purchase

	Germany		Poland		Sweden		United States	
	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI
(Intercept)	42.96 ***	24.45, 61.48	35.41 ***	16.61, 54.21	28.51 **	10.88, 46.15	44.66 **	14.52, 74.79
Income	0.94 *	0.21, 1.68	0.62	-0.20, 1.44	1.34 ***	0.61, 2.06	2.13 ***	0.88, 3.37
Education (in years)	0.01	-0.01, 0.03	-0.00	-0.04, 0.03	-0.61	-1.25, 0.03	-0.04	-0.10, 0.02
Age	-0.36 ***	-0.55, -0.17	-0.49 ***	-0.68, -0.29	-0.41 ***	-0.57, -0.25	-1.46 ***	-1.76, -1.15
Female	5.10 *	0.37, 9.83	4.82	-0.28, 9.92	4.10	-0.11, 8.32	-9.54 *	-17.98, -1.09
Life goal to live environmentally friendly	-0.63	-2.67, 1.41	0.12	-2.07, 2.30	1.47	-0.35, 3.28	3.46	-0.04, 6.96
Importance of acquiring clothing in an environmentally friendly way	-0.26	-2.60, 2.08	0.22	-1.94, 2.38	-1.57	-3.63, 0.48	-0.81	-4.53, 2.91
Goal efficacy to acquire clothing in an environmentally friendly way	0.76	-1.52, 3.03	1.25	-0.79, 3.30	0.62	-0.70, 1.93	2.72	-1.17, 6.60
I intend to acquire mainly environmentally friendly clothing	1.69	-0.76, 4.15	0.70	-1.51, 2.92	-0.52	-2.35, 1.31	3.46	-0.71, 7.62
Awareness of need to address the environmental consequences of clothing	-0.86	-3.34, 1.63	1.33	-0.80, 3.47	1.50	-0.58, 3.57	-1.54	-4.79, 1.72
Ascription of responsibility to address the environmental consequences of clothing	0.10	-1.60, 1.81	0.38	-1.19, 1.95	-1.76 *	-3.23, -0.28	2.36	-0.40, 5.11

Self-efficacy to reduce environmental impact from one's clothing consumption	1.00	-0.82, 2.81	0.93	-0.92, 2.78	1.04	-0.52, 2.59	-0.67	-4.24, 2.90
Personal norm to reduce clothing consumption	-1.48	-3.47, 0.51	-4.36 ***	-6.44, -2.27	-0.10	-1.72, 1.52	-3.40	-7.07, 0.27
Personal norm to buying clothing differently	-0.52	-2.98, 1.93	0.39	-1.84, 2.62	-0.43	-2.41, 1.56	0.15	-4.19, 4.48
Attitude towards reducing personal clothing consumption	-4.84 ***	-7.37, -2.32	-3.11 *	-5.68, -0.53	-3.99 ***	-6.31, -1.67	-2.68	-7.04, 1.68
Attitude towards buying clothing differently	-0.16	-2.86, 2.54	0.68	-2.07, 3.42	2.75 *	0.29, 5.21	5.01 *	0.13, 9.89
Social norms around reducing clothing consumption	1.53	-1.50, 4.56	-0.80	-3.87, 2.26	2.96 *	0.53, 5.39	-3.21	-8.35, 1.94
Social norms around buying differently	3.51 *	0.33, 6.69	2.81	-0.55, 6.16	0.40	-2.15, 2.94	3.38	-2.07, 8.82
Perceived behavioral constraints to reducing consumption	2.35	-0.27, 4.98	2.77 *	0.56, 4.99	1.81	-0.17, 3.78	0.90	-3.37, 5.17
Perceived behavioral constraints to buying clothing differently	0.54	-2.10, 3.18	1.11	-1.21, 3.43	-0.88	-2.97, 1.21	3.96	-0.45, 8.37
Observations	1,013		930		942		896	
R <sup>2</sup> / R <sup>2</sup> adjusted	0.076 / 0.058		0.080 / 0.061		0.073 / 0.054		0.205 / 0.188	

\*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$

**Supplementary Table 8.** Country-specific linear regression models for annual GHG emissions from steady stock

	Germany		Poland		Sweden		United States	
	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI	<i>b</i>	95% CI
(Intercept)	228.05 ***	145.41, 310.68	137.10 **	34.72, 239.49	125.36 ***	71.10, 179.63	115.10	-48.07, 278.28
Income	5.77 ***	2.47, 9.07	5.77 *	1.30, 10.24	3.45 **	1.23, 5.68	15.11 ***	8.37, 21.85
Education (in years)	-0.03	-0.14, 0.08	-0.07	-0.27, 0.12	-1.78	-3.76, 0.20	-0.07	-0.39, 0.25
Age	-1.06 *	-1.89, -0.23	-1.13 *	-2.21, -0.05	-0.43	-0.93, 0.06	-3.36 ***	-5.01, -1.71
Female	19.55	-1.55, 40.65	28.19 *	0.43, 55.94	9.34	-3.63, 22.31	-43.59	-89.33, 2.14
Life goal to live environmentally friendly	-7.25	-16.32, 1.82	0.23	-11.67, 12.12	-1.37	-6.95, 4.21	6.87	-12.11, 25.85
Importance of acquiring clothing in an environmentally friendly way	-3.31	-13.75, 7.14	0.29	-11.53, 12.11	-3.48	-9.80, 2.83	14.33	-5.91, 34.57
Goal efficacy to acquire clothing in an environmentally friendly way	1.34	-8.77, 11.45	13.20 *	2.06, 24.35	-1.40	-5.45, 2.65	7.34	-13.74, 28.42
I intend to acquire mainly environmentally friendly clothing	12.39 *	1.47, 23.30	-7.57	-19.66, 4.51	-1.98	-7.63, 3.68	15.30	-7.28, 37.88
Awareness of need to address the environmental consequences of clothing	-6.37	-17.47, 4.73	5.99	-5.66, 17.65	4.68	-1.70, 11.06	-11.86	-29.41, 5.70
Ascription of responsibility to address the environmental consequences of clothing	-2.78	-10.41, 4.84	2.34	-6.25, 10.93	-1.58	-6.11, 2.95	2.17	-12.70, 17.04

Self-efficacy to reduce environmental impact from one's clothing consumption	-1.53	-9.64, 6.58	4.41	-5.64, 14.46	0.49	-4.29, 5.26	-11.88	-31.27, 7.51
Personal norm to reduce clothing consumption	-10.27 *	-19.13, -1.41	-13.42 *	-24.82, -2.01	2.17	-2.83, 7.17	-1.49	-21.42, 18.44
Personal norm to buying clothing differently	3.99	-6.94, 14.92	9.86	-2.35, 22.06	-3.28	-9.39, 2.83	-0.32	-23.81, 23.17
Attitude towards reducing personal clothing consumption	-21.29 ***	-32.55, -10.04	-37.41 ***	-51.58, -23.25	-17.44 ***	-24.57, -10.30	-3.50	-27.22, 20.21
Attitude towards buying clothing differently	11.36	-0.66, 23.39	16.30 *	1.31, 31.29	7.57 *	0.00, 15.13	5.55	-20.92, 32.02
Social norms around reducing clothing consumption	14.31 *	0.83, 27.79	3.72	-12.99, 20.44	7.39	-0.10, 14.87	3.55	-24.31, 31.42
Social norms around buying differently	-7.04	-21.21, 7.13	-0.97	-19.25, 17.31	-2.81	-10.64, 5.02	-1.60	-31.09, 27.89
Perceived behavioral constraints to reducing consumption	-5.60	-17.30, 6.11	20.24 ***	8.21, 32.27	5.45	-0.62, 11.51	-3.00	-26.20, 20.19
Perceived behavioral constraints to buying clothing differently	11.11	-0.66, 22.88	-14.47 *	-27.12, -1.82	3.22	-3.20, 9.63	11.40	-12.46, 35.26
Observations	1,013		928		940		893	
R <sup>2</sup> / R <sup>2</sup> adjusted	0.070 / 0.052		0.070 / 0.051		0.077 / 0.058		0.100 / 0.081	

\*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$

**Supplementary Table 9.** Linear regression models without outliers ( $\geq 3$  SD above mean)

	GHG emissions from jeans and t-shirt purchase (no outliers)		GHG emissions from steady stock (no outliers)	
	<i>b</i>	$\beta$	<i>b</i>	$\beta$
(Intercept)	31.36 *** [22.65, 40.07]	0.00 ***	134.01 *** [108.78, 159.24]	0.00 ***
Income	1.01 *** [0.63, 1.38]	0.09 ***	3.23 *** [2.14, 4.32]	0.10 ***
Education (in years)	-0.00 [-0.02, 0.02]	-0.00	-0.02 [-0.07, 0.03]	-0.01
Age	-0.58 *** [-0.67, -0.49]	-0.22 ***	-1.00 *** [-1.26, -0.75]	-0.13 ***
Female	1.13 [-1.24, 3.49]	0.02	-5.20 [-12.05, 1.65]	-0.03
Life goal to live environmentally friendly	0.17 [-0.83, 1.18]	0.01	1.45 [-1.46, 4.37]	0.02
Importance of acquiring clothing in an environmentally friendly way	0.71 [-0.37, 1.78]	0.03	2.09 [-1.04, 5.23]	0.04
Goal efficacy to acquire clothing in an environmentally friendly way	1.29 ** [0.36, 2.23]	0.06 **	2.05 [-0.65, 4.74]	0.03
I intend to acquire mainly environmentally friendly clothing	0.14 [-0.95, 1.24]	0.01	-1.07 [-4.24, 2.10]	-0.02
Awareness of need to address the environmental consequences of clothing	1.01 [-0.06, 2.08]	0.04	1.67 [-1.44, 4.77]	0.02
Ascription of responsibility to address the environmental consequences of clothing	-0.16 [-0.95, 0.63]	-0.01	0.30 [-1.99, 2.59]	0.00

Self-efficacy to reduce environmental impact from one's clothing consumption	1.14 * [0.23, 2.04]	0.05 *	1.12 [-1.49, 3.74]	0.02
Personal norm to reduce clothing consumption	-2.03 *** [-3.01, -1.06]	-0.10 ***	-4.71 ** [-7.53, -1.89]	-0.08 **
Personal norm to buying clothing differently	-0.02 [-1.16, 1.12]	-0.00	2.24 [-1.05, 5.53]	0.04
Attitude towards reducing personal clothing consumption	-3.48 *** [-4.73, -2.23]	-0.11 ***	-12.41 *** [-16.07, -8.74]	-0.15 ***
Attitude towards buying clothing differently	1.12 [-0.23, 2.47]	0.04	1.57 [-2.36, 5.49]	0.02
Social norms around reducing clothing consumption	1.81 * [0.36, 3.26]	0.06 *	5.91 ** [1.68, 10.14]	0.06 **
Social norms around buying differently	2.12 ** [0.59, 3.65]	0.06 **	-2.25 [-6.72, 2.21]	-0.02
Perceived behavioral constraints to reducing consumption	1.50 * [0.35, 2.65]	0.05 *	2.68 [-0.66, 6.02]	0.03
Perceived behavioral constraints to buying clothing differently	1.05 [-0.14, 2.24]	0.04	3.41 [-0.04, 6.87]	0.05
Poland	0.47 [-2.80, 3.74]	0.01	5.10 [-4.39, 14.58]	0.02
Sweden	-11.74 *** [-14.87, -8.62]	-0.14 ***	-29.36 *** [-38.39, -20.32]	-0.13 ***
United States	3.78 * [0.48, 7.08]	0.04 *	-14.21 ** [-23.80, -4.62]	-0.06 **
Observations	3,712		3,645	
R <sup>2</sup> / R <sup>2</sup> adjusted	0.126 / 0.121		0.073 / 0.067	

Brackets show 95% confidence intervals. \*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$

**Supplementary Table 10.** Linear regressions with log transformation

	GHG emissions from jeans and t-shirt purchase		Annual GHG emissions from steady stock	
	$\beta$	95% CI	$\beta$	95% CI
(Intercept)	2.49 ***	2.07, 2.91	4.67 ***	4.45, 4.89
Income	0.06 ***	0.04, 0.07	0.04 ***	0.03, 0.05
Education (in years)	-0.00	-0.00, 0.00	-0.00	-0.00, 0.00
Age	-0.03 ***	-0.03, -0.03	-0.01 ***	-0.01, -0.01
Female	0.07	-0.05, 0.18	-0.07 *	-0.13, -0.01
Life goal to live environmentally friendly	0.04	-0.01, 0.09	0.02	-0.01, 0.04
Importance of acquiring clothing in an environmentally friendly way	0.03	-0.02, 0.08	0.01	-0.02, 0.03
Goal efficacy to acquire clothing in an environmentally friendly way	0.06 **	0.02, 0.11	0.02	-0.00, 0.04
I intend to acquire mainly environmentally friendly clothing	0.01	-0.04, 0.06	0.00	-0.03, 0.03
Awareness of need to address the environmental consequences of clothing	0.03	-0.02, 0.08	0.00	-0.02, 0.03
Ascription of responsibility to address the environmental consequences of clothing	0.02	-0.02, 0.05	0.02	-0.00, 0.04
Self-efficacy to reduce environmental impact from one's clothing consumption	0.07 **	0.03, 0.12	0.01	-0.01, 0.03
Personal norm to reduce clothing consumption	-0.08 ***	-0.13, -0.03	-0.03 **	-0.06, -0.01

Personal norm to buying clothing differently	-0.01	-0.06, 0.05	-0.00	-0.03, 0.03
Attitude towards reducing personal clothing consumption	-0.20 ***	-0.26, -0.14	-0.12 ***	-0.16, -0.09
Attitude towards buying clothing differently	0.08 *	0.02, 0.15	0.04 **	0.01, 0.08
Social norms around reducing clothing consumption	0.03	-0.04, 0.10	0.04 *	0.00, 0.07
Social norms around buying differently	0.12 **	0.04, 0.19	0.01	-0.03, 0.05
Perceived behavioral constraints to reducing consumption	0.10 ***	0.04, 0.15	0.04 **	0.01, 0.07
Perceived behavioral constraints to buying clothing differently	0.03	-0.03, 0.08	0.01	-0.02, 0.04
Poland	0.11	-0.04, 0.27	-0.06	-0.15, 0.02
Sweden	-0.68 ***	-0.83, -0.53	-0.36 ***	-0.44, -0.28
United States	-0.03	-0.19, 0.13	-0.16 ***	-0.24, -0.07
Observations		3,781		3,774
R <sup>2</sup> / R <sup>2</sup> adjusted		0.142 / 0.137		0.107 / 0.102

\*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$

**Supplementary Table 11.** Ordinal regression for clothing purchase

	<b>Clothing purchase</b>	
	<i>Odds ratio</i>	<i>95% CI</i>
0   2.5	0.08 ***	0.08, 0.08
2.5   7	1.23	1.23, 1.23
7   12.5	6.52 ***	6.49, 6.56
12.5   18	26.68 ***	23.40, 30.42
18   23	78.49 ***	74.26, 82.96
23   30	179.62 ***	169.27, 190.60
Income	1.13 ***	1.11, 1.16
Education (in years)	1.00	1.00, 1.00
Age	0.96 ***	0.96, 0.97
Female	1.86 ***	1.63, 2.12
Life goal to live environmentally friendly	1.02	0.97, 1.08
Importance of acquiring clothing in an environmentally friendly way	1.04	0.98, 1.10
Goal efficacy to acquire clothing in an environmentally friendly way	1.12 ***	1.06, 1.18
I intend to acquire mainly environmentally friendly clothing	0.95	0.89, 1.01
Awareness of need to address the environmental consequences of clothing	0.99	0.93, 1.05

Ascription of responsibility to address the environmental consequences of clothing	1.04	0.99, 1.08
Self-efficacy to reduce environmental impact from one's clothing consumption	1.01	0.96, 1.06
Personal norm to reduce clothing consumption	0.91 ***	0.86, 0.95
Personal norm to buying clothing differently	1.03	0.97, 1.09
Attitude towards reducing personal clothing consumption	0.84 ***	0.79, 0.90
Attitude towards buying clothing differently	1.11 **	1.03, 1.19
Social norms around reducing clothing consumption	1.08	1.00, 1.17
Social norms around buying differently	1.03	0.95, 1.12
Perceived behavioral constraints to reducing consumption	1.06	1.00, 1.13
Perceived behavioral constraints to buying clothing differently	1.05	0.98, 1.12
Poland	1.05	0.88, 1.26
Sweden	1.08	0.91, 1.28
United States	1.12	0.93, 1.34
<hr/>		
Observations	3,827	
R <sup>2</sup> Nagelkerke	0.463	
Residual deviance	9997.56	
AIC	10053.57	

\*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$

**Supplementary Table 12.** Linear regression models with all predictors without education outliers ( $\geq 50$  years of education)

	EAC		Clothing purchase		GHG emissions from jeans and t-shirt purchase		GHG emissions from steady stock	
	<i>b</i>	$\beta$	<i>b</i>	$\beta$	<i>b</i>	$\beta$	<i>b</i>	$\beta$
(Intercept)	0.21 ** [0.07, 0.35]	0.00 **	5.64 *** [4.28, 7.00]	0.00 ***	44.35 *** [32.42, 56.28]	0.00 ***	169.69 *** [110.24, 229.14]	0.00 ***
Income	0.00 [-0.00, 0.01]	0.00	0.27 *** [0.22, 0.33]	0.17 ***	1.58 *** [1.11, 2.05]	0.11 ***	9.39 *** [7.05, 11.73]	0.14 ***
Education (in years)	0.01 ** [0.00, 0.01]	0.03 **	-0.02 [-0.06, 0.02]	-0.02	-0.75 *** [-1.12, -0.39]	-0.06 ***	-2.20 * [-4.03, -0.37]	-0.04 *
Age	0.00 [-0.00, 0.00]	0.01	-0.09 *** [-0.10, -0.08]	-0.23 ***	-0.77 *** [-0.88, -0.66]	-0.23 ***	-1.97 *** [-2.51, -1.44]	-0.12 ***
Female	0.09 *** [0.05, 0.12]	0.05 ***	1.52 *** [1.18, 1.85]	0.15 ***	0.08 [-2.84, 3.00]	0.00	-1.22 [-15.78, 13.35]	-0.00
Life goal to live environmentally friendly	0.03 *** [0.01, 0.04]	0.05 ***	0.05 [-0.09, 0.19]	0.01	1.08 [-0.16, 2.32]	0.03	0.82 [-5.36, 7.01]	0.01
Importance of acquiring clothing in an environmentally friendly way	0.08 *** [0.06, 0.09]	0.17 ***	0.04 [-0.11, 0.19]	0.01	0.13 [-1.20, 1.46]	0.00	5.20 [-1.45, 11.86]	0.04
Goal efficacy to acquire clothing in an environmentally friendly way	0.04 *** [0.03, 0.06]	0.09 ***	0.29 *** [0.15, 0.42]	0.09 ***	1.20 * [0.05, 2.36]	0.04 *	4.95 [-0.82, 10.72]	0.04
I intend to acquire mainly environmentally friendly clothing	0.11 *** [0.10, 0.13]	0.26 ***	-0.18 * [-0.34, -0.03]	-0.06 *	1.62 * [0.27, 2.97]	0.06 *	4.38 [-2.37, 11.13]	0.04
Awareness of need to address the environmental consequences of clothing	0.03 *** [0.01, 0.04]	0.05 ***	-0.01 [-0.16, 0.14]	-0.00	-0.12 [-1.42, 1.19]	-0.00	-3.34 [-9.85, 3.18]	-0.02

Ascription of responsibility to address the environmental consequences of clothing	-0.02 *** [-0.03, -0.01]	-0.04 ***	0.07 [-0.04, 0.19]	0.02	0.11 [-0.86, 1.09]	0.00	0.08 [-4.78, 4.93]	0.00
Self-efficacy to reduce environmental impact from one's clothing consumption	0.01 * [0.00, 0.03]	0.03 *	0.03 [-0.10, 0.16]	0.01	0.98 [-0.14, 2.09]	0.03	0.49 [-5.08, 6.06]	0.00
Personal norm to reduce clothing consumption	0.04 *** [0.03, 0.05]	0.09 ***	-0.27 *** [-0.41, -0.13]	-0.09 ***	-2.64 *** [-3.84, -1.44]	-0.10 ***	-8.11 ** [-14.10, -2.12]	-0.06 **
Personal norm to buying clothing differently	0.04 *** [0.03, 0.06]	0.09 ***	0.14 [-0.02, 0.30]	0.05	-0.40 [-1.81, 1.00]	-0.01	1.89 [-5.13, 8.91]	0.01
Attitude towards reducing personal clothing consumption	-0.01 [-0.03, 0.01]	-0.01	-0.43 *** [-0.60, -0.25]	-0.10 ***	-3.43 *** [-4.97, -1.89]	-0.09 ***	-20.33 *** [-28.03, -12.64]	-0.11 ***
Attitude towards buying clothing differently	0.04 *** [0.02, 0.05]	0.05 ***	0.30 ** [0.11, 0.48]	0.07 **	1.92 * [0.27, 3.57]	0.05 *	10.62 * [2.37, 18.87]	0.06 *
Social norms around reducing clothing consumption	0.04 *** [0.02, 0.06]	0.05 ***	0.19 [-0.02, 0.39]	0.04	0.60 [-1.17, 2.37]	0.01	9.33 * [0.51, 18.16]	0.05 *
Social norms around buying differently	0.06 *** [0.03, 0.08]	0.08 ***	0.08 [-0.14, 0.29]	0.02	3.11 ** [1.23, 4.99]	0.08 **	-0.36 [-9.72, 9.00]	-0.00
Perceived behavioral constraints to reducing consumption	0.01 [-0.00, 0.03]	0.02	0.10 [-0.06, 0.26]	0.02	1.92 ** [0.50, 3.34]	0.05 **	7.01 [-0.06, 14.09]	0.04
Perceived behavioral constraints to buying clothing differently	0.05 *** [0.03, 0.07]	0.09 ***	0.14 [-0.03, 0.31]	0.04	1.49 * [0.02, 2.96]	0.04 *	1.06 [-6.28, 8.39]	0.01
Poland	-0.08 *** [-0.13, -0.04]	-0.05 ***	0.28 [-0.18, 0.75]	0.02	-0.92 [-4.99, 3.14]	-0.01	-7.21 [-27.44, 13.03]	-0.01
Sweden	-0.06 * [-0.10, -0.01]	-0.03 *	0.28 [-0.17, 0.72]	0.02	-12.55 *** [-16.44, -8.66]	-0.12 ***	-41.94 *** [-61.33, -22.56]	-0.08 ***

United States	-0.04 [-0.08, 0.01]	-0.02	0.63 ** [0.17, 1.10]	0.05 **	11.71 *** [7.63, 15.79]	0.11 ***	14.15 [-6.22, 34.52]	0.03
Observations	3,815		3,815		3,769		3,762	
R <sup>2</sup> / R <sup>2</sup> adjusted	0.618 / 0.616		0.120 / 0.115		0.152 / 0.147		0.066 / 0.061	

*Note: Clothing consumption was measured on a 7-point scale and averaged to category mid-points: 1) none; 2) 1-4; 3) 5-9; 4) 10-15; 5) 16-20; 6) 21-25; 7) 26 or more. Brackets show 95% confidence intervals. \* p<0.05 \*\* p<0.01 \*\*\* p<0.001*

**Supplementary Table 13.** Linear regressions with raw t-shirt and jeans purchase variables

	Jeans purchases		T-shirt purchases	
	<i>b</i>	95% CI	<i>b</i>	95% CI
(Intercept)	0.65 ***	0.34, 0.95	2.57 ***	1.90, 3.23
Income	0.04 ***	0.03, 0.05	0.06 ***	0.03, 0.09
Education (in years)	-0.00	-0.00, 0.00	-0.00	-0.00, 0.00
Age	-0.02 ***	-0.02, -0.02	-0.04 ***	-0.05, -0.03
Female	-0.01	-0.09, 0.07	0.07	-0.11, 0.25
Life goal to live environmentally friendly	0.03	-0.01, 0.06	0.07	-0.01, 0.14
Importance of acquiring clothing in an environmentally friendly way	0.00	-0.04, 0.04	-0.01	-0.09, 0.07
Goal efficacy to acquire clothing in an environmentally friendly way	0.04 *	0.01, 0.07	0.05	-0.02, 0.12
I intend to acquire mainly environmentally friendly clothing	0.04 *	0.00, 0.08	0.06	-0.02, 0.14
Awareness of need to address the environmental consequences of clothing	0.01	-0.03, 0.04	-0.02	-0.11, 0.06
Ascription of responsibility to address the environmental consequences of clothing	0.01	-0.02, 0.04	-0.04	-0.10, 0.03
Self-efficacy to reduce environmental impact from one's clothing consumption	0.03	-0.00, 0.06	0.05	-0.02, 0.12
Personal norm to reduce clothing consumption	-0.07 ***	-0.10, -0.03	-0.14 ***	-0.22, -0.07
Personal norm to buying clothing differently	-0.02	-0.06, 0.02	0.02	-0.07, 0.11
Attitude towards reducing personal clothing consumption	-0.08 ***	-0.12, -0.03	-0.25 ***	-0.34, -0.15
Attitude towards buying clothing differently	0.04	-0.00, 0.09	0.15 **	0.05, 0.25
Social norms around reducing clothing consumption	0.01	-0.04, 0.06	0.10	-0.01, 0.20
Social norms around buying differently	0.11 ***	0.06, 0.16	0.02	-0.09, 0.14
Perceived behavioral constraints to reducing consumption	0.04 *	0.00, 0.08	0.13 **	0.04, 0.22
Perceived behavioral constraints to buying clothing differently	0.04	-0.00, 0.08	0.08	-0.01, 0.17

Poland	-0.09	-0.21, 0.02	0.23	-0.02, 0.48
Sweden	-0.31 ***	-0.42, -0.20	-0.77 ***	-1.01, -0.53
United States	0.40 ***	0.29, 0.52	0.23	-0.02, 0.48
Observations		3,788		3,790
R <sup>2</sup> / R <sup>2</sup> adjusted		0.134 / 0.128		0.099 / 0.094

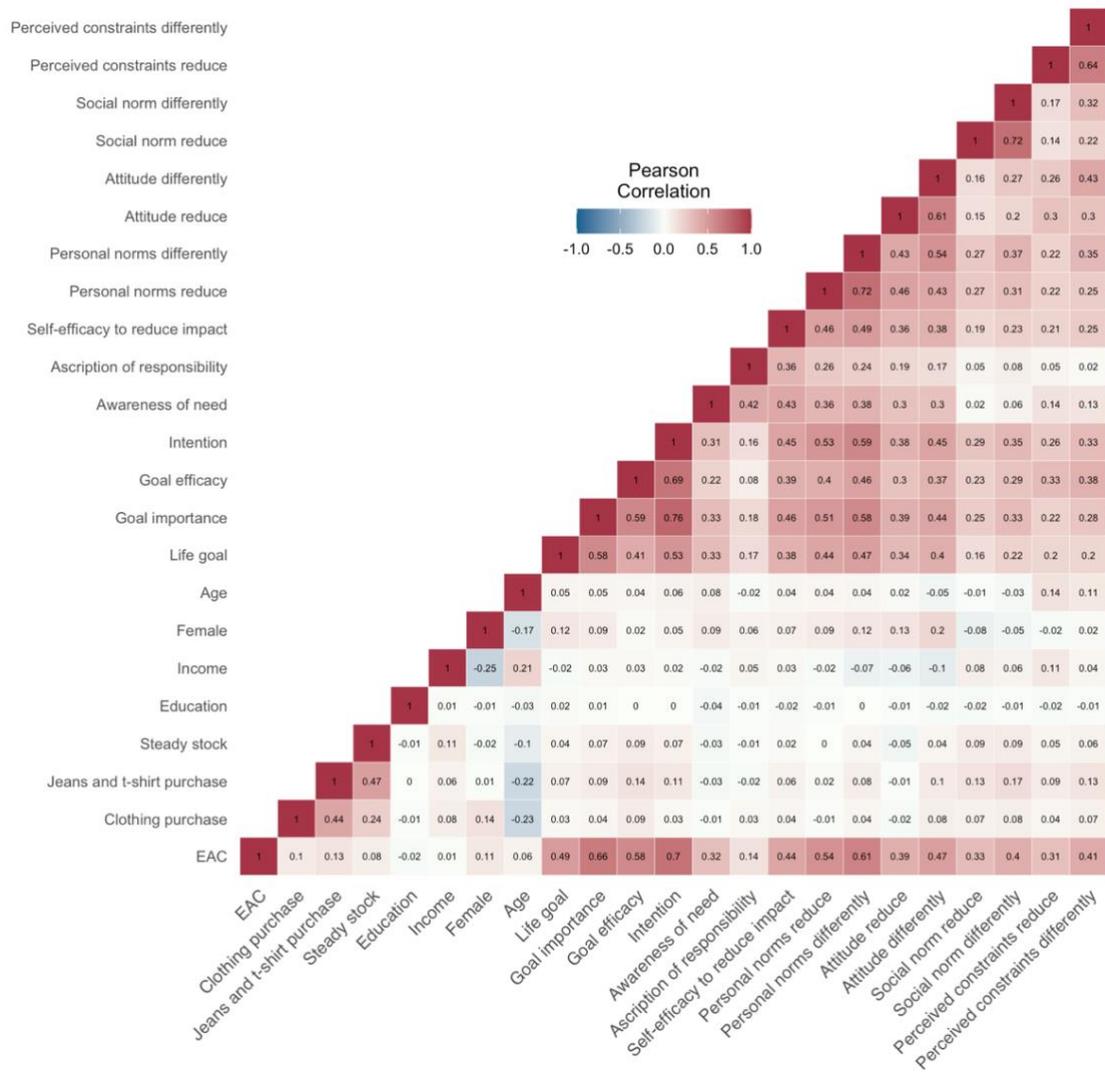
\*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$

**Supplementary Table 14.** Linear regressions with raw t-shirt and jeans steady stock variables

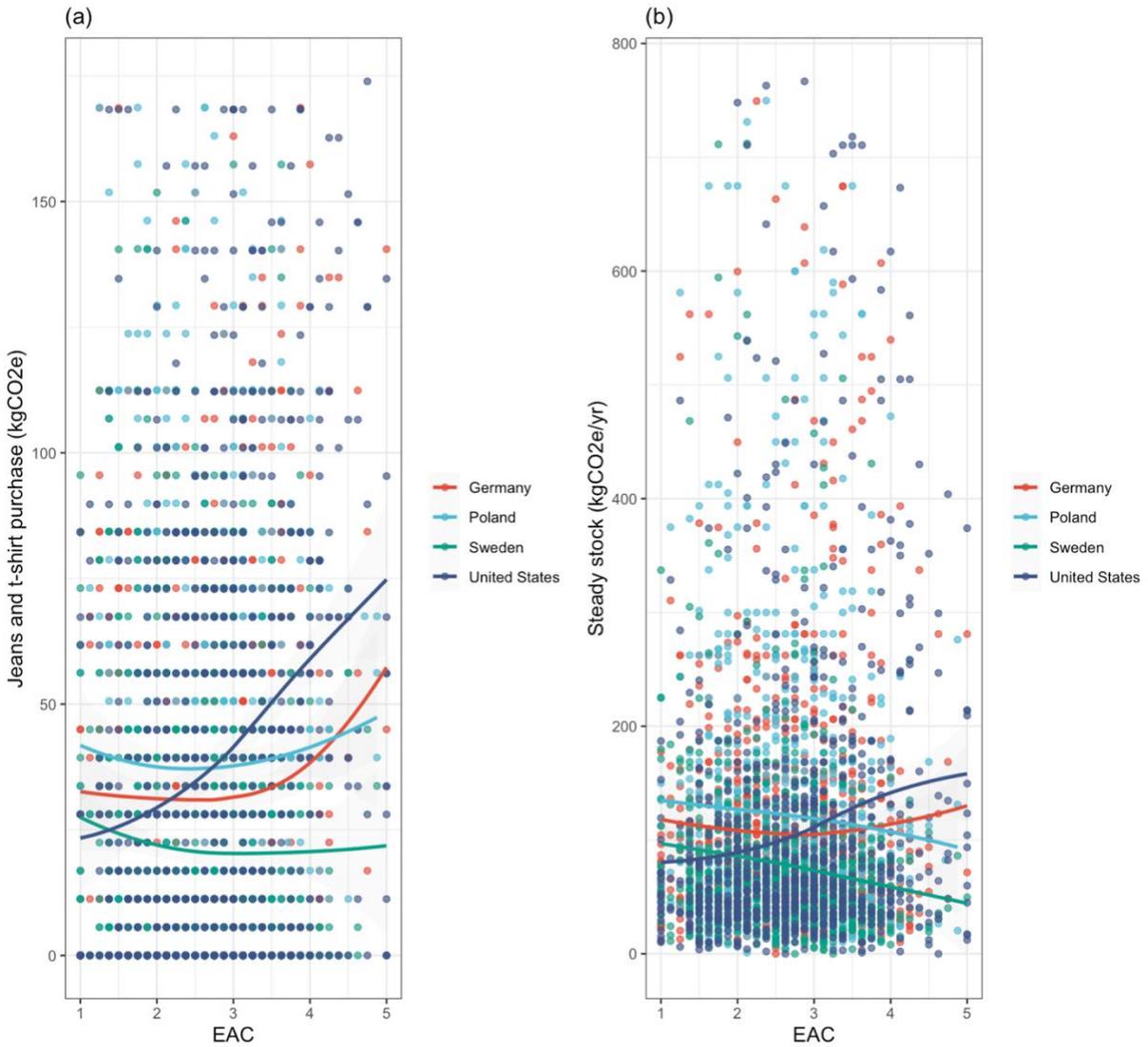
	Jeans steady stock		T-shirt steady stock	
	<i>b</i>	95% <i>CI</i>	<i>b</i>	95% <i>CI</i>
(Intercept)	6.11 ***	4.90, 7.32	26.62 ***	23.44, 29.80
Income	0.20 ***	0.15, 0.25	0.30 ***	0.16, 0.43
Education (in years)	0.00	-0.00, 0.00	0.00	-0.00, 0.01
Age	-0.04 ***	-0.05, -0.03	-0.09 ***	-0.12, -0.06
Female	0.84 ***	0.52, 1.17	0.18	-0.68, 1.05
Life goal to live environmentally friendly	0.11	-0.03, 0.25	0.24	-0.13, 0.61
Importance of acquiring clothing in an environmentally friendly way	0.01	-0.14, 0.16	-0.26	-0.66, 0.13
Goal efficacy to acquire clothing in an environmentally friendly way	0.05	-0.08, 0.18	0.01	-0.33, 0.35
I intend to acquire mainly environmentally friendly clothing	-0.03	-0.18, 0.13	-0.05	-0.45, 0.35
Awareness of need to address the environmental consequences of clothing	0.19 *	0.05, 0.34	0.28	-0.11, 0.66
Ascription of responsibility to address the environmental consequences of clothing	-0.06	-0.17, 0.05	0.02	-0.27, 0.31
Self-efficacy to reduce environmental impact from one's clothing consumption	-0.08	-0.21, 0.04	-0.19	-0.52, 0.14
Personal norm to reduce clothing consumption	-0.11	-0.24, 0.02	-0.80 ***	-1.16, -0.45
Personal norm to buying clothing differently	-0.07	-0.22, 0.09	0.39	-0.02, 0.81
Attitude towards reducing personal clothing consumption	-0.32 ***	-0.49, -0.15	-0.81 ***	-1.27, -0.36
Attitude towards buying clothing differently	0.27 **	0.09, 0.46	0.45	-0.04, 0.94
Social norms around reducing clothing consumption	-0.15	-0.34, 0.05	-0.05	-0.57, 0.48
Social norms around buying differently	0.15	-0.06, 0.36	-0.55	-1.10, 0.00
Perceived behavioral constraints to reducing consumption	0.14	-0.02, 0.29	0.61 **	0.19, 1.03
Perceived behavioral constraints to buying clothing differently	0.07	-0.09, 0.24	-0.13	-0.57, 0.30

Poland	-2.37 ***	-2.83, -1.92	-4.25 ***	-5.45, -3.05
Sweden	-1.60 ***	-2.04, -1.17	-4.75 ***	-5.90, -3.60
United States	0.00	-0.45, 0.46	-3.16 ***	-4.36, -1.96
Observations		3,797		3,784
R <sup>2</sup> / R <sup>2</sup> adjusted		0.073 / 0.068		0.053 / 0.047

\*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$



**Supplementary Fig. 1. Heat map correlations.** The heat map includes all relevant outcome, demographic, and psychological variables. Correlations higher than .04 are statistically significant at  $p = .01$ . The jeans and t-shirt purchase and steady stock variables indicate associated GHG emissions. Because the sustainability of clothing consumption can be improved through reducing consumption and/or buying clothing differently (e.g., secondhand clothing, recycled fabrics, or clothing made from other environmentally friendly materials) parallel measures were included to capture these two strategies for awareness of need, ascription of responsibility, attitudes, personal norms, social norms, and perceived behavioral constraints (labelled *reduce* and *differently*; see Methods for item details).



**Supplementary Fig. 2. Correlations between impact-focused outcome variables and EAC.** Correlations between outcome variables without outliers ( $\geq 3$  SD above mean): (a) correlation between EAC and GHG emissions associated with self-reported purchases of jeans and t-shirts within last three months; (b) correlation between EAC and annual GHG emissions from maintaining a steady stock of jeans and t-shirts.

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