KNOW IT ALL
IN THE BLINK OF AN EYE
— HOW TO COMMUNICATE SUSTAINABLE FASHION TO GENERATION Z

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Abstract
The fact that the textile industry is concerned with environmental, social, and economic issues has been acknowledged worldwide, both by companies and their different stakeholders. As a result, more and more fashion brands have shown different types of sustainability initiatives, for example by offering sustainable fashion products. Communicating these kinds of initiatives is associated with many risks and challenges for the companies. It is essential for the brands to know how to communicate sustainable fashion to a specific target group. A new customer group that is going to dominate the market soon is Generation Z (people born in mid-90 to 2010). Generation Z differ from previous generation, especially regarding their values and how they communicate. Despite the fact that this is a new important target group for fashion brands, little academic research can be found on how fashion brands should communicate sustainable fashion towards these consumers. Therefore, the purpose of this qualitative research is to identify possibilities and challenges of marketing sustainable fashion towards generation Z.

10 participants from generation Z were interviewed in order to answer the following research questions: What attitude does generation Z has toward sustainable fashion and sustainable clothing consumption?; and what marketing activities does generation Z prefer regarding sustainable fashion? The findings showed revealed that generation Z do have knowledge about sustainable fashion in general, still they are eager to know more. They are positive toward fashion brands that engage in sustainability matters, however, some skepticism could be found. This implies the importance of brands staying truthful and consequent in their sustainability marketing. Social media, in particular Instagram and YouTube, seem to be appropriate platforms to reach them at, especially though the use of videos. The messages on social media should be informative and preferably somehow radical or shocking, yet still short and easy to understand. Also, as stated in previous research, influencers are a good tool to use when communicating sustainable fashion. Other important marketing strategies are to use interactive marketing to involve them, and also to focus on having an attractive store communication. What is significant when communicating sustainable fashion towards generation Z is to make it easy and convenient while being logical and transparent in the marketing activities.

Keywords: Fashion marketing, sustainability, generation Z, communication, sustainability marketing
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1 Introduction

This chapter will give an introduction to the research problem. First, the background will provide a review of essential knowledge and contribution to the problem. Second, current research in the field will be presented. Next, the problem discussion will work as an explanation of what needs to be researched further which will build up to the research purpose. Finally, delimitations of the study will be claimed.

The last decades’ population expansion and increase in consumption have resulted in an unsustainable global production pattern which contributes to an overexploitation of resources (Henningsson 2017; Konsumentverket 2017). Many of these problems are linked to people’s private consumption habits (Government Offices of Sweden 2016). Consequently, researchers are agreeing upon that, we have to make consumption more sustainable in order to be able to pass on the best prerequisites for future generations and also to enhance the living standards for all people (Brown 2010, p. 7; Davies 2009; Stibbe & Luna 2009). From a business aspect, that includes improving the product development and the manufacturing as well as enlightening the consumers and making it easier for them to make more environmentally, socially, and economically sustainable choices (Geissdoerfer, Savaget, Bocken & Hultink 2017). Products purchased by individual consumers can affect the environment in several stages of the consumption process: in the production, during usage, and at disposal (Konsumentverket 2017). The Swedish Naturskyddsverket (2017) argues that a shift to a more sustainable consumption and production is a necessity in order to reduce the global warming and improve current social issues. This is a publicly known matter today and has been acknowledged by people and companies across different countries, cultures and industries. One industry where these issues have been given more and more attention is the fashion industry. This has caused for a change in the area of fashion marketing, which, for many different reasons that will be discussed further in this chapter, is concerned with new possibilities and challenges.

1.1 Background

The fashion and textile industry has been accused of being one of the most polluting industries in the world, in many cases operating by the detriment of its workers (Lee, Seifert & Cherrier 2017). The term sustainable fashion was coined in the 1960’s, when the public became more widely aware of the negative impact that the clothing manufacturing had on the environment, and so called for an industrial change (Henninger, Alevizou & Oates 2016). Most of the clothing production takes place in third world countries where the working conditions are below the Western living standards (Minney 2011, p. 12). Further, Brown (2010, p. 9) states that the rapid production cycles combined with a constant focus on increasing the sales have made the industry into a major contributor to the global warming. As a result, stakeholders in the fashion industry demand that companies take their responsibility and develop more sustainable models (Devin 2016). Since 2017, all companies of a certain size in Sweden have to establish and publicly publish a sustainability report according to the Swedish law (SI 2018). As a result of political pressure combined with an increased customer demand for more sustainable options (Do Paço & Raposo 2008), we can see a rise of sustainable and ethical fashion in Sweden. This growth is not limited to a rise in numbers of sustainable and ethical fashion brands on the market (Dickenbrok & Martinez 2018), but also
a trend of already existing brands, both budget and more exclusive ones, starting to apply
different sustainability strategies and offer sustainable collections (Gerretsen 2018).

However, the emerging concern for sustainability among consumers is not reflected in the
actual purchase behaviour. This attitude–behaviour gap has been described by Butler and
Francis (1997) as a result of cost considerations and lack of interest and knowledge in the
subject. More recent studies suggest that the attitude–behaviour gap could be dealt with by
improving the communication of sustainable fashion (Dickenbrok & Martinez 2018). Also, it
is often argued that communicating sustainability initiatives can help companies to influence
stakeholders’ image of the brand (Devin 2016). Nevertheless, making sustainable fashion
desirable and high status has been shown to be challengeable (Pérez Curiel 2017). Also, many
fashion brands have been accused of greenwashing during the last decade. Greenwashing is
when companies, intentionally or not, overstate or mislead the consumers concerning their
sustainability actions (Ottman 2017). Studies have shown that unfolded greenwashing has a
negative impact on the customer perception of the brand and its advertisement, even regarding
customers who are not environmentally concerned (Majláth 2017). This has increased the
demand for effective sustainable fashion marketing, where fashion marketers need to find new
ways to market how they work with sustainability issues.

Jackson and Shaw (2009, p. 24) argue that fashion marketers need continuous information
about customers and market trends in order to be able to remain competitive and relevant in
all aspects of the fashion marketing mix. Age-group is a common demographic parameter
which fashion brands use to determine their target customer. Even if a company keeps the
same age group, different generations will pass. Each generation has unique experiences,
expectations, values, lifestyles and demographics derived from different generational history
which affects their buying behaviour (Olsen 2017; Williams & Page 2011). Also, Dabija
(2018) claims in a recent study that there are significant differences across consumer
generations’ perceptions of fashion brands’ sustainability strategies. Therefore, fashion brands
need to adjust their marketing in relation to the current targeted generation and there is
currently a switch going on: while marketers and the media have been preoccupied with the so
called Millennials (or Generation Y) the following generation is stepping forward. Generation
Z, which includes people born in 1995 until 2010 (Geck 2016; Tapscott 2009, p. 16) are now
making up over 27% of the global population (Black, Asadorian & Dunnett 2017) and are the
future contributors to the world economy (Yussof, Harun, Norizan, Durani, Jamil & Salleh
2018). Generation Z differ from previous generations in the way that they did not experience
the up rise of the climate change crisis, they were born in the middle of it (Black, Asadorian
& Dunnett 2017). Furthermore, being born in the mid 90’s, Generation Z is the first true
digital natives which has developed an instinctive behaviour and expectations about
information, consumption, access and creation that differ largely from previous generations
(Cole, Napier & Marcum 2015). People of generation Z, has a unique set of opinions,
misinformation, attitudes and behaviour (Jain, Varsa & Jagani 2014), and they should not be
treated in the same way as earlier generations. Therefore, marketers need to understand the
characteristics and behaviours of generation Z in order to build relationships and gain their
trust (Williams & Page 2011).

1.2 Previous research
Typically, consumers do have a positive attitude towards ethical consumption (Niinimäki
2010) even though, they are not always acting on it (Butler & Francis 1997). Dickenbrok and
Martinez (2018) argue that, this could be changed by actualizing better, more transparent,
sustainability marketing and communication. Similarly, Shen, Zheng, Chow and Chow (2014) state, that sustainability marketing is a good tool for brands to educate their customers and increase their awareness concerning the importance of sustainability. In a recent study on sustainable fashion brands and loyalty, Dabija (2018), conducted a survey with consumers belonging to different generations. The results of this study show that generation Z is one of the generation groups that developed the strongest loyalty towards sustainability-oriented fashion brands when being confronted with the sustainability actions of those retailers (ibid).

As previously stated, sustainable fashion marketing is associated with many challenges and risks, such as greenwashing or sustainable clothes not being appealing enough (Streit & Davies 2013, p. 210). Dickenbrok and Martinez (2018) found out that the main challenges when communicating ecological fashion is to protect the brand identity, coherency and the appeal of the brand. Fuentes and Fuentes (2016) research regarding marketing of ethical products contributed with some interesting indications of how a mass market for green products could be constructed with marketing. The results showed that functional sustainability marketing uses three sets of marketing devices: stores, packaging, and digital media. In their conclusions they argue that ethical products should be distinctive enough to be an attractive alternative, yet similar enough to fit into already established consumption habits (Fuentes & Fuentes 2016). Further, Luke (2008, p. 79-85) gives some suggestions for how to engage consumers in sustainable fashion consumption: use popular culture to inspire and influence, provide the consumers with knowledge, make sustainable fashion easy and accessible and make sustainable choice part of consumers’ daily routine behaviour. The researcher further argues that social media can be used with advantage to make ethical issues trendier for consumers (Luke 2008, p. 80). It is often argued that social media is the main channel to communicate to generation Z, since social media is where they spend their time (Dreon, Kerper & Landis 2011; Laurillard 2008; Westenberg 2016). For generation Z it is all about visual elements and they will choose watching above reading (Black, Asadorian & Dunnett 2017). Hence, they prefer more recent social media platforms such as Youtube and Snapchat, rather than more traditional channels such as Facebook (Tuten & Solomon 2017). Their attention span, according to Patel (2017), is limited to a couple of seconds, and they are able to change the environment of purchase in that same time frame if they do not feel attracted. This is partly due to their ability to adapt to the digital environment (Dreon, Kerper & Landis 2011). Time is money for this generation and they value innovative solutions that will make them save time (Patel 2017).

1.3 Problem discussion

People and companies are becoming more aware of sustainability issues all the time and the fashion industry is not an exception. More and more sustainable fashion initiatives can be seen in the market and the academia of the research field is growing (Weller 2013, p. 184). Further, Jung, Kim and Oh (2016) implies that there is a need for future research that explores interactions between sustainable consumption and marketing perspectives. Weller (2013, p. 189) argue that in order to achieve substantial sustainability improvements, attention must be given to consumers and to fulfil the consumers’ expectations. Little research is to be found regarding what type of attitudes generation Z has toward companies engaging in sustainability initiatives and sustainability marketing. Knowing how they think and feel regarding these issues is essential in order to know how the marketing should be formed. Therefore, it would be of interest to find out what attitudes generation Z has toward sustainable fashion and sustainable clothing consumption. Hence, the first research question of this study has been
formed as followed: What attitude does generation Z have toward sustainable fashion and sustainable clothing consumption?

While marketers have been focusing on the Millennials, also known as generation Y, generation Z has grown and is soon to be dominant generation in the consumer market (Black, Asadorian & Dunnett 2017). Recent research can be found regarding this new generational group, including studies about their characteristics, how they act as consumers and how companies should communicate in order to “catch them” (ibid). However, there is a cap in literature in the field of fashion and textile management. As fashion marketing differs from other types of marketing, sustainable fashion marketing in particular, it seems necessary to couple these three concepts, generation Z, fashion marketing and sustainable fashion in order to be able to draw any conclusions on how to communicate fashion with generation Z. Dickenbrok and Martinez (2018) argue that there is a demand for sustainable fashion worldwide. Yet, how people perceive the sustainability communication activities varies, especially because of the challenges and risks associated with sustainability marketing (ibid). Therefore, in order for fashion brands to be able to succeed with their sustainability actions, it is essential to know how these initiatives should be marketed toward the target group. Moreover, it is essential for fashion marketers to know how the messages should be communicated through different marketing channels and activities. Hence, the second research question was outlined as followed: Which marketing activities does generation Z prefer regarding sustainable fashion? These two questions will help to find out which challenges and possibilities marketers targeting generation Z might be facing when trying to communicate sustainable fashion.

1.4 Purpose
The purpose of this research is to identify the possibilities and challenges of marketing sustainable fashion towards generation Z. In order to reach this purpose, the following research questions will be acknowledged:

RQ1: What attitude does generation Z have toward sustainable fashion and sustainable clothing consumption?

RQ2: Which marketing activities does generation Z prefer regarding sustainable fashion?

1.5 Delimitations
This research was conducted in Sweden with Swedish participants and is therefore limited to the Swedish market. Also, the research does not cover the whole age spectrum of generation Z. Generation Z is usually defined as people born between 1995 and 2010 (see Literature review) which is people in the age of 8-23 years old. However, eight-year-olds cannot be considered independent consumers. So, in order to obtain a more concentrate sample, this age group was narrowed down to people between 18 to 23 years old.
2 Literature review

The literature review will provide the reader with literature and previous research on topics related to the research questions. The purpose is to provide a deeper knowledge for the subjects as well as a theoretical background to compare with the empirical data.

In order to create a comprehensive understanding of the research topics concerning generation Z’s attitude toward sustainable fashion, and which communication strategies that are most effective to apply when communicating these matters to them, this chapter have been divided into three main parts: sustainable fashion, sustainable fashion marketing, and generation Z. Sustainable fashion will give a definition of the concept of sustainable fashion and sustainability in the textile industry. It will describe the phenomena both from a business view and from a consumer view. Further, the chapter will describe the drivers and barriers related to consumers’ willingness to engage in sustainable fashion consumption. Sustainable fashion marketing will provide the reader with general information on fashion marketing as well as the principles of sustainable fashion in particular. In order to provide accurate and relevant knowledge about generation Z, the Generation Z section will start out with a scientific definition of generation Z. Then, characteristics of generation Z suggested by different authors will be presented, followed by an outline of generation Z consumer behavior and previous research on the topic of marketing and communication connected to generation Z.

2.1 Sustainable fashion

Sustainability development is a diverse concept which makes it hard to define (Gardetti & Torres 2013, p. 3; Weller 2013). World Commission on Environment and Development (WCED 1987) state in their definition of the concept that sustainability development aims to combine the current aspirations and needs without losing the possibility to meet what is needed in the future. Weller (2013) on the other hand states that sustainability development is about objects and priorities that changes all the time because of the nature of the concept. Sustainability in itself is the expected outcome of the sustainable development (ibid). Elkington (1998) and Frankel (1998) state, that sustainability is a balanced trinity between environment, social equity and economy. Harrison, Van Hoek and Skipworth (2014) agree on the fact that companies should define sustainability based on those three aspects to create a sustainable supply chains in textile industry. Therefore, in this research, sustainability in the textile industry is defined in the following way: Sustainability is about acting in a way that minimize the environmental strain as well as improving ethical aspects.

Sustainable fashion in particular is about creating additional benefits for society and people (Chang & Wong 2012). Some researchers choose to examine sustainable fashion from different perspectives: ecological and social sustainability. If we are scrutinizing the ecological aspect of sustainable fashion it entail ethical matters such as slow fashion (Payne 2017), vegan fashion (Pérez 2017) and sustainable supply chains, whereas social sustainability contains issues concerned mainly with the workers in the manufacturing process (Harrison, Van Hoek & Skipworth 2015). When a fashion brand states that it is producing sustainable garments which typically implies that the company uses eco-materials, apply environmentally safe dyeing methods, and have environmentally-friendly packaging (Shen, Zheng & Chow 2004). The production process can also be improved in social aspects so that the workers can work under better conditions (Gardetti & Torres 2017, p.7). That includes
appropriate salaries, normal working hours, proper protection at work and better manufacturing methods that does not lead to health problems (Weller 2013, p.187). Except the direct actions that can be taken in the production stage, fashion companies can also engage in so called reverse supply chains where they help consumers to “close the loop” by for example engaging in recycle and reuse (Ashby, Smith & Shand 2013, p. 73). Another aspect that has to be considered is the transportation which usually has a large impact on carbon emissions (Gardetti & Torres 2017, p. 8).

The consumers’ role in sustainable fashion consumption is multifaceted. Their demands and requirements are influencing the product offer and, additionally, they are responsible for the use, the after care, and the disposal of the garment (Ashby, Smith & Shand 2013, p. 74). The consumption process can be divided into purchase and post-purchase. The purchase itself does not necessarily have to mean buying sustainably made garments in order to be considered sustainable consumption. Weller (2013, p. 188) argue that there are three options for consumers to consume more sustainable: consuming differently by purchasing resource efficient and environmentally sound products, consuming responsibly by choosing fair trade products, and consuming less by reducing the consumption. Applying more sustainable clothing consumption behaviour could also mean buying clothes second hand (in second hand stores, flea markets or from private people selling their old garments). Reducing the consumption, could be done for example by choosing quality over quantity, buying clothes that are long-lasting, and not following all of the latest trends but instead buying classical and timeless pieces. After the purchase, consumers can take other actions in order to reduce their consumption, for example extend the lifetime of their garments by taking care of them and washing them carefully (Gardetti & Torres 2017, p. 9; Jack 2013, p. 126), and also repairing clothes if they break (Goworek, Hiller, Fisher, Cooper & Woodward 2013, p. 380). If repair is not possible, broken or worn garments could be given away for recycling or in other ways be given new areas of use (Ulasewicz & Baugh 2013, p. 164). Old clothes that are still functional could be re-sold or given away or donated (Goworek, Hiller, Fisher, Cooper & Woodward 2013, p. 381). For what reason consumers decide to engage or not to engage in sustainable fashion is a debated topic which will be further described in the following section.

2.1.1 Drivers and barriers for sustainable fashion consumption

The consumption and use of fashion is correlated to individuals’ attempt to meet their human needs (Cataldi, Dickson & Grover 2013, p. 26). Each individual are able to satisfy their needs, targets, and values in different way in order to achieve either individual or collective benefit (Niinimäki 2010). Even though clothing itself could be considered a biogenic need, consuming fashion also seems to fulfill both social needs and symbolic desires (Bly, Gwozdz & Reisch 2015). Jack (2013, p. 125) argues that wearing clothes is a way to express identity and social status. That means that purchasing fashion items can be done in order to fulfill a need for confidence or self-esteem or it can be an implication for arousal and passion. On the other hand, some researchers claim that fashion consumption rather is a result of concerns, anxieties of fears over one’s appearance (Park & Burns 2005). What can be drawn from this is that people consume fashion for different reasons, but usually it is in order to show of something and/or to fulfill some kind of desire. Sometimes perhaps without even knowing they had this desire. Niinimäki (2010) states that people, by consuming products, fulfills unconscious needs and deep inner motivations.

 Consumers that are engaged in sustainable fashion consumption by considering ecological and social requirements when making purchase decisions are driven partially of ethical
beliefs, such as a desire to reduce waste, support the environment, and support the workers in the factories (Lundblad & Davies 2016). Hence, consuming sustainable fashion is a way to express political opinions (Goworek, Hiller, Fisher, Cooper & Woodward 2013, p. 377). Many are also driven by more individual benefits such as to look good for the surroundings and to seek a guilt-free conscience and individuality (ibid). Consumers has understood the impact of fashion consumption since 1960’s and demand for a change when it became clear what the fashion and textile industry is doing to the environment (Henning, Alevizou & Oater 2016). However, sustainable fashion consumption seem to be a complicated equation, where positive thoughts on sustainability have proved to have little to do with the actual buying decision in practice (Chan and Wong 2012; Goworek, Hiller, Fisher, Cooper & Woodward 2013, p. 378). This is the so called attitude-behaviour gap explained by Butler and Francis (1997) in the introduction. Because even though consumers in general do have a positive attitude towards sustainable consumption, the actual behaviour is not always well connected to values (Niinimäki 2010). Butler and Francis (1997) explain this paradox with a lack of interest and knowledge from the consumers’ side. Furthermore, a research with college students showed that students have a low level of knowledge of sustainability concerning the apparel industry (Hill & Lee 2012). However, the students still did consider that action has to be taken in order to reach a more sustainable industry and they expressed beliefs of that everyone has to make efforts, though some skepticism could be found as well. So, even though Goworek, Hiller, Fisher, Cooper and Woodward (2013, p. 378) states that solely providing consumers with information about sustainable products will not be enough to break the attitude-behaviour gap, being educated and interested in the topics seem to be a driver of sustainable fashion consumption.

Except the barrier lack interest and lack of awareness (Streit & Davies 2013, p. 211) many barriers for consumers to engage in sustainable fashion is related to the actual products. A common barrier for buying sustainable fashion is the price - consumers, even though they are positive towards the idea of purchasing sustainable fashion, want to stay in the same price range as they would normally pay for that specific type of garment (Chan & Wong 2012). Quality is also a possible barrier, since quality has been proven to be a primary consideration when purchasing a fashion item (Amatulli, De Angelis, Costabile & Guido 2017, p. 45). This is especially true for luxury fashion where the consumers are looking for high quality craftsmanship in the products and might be sceptical that ethical and ecological materials can live up to those standards (Pérez Curiel 2017). Streit and Davies (2013, p. 212) argues that design, quality and price are main criteria for fashion consumers and therefore, it is evident that they do not care about ethics when making the purchase decision. Fashionability will simply be prioritized over ethical issues (Goworek, Hiller, Fisher, Cooper & Woodward 2013, p. 378). If the design does not live up to the consumer’s expectation they will not buy it just for the sustainability factor. In the introduction it was argued that another consumer barrier for sustainable fashion the issue of greenwashing (Tiwari, Tripathi, Srivastava & Yadav 2011). Research has shown that some consumers experience mistrust towards fashion brands that engage in sustainability matters as they suspect them to treat the sustainability agenda as a marketing trick (Goworek, Hiller, Fisher, Cooper & Woodward 2013, p. 388). This has made consumers thorn about the concept of sustainable fashion because of the mixed information and the company’s actions towards it (Forsman & Madsen 2017).
2.2 Sustainable fashion marketing

While marketers in the fashion industry previously have been applying generic marketing theory for understanding the market, Jackson and Shaw (2009, p. xiv) argue that the fashion industry differs from others as fashion brands experience volatile fluctuations in the preferences of the consumers derived from uncontrollable factors such as the weather, media influence and influence of taste-makers. Such uncontrolled factors create unpredictable demands compared to other industries. In the heart of the marketing, also in fashion, should be the customer (Easey 2009, p. 15). After defining the target customer, marketing planning starts by evaluating three different things: where are we now, where do we want to be and how do we get there (Lea-Greenwood 2013). Further, companies can plan their marketing approach from 5 specific types of promotions whereas the parts of promotion mix are: advertising, sales promotion, personal selling, public relations and direct marketing (Lea-Greenwood 2013). Jackson and Shaw (2009) agree, on the actions by adding visual merchandising as one of the promotion tools.

The concept of sustainability marketing is somewhat hard to explain because the marketing as itself is a diverse concept let alone sustainability (Lim 2016). However, according to Belz and Peattie (2012), the mission of sustainability marketing targets on selling sustainable products within company’s values and vision. Whereas Lim (2016) explains that sustainability marketing is about significantly improving performance and life cycle of the product by increasing customer value of the sustainable products within company’s aim. Anyhow, many marketing academics have agreed on that the approach of the sustainability marketing needs to be change, but it requires consumer research (Mick, Pettigrew, Pechmann & Ozanne 2012). Today, the sustainability marketing is mostly data driven and there is little theory about it which could explain why the issues of sustainability marketing are clearly understood (Lim 2016). Lim (2016) states three shortcomings in the area: 1) Environmental issues are underlined yet, the mix of sustainability marketing, green marketing and ecological marketing remain unclear. 2) Profit orientation with the one-sided focus on sustainable practices within organization when the social socio-environmental aspects are secondary concerns. 3) Focus on specific areas without larger contribution to sustainability marketing. Also, marketing is about to create an urge for consumers to purchase products that may not be relevant to them (Lim 2016), whereas sustainability rather encourage people to consume less. And this clearly creates confrontation between these two concepts. Anyhow, combination of marketing and sustainability could be the answer by provide consumers the information that they are lacking at the moment to be able to act more sustainable (Lim 2016). Therefore, marketing could have an important role on creating sustainable society by creating understanding and further changing behavior through different marketing strategies. It has been stated in previous researches that the sustainability concepts notably sells (Lim 2016, Niinimäki 2008, Belz & Peattie 2012), but sustainability marketing has stayed in the dark when considering the average consumer (Lim 2016).

Shen, Zheng, Chow and Chow (2014) argue that sustainable fashion marketing has the possibility of educating consumers and making them more aware of sustainability issues in the textile industry. Further, they confirm that sustainable fashion marketing is beneficial for stimulating consumer purchase decisions. Chan and Wong (2012) researched consumers’ eco-fashion consumption decisions and how they are influenced by store-related attributes (e.g. store design and environment, shop convenience, and store’s ethical practices) and product-related attributes (e.g. product design, price, and quality). They discovered that only store-related attributes have the possibility of positively influence consumers’ sustainable fashion consumption decisions. That means that consumers decision to adopt more sustainable
fashion consumption can be influenced by factors such as how convenient and appealing the buying environment is. Further, Luke (2008, p.79-85) gives some suggestions for influencing consumers to engage in sustainable fashion: use popular culture to inspire; provide consumers with knowledge; make sustainable fashion easy (that could be done by identify and remove the barriers between the consumer and sustainable fashion); and finally make sustainable choices part of routine daily behaviour. A marketing activity that researchers are agreeing on is effective in sustainable fashion marketing in general is the use of influencers on social media. According to Fagan (2009) people’s un-motivation for sustainable fashion could be if the “lecturer” is from an older generation which younger people might consider being responsible for immense environmental destruction. In this sense, influencers might be better spokespersons for sustainable fashion in order to reach younger consumers. Pérez Curiel (2017) further states that celebrities in general have a large impact on consumers fashion opinions and is beneficial for influencing ethical values.

One way to make the sustainable products stand out from the regular products is to mark them. Eco-labels can provide the customer with information about ecological improvements done with the specific garment (Weller 2013, p. 188). Sustainability labels and certificates also work as a tools that includes a lot of information in order to provide knowledge and awareness (Bjørner, Hansen, & Russell, 2004; Blackburn, 2009). When consumers are looking for sustainable products or want to find information about them, these visual symbols can help to save time in purchase occasions (Thøgersen, Haugaard & Olesen, 2010). Different kind of sustainability labels contains different kind of efforts. These labels can represent environmental and ethical sustainability aspects such as less used water in production or better work conditions to mention a few (Henninger, 2015). One example of such a label in the fashion industry is GOTS (Global Organic Textile Standard) which is a reputable label for comparative and comprehensively improved ecological garments (Weller 2013, p. 189). Further, Goworek, Hiller, Fisher, Cooper and Woodward (2013, p. 389) suggest that information about the product and its caring instructions could, except from labels, also be provided online and on social media.

2.3 Generation Z

Marketers are usually targeting different age cohorts since consumers born in the same era usually share historical and societal experiences, some general common values and beliefs and thus have developed similar consumer behaviour (Solomon, Bamossy, Askegaard & Hogg 2014, p.461). The latest generation which marketers are now targeting is generation Z. There is not yet an exact definition of Generation Z in the academic world, probably because the group is still emerging (Olsen 2017). Various authors have defined the generation slightly different. It seem like especially the age range of the generation can vary between different authors (Olsen 2017). This is a summary of the age range according to different scientific authors:

Born between 1996 and 2010 (Black, Asadorian & Dunnett 2017).
Born in the mid to late 1990’s (Kick, Contacos-Sawyer & Thomas 2015).
Born in the mid 1990’s (Cole, Napier & Marcum 2015).
Born after 1994 (Williams & Page 2011).
Born from the mid 1990’s to the early 2000’s (Wood 2013).
When conducting a study on marketing and consumer behaviour, it seems unnecessary to lay any focus on young people (that are still in primary school) that are not yet shopping for themselves. Previous research on generation Z and their grocery shopping behaviour focused on the older subdivision of generation Z - consumers that are soon to be in college or soon to be entering the workforce (Olsen 2017). Another research published in 2018 investigated the social consumption of gen Z focusing on respondents between 18 to 22 years old (Yussof, Harun, Norizan, Durani, Jamil & Salleh 2018). Hence, in order to be as true as possible to previous research, from this summary, we have decided to define generation Z as people born between 1995 and 2010.

What many researchers agree on is that generation Z are the first true digital natives - born into the Internet world (Black, Asadorian & Dunnett 2017; Cole, Napier & Marcum 2015; Juodžbalis & Radzevičius 2016; Olsen 2017). This is probably the biggest difference between generation Z and all generations before them, which were born before the internet revolution. Jackson and Shaw (2009, p.15) distinguished the society between the two groups Digital natives and Digital immigrants. The generation before, generation Y or the Millennials were the first generation to be exposed to Internet at an early age, and thus have shown a greater familiarity and use of digital technology than previous generations (Cole, Napier & Marcum 2015). However, the difference is that people in generation Z have never lived in an unconnected world. They are grown up in the era of internet; during a new wave of political and social turmoil where poverty and terrorism is constantly present (Black, Asadorian & Dunnett 2017). According to Cole, Napier and Marcum (2015) they are the most information-immersed generation yet.

The constant presence of the internet has led to the fact that generation Z has global mindsets. Williams and Page (2011) describe them as a global and diverse generation that is used to interacting with people of different backgrounds, experiences and ideas. Generation Z know that they have to contribute and find their own way in the world (Black, Asadorian & Dunnett 2017). On the one hand they are constantly interacting with others but by nature people from generation Z are individualistic as at the same time they are open-minded (Juodžbalis & Radzevičius 2016). In the mind of generation Z the world is full of diversity and that is something to embrace (Olsen 2017). They want to highlight uniqueness (Juodžbalis & Radzevičius 2016), but at the same time family values are important to them (Stoyanov & Stanoeva 2016). The individualistic and independent look of life also extends to the working life of generation Z. People from generation Z visions an entrepreneurial working life where the priority is on the free time (Black, Asadorian & Dunnett 2017). Even though, free time is highly valued within the generation Z, they still act smart with money (ibid).

Generation Z have a realistic attitude compared to previous generations (Jain, Vatsa & Jagani 2014) whereas they are more anxious about in their nature and are therefore focusing on equipping themselves for challenging times (Black, Asadorian & Dunnett 2017). Generation Z value authenticity, which can also been seen as a requirement for everything real (Williams & Page 2011). Perhaps that is the reason for their tendency to prepare for the future. Generation Z has always had the world on their reach through the computers and phones, which might have an effect on their consciousness of the fact that there is a world beyond their own circle (Black, Asadorian & Dunnett 2017). Black, Asadorian and Dunnett (2017) also state that it is characteristic to generation Z to be sighted and self-motivated than previous generations.
Genera
tion Z is creative and curious and if it is clear to them that the plain is boring they are more than willing to change the plans (Solomon, Bamossy, Askegaard & Hogg 2014, p. 463). They are educated to not fear a failure, but instead see failing as an opportunity to learn (Black, Asadorian & Dunnett 2017). This seems to be in line with the fact that generation Z also wants to live their life to the fullest (Solomon, Bamossy, Askegaard & Hogg 2014, p. 463). They are multi-taskers (Juodžbalis & Radzevičius 2016) and they prefer when there is a lot going on and are positive towards meeting new people and create new experiences - it adds to their individuality (Black, Asadorian & Dunnett 2017). While they prefer to stay in and hang out in the virtual world rather than go out and interact socially (Jain, Varsa & Jagani 2014). Still generation Z is stated as daily discoverers, who always wants to discover new things, whether the discovery is primarily taking place online or in the real world (Black, Asadorian & Dunnett 2017). For generation Z knowledge is cool and they value education, since it gives them a feeling of security (Stoyanov & Stanoeva 2016). Yet, as a contradictory to their passion for knowledge and curiosity, people of generation Z want to be perceived as casual (Black, Asadorian & Dunnett 2017). Trying too hard or even looking like one is making an effort is not part of the generation Z (ibid).

Generation Z is always accessible through their smartphones and computers (Jain, Vatsa & Jagani 2014) and they have been using social media their whole lives. Social media is used for engaging in online discussions and to retrieve information (Kaur 2014). Previous research claims that generation Z rely on social media and different types of smartphone technology for social interaction (Dreon, Kerper & Landis 2011; Kick, Contacos-Sawyer & Thomas 2015). Generation Z is always accessible (Black, Asadorian & Dunnett 2017) and they have a similar digital behaviour compared with other generations when it comes to keeping in touch with others on social media. For them, social networks are primarily useful for building relationships with friends and people in their school (Vadwa, Stiehler & Mashaba 2016). While previous generations have been forced to learn digital behaviour as teens or adults, generation Z was born into social media. Therefore, they have a different type of approach to sharing, which is pervaded with caution and privacy consciousness and makes them more frugal in their sharing (Black, Asadorian & Dunnett 2017). However, most of their time on social media is spent on browsing updates from friends, not two-way interaction (Sponcil & Gitimu 2013). Even though information collection and social interactions are important reasons for using social media, research have shown that the main reason for generation Z usage of social media is for entertaining themselves (Kaur 2014). Another reason for the social media usage is to build up their self-esteem by disclosing personal opinions and projecting a preferred image to others (Sponcil & Gitimu 2013).

2.3.1 Generation Z as consumers

When examining the generation Z’s as consumers, it is visible that quality and convenience comes over price (Solomon, Bamossy, Askegaard & Hogg 2014, p. 464). In some extent, people of generation Z are brand aware where as they are also casually brand-dismissive which can be seen, for example when they are purchasing new products (ibid). Yet, there is not that much research done on generation Z consumption, there is still some basic consumer characteristics of generation Z (Wood 2013).

Generation Z as consumers:
1. Are interested in new technologies
2. Require convenience and ease of use
3. Want to feel safe and secure
4. Have a desire to temporarily escape the real world (Wood 2013)

When people of generation Z makes a purchase decisions, they will make sure to obtain information about the product and they are even further willing to compare products before the purchase (Yussof, Harun, Norizan, Durani, Jamil & Salleh 2018). Generation Z is not brand loyal people (ibid), as they are interested in the quality of the product (Stoyanov & Stanoeva 2016). Convenience is also very important for the purchase decision. While the consumption of previous generations have been driven by low price, the generation Z values convenience over a low price (ibid). Younger people are in general very conscious of what they wear (Williams & Page 2011) and people of generation Z have a high fashion conscious compared to other generation (Jain, Varsa & Jagani 2014). Generation Z knows a lot about different brands and are aware of their actions (ibid). When Jain, Vatsa and Jagani (2014) investigated the consumer behavior of luxury apparel among generation Z, they found out that generation Z usually shop for apparel together with friends and family. If they were to purchase something they considered to be expensive, they would ask their parents for guidance or permission.

According to generation Z’s anxious mind, with a tendency to prepare for challenging times ahead (Black, Asadorian & Dunnett 2017), it would make sense to assume that people from generation Z have higher intentions than others to engage in sustainable fashion consumption. Jain, Varta and Jagani (2014) point out that generation Z feels responsible about the environment and in general prefers green products. However, previous research shows that positive perception and attitude alone are not enough to create strong purchasing intention for sustainable products, but need to be accompanied with affordable price and good quality (Ariker & Toksoy 2017).

2.3.2 Connecting with generation Z

Generation Z consumers usually acquire knowledge about brands through family and friends or through media such as movies, TV-series and different online platforms (Jain, Vatsa & Jagani 2014). Male consumers would prefer to get their fashion brand knowledge and inspiration from blogs written by other generation Z consumers rather than using traditional media such as TV, radio, or magazines while female consumers use both (ibid). In general, generation Z is best to be reached in social media and other virtual media channels (Williams & Page 2011) because that is where they feel most comfortable on. A recent study regarding gen Z’s social media use showed that they have changed from to preferring Facebook to choosing Instagram as their favorite social media platform (Yussof, Harun, Norizan, Durani, Jamil & Salleh 2018).

Generation Z likes interactive communication (Jain, Vatsa & Jagani 2014) and brands need to inspire in order to create loyalty - demonstrating consistency and engage with them in new activities in order to acknowledging their desire for discovery (Black, Asadorian & Dunnett 2017). Kick, Contacos-Sawyer and Thomas (2015), agree that to the creation of bond and trust is the key to successful communication with generation Z. In a research by Jain, Vatsa and Jagani (2014) on generation Z’s purchase behaviour of luxury apparels, the authors suggest that marketers need to market in a subtle manner and be creative and interactive both in stores, advertisements and on the digital platforms when marketing towards generation Z. Since, the generation Z is the generation of casualty, they also wants to feel comfortable with
the companies’ marketing products to them (Kick, Contacos-Sawyer and Thomas 2015) and therefore it is important for the brands to have a relationship with these consumers.

Gaining knowledge is important for generation Z and they are demanding a lot of information (Cole, Napier & Marcum 2015). Yet, the amount of information that is available for generation Z might make them overwhelmed which could make them drawn back (ibid). This is somewhat problematic for the marketers, since the generation Z wants to be informed and know it all when making any consumption decisions (Yussof, Harun, Norizan, Durani, Jamil & Salleh 2018). Also, compared to the previous generations, generation Z is more attracted by visual communication (Black, Asadorian & Dunnett 2017). Yussof, Harun, Norizan, Durani, Jamil & Salleh (2018), too explains how creative visuals overcome spoke persons as well as reading or writing within the generation Z. Nowadays, consumers from generation Z are following influencers and the recent studies show that they are inspired by them because of their attractive personalities and lifestyles (ibid). Patel (2017) argue that Generation Z has a short attention span and brands need to catch their attention with marketing in only a few seconds.
3 Theoretical framework

The theoretical framework presents the theory that will be applied on the outcome of the empirical data in order to be able to analyze the results and fulfill the research purpose.

Two main theories constitute the foundation of the theoretical framework: the generational theory by Pilcher (1994) and the marketing mix by Lauterborn (1991). As stated in the introduction chapter, dividing consumers based on their generation is a common concept in marketing research. It has specifically been used in the field of marketing and branding of sustainable fashion. One recent example of this is a research conducted by Dabija (2018) where he use the generational theory for investigating how loyalty towards sustainable fashion brands could be enhanced. In this research, the generational theory works as a foundation for defining generation Z and to further help understanding how their values and attitudes can be evaluated for developing a suitable marketing plan.

The marketing mix is a well-known model (Grönroos 1994) used in both the academic world and as a managerial tool for companies that wants to create or update their marketing strategy (Parment 2014, p. 26). It is also commonly used within fashion marketing. Jackson and Shaw (2009) use the model as a foundation throughout their book Master Fashion Marketing for example in order to explain all the aspects needed for fashion companies to succeed with their marketing. Within this research, the marketing mix helps placing the attitudes and thoughts of generation Z in a marketing context, covering all the essential parts required for communicating sustainable fashion to a specific target group - from the actual product and the selling platform to various marketing activities.

The applied theories were chosen based on a comprehensive literature review within fashion marketing with the aim of finding suitable theories and models that could help answering the research questions. Other theories such as the Theory of Planned Behaviour and the Communication Process model were also reviewed and considered for the study since they are also theories widely used in the topic area. However, as the Theory of Planned Behaviour focus on the the reasons behind certain behaviours, and the Communication Process model focus solely on the communicated message, the marketing mix were considered as more appropriate for fulfilling the purpose of this study, as it covers all aspects of marketing.

In this chapter, the generational theory will be presented together with recent implications on how marketers can connect with generation Z. Further, the marketing mix will be presented, both the original one (4Ps) and the updated version (4Cs). Each part of the marketing mix will be explained in detail and in relation to sustainable fashion.

3.1 Generational theory

In order to be successful with their fashion brand, marketers need to figure out how the next generation of consumers will differ from previous (Jackson & Shaw 2009, p. 15). The era in which a consumer is born creates a cultural bond with the other millions of people born during that same period, and while they grow up their preferences and needs change, usually in unison with others from the same generation (Solomon, Bamossy, Askegaard & Hogg 2014, p.461). Previous research regarding consumer behaviour and marketing connected to different generations have used the generational theory derived from Pilcher’s “Sociology of
Generations” (Dabija 2018). According to the Generational Theory, people belonging to the same generation have developed similar consumption behaviour because they have witnessed similar societal changes and developments and hence share common values and beliefs (Pilcher 1994; Strauss & Howe 1991). What attitudes and values specific generations have will affect their consumption and how they relate to companies and brands (Parment 2008, p. 9). Also, technology in form of media, channels to shop from and means of payment are factors that have big impact on generations (Jackson & Shaw 2009, p. 15).

Black, Asadorian and Dunnett (2017) give six suggestions for connecting with generation Z:

- Inspire loyalty
- Demonstrate value and shared values
- Deliver experiences, not stuff
- Collaborate, create and curate with them
- Think images, not words
- Don’t talk down to them.

(Black, Asadorian & Dunnett 2017)

3.2 Marketing mix – 4C’s

Each stakeholder in the marketing process is looking for ‘value’ (Londhe 2014). A model that has been frequently used by marketers historically in order to try to create value through marketing is the marketing mix of the ‘four Ps’ developed by McCarthy (Jackson & Shaw 2009, p. 86). The marketing mix includes everything a company can do in order to influence the consumers demand and purchase intention - the product, price, place and promotion (Kotler & Armstrong 2014, p. 76). The main essence of the theory suggest that any business need to match the needs, demands and behaviours of the target customers with the right product, for the right price, in the right place, and using the right promotion, in order for the overall package of the marketing to succeed (Jackson & Shaw 2009, p. 86).

However, some have argued that the ‘four Ps’ require some development and improvement in order to fit into the modern society, mainly since it is focusing solely on the sellers’ perspective (Kotler & Armstrong 2014, p. 77). The critics have also been arguing that the traditional approach lack of strategic elements which makes it a poor choice in the case of e-commerce and online marketing (Constantinides 2002). Belz & Peattie (2012, p. 31) suggests that the newer ‘four C’s’ - customer solution, customer cost, convenience, and communication - is more suitable to classify the sustainability marketing mix. The ‘four Cs’ is a new take on the classic mix, developed by Lauterborn, that focus on the customer’s point of view rather than the sellers (Lauterborn 1990).

Lauterborn’s 4C model can be explained as following:

- **Consumer Solutions** (instead of McCarthys product)
  The product is the tangible offer that a company sells (Jackson & Shaw 2009, p. 87). The product refer both to its direct parts such as design, features, quality, brand name, and packaging and also to other additional beneficial factors around the product such as guarantees, after sale services and such (Khan 2014). In a fashion context, the product benefits could be durability, feel of the fabric or even the consumer’s intrinsic feeling of being ‘in fashion’ (Jackson & Shaw 2009, p. 89). The modern fashion consumer also have high
requirements on the products: they expect it to last, wash well, resist creasing and staining (Jackson & Shaw 2009, p. 115). Further, the fashion product is also concerned with labels and different types of information that comes with a product, such as care instructions and information regarding material, brand name, size, and sometimes country of origin (Jackson & Shaw 2009, p. 117).

However, while marketers sell a product, consumers see themselves buying some kind of value or a solution to their problem (Kotler & Armstrong 2014, p. 77). Within fashion, the solution could be a specific piece of clothing from a specific brand that a consumer chooses to wear in order to fit in with the views of a peer group (Jackson & Shaw 2009, p. 87) Consumer Solutions implies the importance of knowing the consumer and offer the products and services they demand while also consider social and environmental aspects (Belz & Peattie 2012, p. 31). In the fashion industry, a trend can be seen of consumers demanding products that are both ethical and green (Jackson & Shaw 2009, p. 121).

Jackson and Shaw (2009, p. 87) argue that the product (or the solution) is the most important part of the fashion marketing mix as it is the focus for the other parts of the mix as it is what the consumers buy and it is the tangible representation of a brand. Also, the fashion consumers are constantly demanding new products and design for all levels of fashion products (Jackson & Shaw 2009, p. 103).

- **Customer Cost** (instead of McCarthy’s price)
The principal objectives of pricing in the fashion industry are to optimize sales, maximize profits, create value for the consumer, and reflect the positioning of the brand (Jackson & Shaw 2009, p. 124). Price is usually a clear and tangible criteria for consumers when they are evaluating a purchase, and many consumers are willing to cut back on quality of a product in order to get a cheaper price (Jackson & Shaw 2009, p. 125). In general, low cost products are bought in a larger quantitative than more expensive products (Jackson & Shaw 2009, p. 133).

However, consumers are not only interested in the price of a product - they are interested in the total cost of obtaining, using, and disposing it (Kotler & Armstrong 2014, p. 77). And not only the financial cost, also the environmental, psychological, and social costs are included in this section (Belz & Peattie 2012, p. 31). Consumers have different priorities when it comes to these types of cost factors and it is important to understand why some are ready to spend more while others are not (Jackson & Shaw 2009, p. 125).

- **Convenience to buy** (instead of McCarthy’s place)
When talking about a place, consumers want the product to be as convenient as possible to access (Kotler & Armstrong 2014, p. 77). Some prefer to go to a department store where many brands are represented in the same building, while others argue that flagship stores are more convenient since they have a wider range. Consumers require products and services that match their needs and that are easy to access (Belz & Peattie 2012, p. 31). The place in this theory refers to the place where a fashion brand is selling to the consumer - both in physical stores and online (Jackson & Shaw 2009, p. 204). Some argue that online shopping is more convenient because of the home delivery, the wide range and the ability to be wherever you want, while others argue that it is more convenient to go to a physical store since you can get help from personnel and you will be able to feel the fabric and even try it on. Similarly, does some believe that online shopping is more sustainable than offline shopping, while others argue that all the packaging and sometimes long transportations are instead bad for the environment.
The convenience to buy is also related to visual merchandising and the planning of the store (Jackson & Shaw 2009, p. 227), or in case of e-commerce, the look and navigation of the webshop. It is also related to customer service and the convenience personnel or virtual chats can add to the consumer’s experience.

- **Communication** (instead of McCarthys promotion)

Some promotional tools that fashion brands use are visual merchandising (Jackson & Shaw 2009, p. 156), advertising (in television, newspapers and magazines, radio and Internet) public relations, and direct marketing (Lea-Greenwood 2013, p. 18). Direct marketing is a tool fashion brands usually use for communicating in a more personal way with consumers. It can include postal mailshot, email or text and telephone communication (Lea-Greenwood 2013, p. 29).

However, for the consumer, it is not only about promotion, the modern consumer requires a two-way communication (Kotler & Armstrong 2014, p. 77). This type of communication can be seen for example in social media, where fashion brands can communicate directly with the customers (Lea-Greenwood 2013, p. 28). This interactive way of communication helps building trust and credibility (Belz & Peattie 2012, p. 31). Another way of communication that helps building credibility is product placement (which is a type of PR) - among celebrities, in TV-series, movies, magazines and blogs. The idea is that the public should not be aware of the commercial driving force behind it (Lea-Greenwood 2013, p. 26). The recently most discussed form of product placement is probably the one of so called influencers in social media.
4 Methodology

This chapter will describe how the research design has been built in order to guide the use of research methods. Further, the applied methods will be explained and argued for in relation to the research purpose.

This qualitative research has been carried out as a cross-sectional study with an inductive reasoning. Empirical data was collected through semi-structured interviews which was coded and analyzed through the theoretical frame work of the research. This will further be explained in following chapter.

4.1 Research design

This following section will provide a theoretical framework for the collection and analysis of data within this research, including theoretical reasoning, research strategy, and quality criteria. The research design will reflect how and why certain dimensions of the research process has been prioritized and interpreted, and also give an explanation for how research methods have been structure and executed.

4.1.1 Cross-sectional design

The design of the research was influenced by the cross-sectional design presented by Bryman and Bell (2015, p. 77) where data from multiple cases are collected at a single point in time and evaluated in order to detect patterns of association. For this research it meant that qualitative interviews were conducted with ten different people more or less simultaneously (within a span of two weeks) and the findings were later analysed and compared. In this sense variation in respect of people will contribute to fulfill the research purpose (Bryman & Bell 2015, p. 61). It was not necessary to collect participants’ reports of their sustainable fashion attitudes and behaviours at several times as the aim was to find out the current state. In general, cross-sectional design is mainly used in quantitative design, yet it can also be used in qualitative design as in this research. Bryman and Bell (2015, p. 61-62) state that structured interviews are usually seen as cross-sectional design where patterns of associations are being investigated. Within this research, the affiliations were investigated by semi-structured interviews.

4.1.2 Inductive reasoning

The aim of this research was to fill a detected gap in the literature since the focus of this research was found rather unexplored in academia. Therefore, this research was carried out with an inductive theory reasoning, which is commonly used in qualitative research and implies that theory is the outcome of the research rather than the starting point (Bryman & Bell 2015, p. 25). Firstly, literature in the research area was gathered and specific observations in form of qualitative interviews were conducted. Then, the collected data were analysed in search for patterns, which later emerged into generalizations and implications. These implications can be seen as the theory developed by the research.
Yet, the use of the word theory is somewhat questionable since not all researchers are eventually developing actual theories (Bryman & Bell 2015, p. 25), as in this research paper new marketing implications, such as focusing on visual communication with extensive information where the product is in focus, are presented. This can be also seen in the Figure 1 that more closely visualize the inductive research process.

4.1.3 Qualitative strategy

Inductive research reasoning predominantly emphasizes a qualitative research (Bryman & Bell 2015, p. 38). A qualitative research strategy was adopted for this study because of the research purpose to study consumer behaviour in terms of sustainability consumption within generation Z. The narrative nature of the qualitative research strategy allows for more explanatory research results which is required when finding reasons behind human behaviour (Ekström, Ottosson, Parment & Ehnsiö 2017). When conducting a research regarding fashion retailing it is essential to understand the consumer, to actually know rather than stereotype that the consumer is (Flynn & Foster 2009, p. 11) and this can be done in qualitative research. Also, the purpose is to find out how fashion companies can market sustainable fashion, which is for commercial purpose. For this purpose qualitative research suits well (Strauss & Corbin 1990, p. 21).

4.1.4 Research philosophy

It is important when conducting a research to start by adopting a philosophical consideration that impacts to the research. Philosophical consideration state which outlook the researchers have been taken in order to study the social word in relation to the principles of natural science (Bryman & Bell 2015, p. 22). This is about how people perceive the world and transact with the perceived information. The worldview follows epistemological and ontological considerations (Bryman & Bell 2015, p. 26-32). Epistemology is how the knowledge is been created by observing surroundings which further in fashion can be connected to the customer behaviour for example (Flynn & Foster 2009, p. 121). Within this research, epistemological consideration is been viewed by interpretivism. Interpretivism is about understanding how the human nature works and influence the world around it (Blaxter, Hughes, Tight & Ebrary 2010). In many cases, qualitative approach is linked with interpretivism in order to understand the human behaviour (Bryman & Bell 2015, p. 29) as it is done in this research in order to understand the possibilities and challenges of marketing sustainable fashion towards generation Z, as stated in the purpose. Further, to supplement the philosophical consideration constructionism is used as the ontological consideration. Ontology is described as a theory of learning which explains the structure of the world and how it is interpreted (Bryman & Bell 2015, p. 32). As in this research, finding the answers how generation Z construe the sustainability in fashion in order to find the proper marketing actions.
4.1.5 Quality criteria

To prove the quality of this research, different criteria that has been taken into consideration throughout the research will here be presented. Bryman and Bell (2015, p. 400) suggest that qualitative research should be evaluated through the parameters of credibility (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity). As the participants of this research were from a specific age group (Generation Z) it was important that the researchers had in-depth knowledge of that social group. Hence, an in-depth literature review of Generation Z were conducted before the interview guide were constructed and the empirical data collection began. Any unclear understandings from the participant’s answers during the interviews was brought up with the participant in question, either during the interviews or afterwards, when the material were transcribed to reduce any kind of uncertainty in the analysis. Qualitative research is sometimes criticized for being difficult to replicate as some argue that social settings are impossible to “freeze” (Bryman & Bell 2015, p. 414). In order to still asses transferability for this research, it was considered necessary to thoroughly explain how the interviews took place and how the main questions were formulated - which can be seen in the Research Method section of this chapter. However, a limitation is obviously the rather small sample which is supposed to represent Generation Z, which is a common issue in qualitative research (Bryman & Bell 2015, p. 400). However, even though a quantitative research strategy might have allowed for a larger sample, it would not have suited for the research purpose since there was a lack of previous studies within the area. Also, the purpose was to understanding the meaning behind the behaviour, which is preferably studied through a qualitative strategy (Bryman & Bell 2015, p. 417).

To reach dependability in this research, the focus has been on thoroughly presenting all steps in the research process in the final report. Each method and analysis decision is described in full and the findings of the empirical data collection are presented thoroughly. Bryman and Bell (2015, p.486) argues that showing the interview guide for the readers (especially in more unstructured interviews) also can strengthen the dependability of the research. Hence, the interview guide as a whole is available in the appendix. The guide is presented in a table where each question is categorized after type of question and question focus to further strengthen the dependability of how the guide was constructed. Qualitative research is by some accused for being too subjective or impressionistic (Bryman & Bell 2015, p. 413). Therefore, the theoretical framework of this research was built on well recognized theories and research to relate to the research findings. Despite the fact that complete objectivity is impossible in business research (Bryman & Bell 2015, p. 403), overtly subjectivity or have been attempted to avoid by for example revising the interview guide several times in order to stay as non-leading and free from personal values as possible.

4.1.6 Ethical considerations

Bryman and Bell (2015, p. 134) states that one main ethical issue in research is lack of informed consent. Hence, each participant was informed about the research purpose before the interview, both in the initial contact state and also right before the interview began. A second ethical issue is the one about invasion of privacy (Bryman & Bell 2015, p. 143), hence, each participant were kept anonymous in the final paper in order to protect their personal integrity. In the research paper each participant is represented by a number, which is used when referring to one specific participant in the results, participant 1 for example. Further, the initial records need to be taken care of confidentiality in order to maintain the anonymity of all participants (Bryman & Bell 2015, p. 136). All records of the interviews
were handled accurately and have been only accessed by the interviewer and have not been shared with any third party. In the research paper participants are categorized by gender, yet this does not compromise the anonymity of the participants.

4.2 Research methods
This section will present the techniques used for sampling, collecting and analysing data in order to successfully reach the purpose of the research.

4.2.1 Secondary data collection
Secondary sources of data are information that already exists and have been gathered for some other purpose but can be used in the context of the new problem discussion (Jackson & Shaw 2009, p. 30). One of the reasons for conducting a review is to uncover what has already been done in the topic area and what remains to be done (Touliatos & Compton 1988). Hence, the secondary data collection of this research began with a broad literature review of the research topic and narrowed down throughout the process. When conducting a literature review it is important to use keywords that work as a basic guideline throughout the search process (Flynn & Foster 2009, p. 46). Some initial keywords for the literature review was: sustainable fashion, fashion consumption, sustainable fashion consumption, fashion consumer behaviour, fashion marketing, and communication of sustainable issues.

Most of the information used for the literature review came from peer-reviewed sources in order to provide as accurate and relevant data as possible. Peer-reviewed articles are papers that comes straight from the source and which has been analyzed by professionals to ensure they meet the criteria of the publication, which makes them the best type of sources for research (Touliatos & Compton 1988). Google Scholar and the Summon portal on University of Borås were used in order to find peer-review articles. Books in the topics were found in the library of University of Borås. Also, subject encyclopedias (such as The SAGE Encyclopedia of Action Research) were used for explaining some essential terms for the literature review. Subject encyclopedias are works that, in contrast to general encyclopedias, relate to a single subject or group of related subjects and which contain scholarly articles written by recognized authorities in the specific field (Flynn & Foster 2009, p. 50). This means that these encyclopedias explain subjects more detailed and in depth, which was needed for the literature review of this research.

When considering which sources that should be prioritized for the literature review, the background and problem discussion, or the theoretical framework, some elements were considered: the publication date and the publisher. This was to ensure the source was still valid and that it was appropriate for a research paper. Also, the citation function available on Google Scholar (where it is shown how many times, and in which articles, the research has been cited) was used to see how recognized the source was and also how it has been perceived and evaluated through time by other researchers.

4.2.2 Sampling
Within the fashion industry, it is common that there is a particular group of people - a target market - needed to be studied (Flynn & Foster 2009, p. 97). In this paper it is clear from the research purpose that this group is fashion consumers from generation Z. Generation Z is people born between 1995 and 2010. However, since the aim is to target fashion consumers it
was decided that the age span should start at 15 years old, since 8-year olds cannot be considered consumers yet. Hence, the population for this research was fashion consumers in the age 15-23 years old. As it is impossible to study a whole population (Flynn & Foster 2009, p. 100), a sample was identified from this population.

Since it was somewhat difficult to find people to take part on the research the snowball sampling method was used. The initial contact with four people were made as Bryman and Bell (2015) also state it as the starting point of the snowball sampling method. Bryman and Bell (2015) mention that the people who should be choose to the sample should have the characteristics related to the research. In this research the main characteristic was to belong to the generation Z. Through the sampled participants it is possible to find other participants to take part in the research (Bryman and Bell 2015). During the second sampling round some characteristics were added in order to get as wide participant range as possible. The characteristics added above belonging to generation Z was in order to target both male and female participants. To be able to interview people with different fashion interest as well as people who has a relation to fashion trough work and education as well as people without the relation. The sampling of this research paper includes 10 participants, four male and 6 female participants born in 1995, 1998 and 2000.

4.2.3 Primary data collection
The primary empirical data was collected through qualitative interviews. Qualitative interviews allow open-ended questions (Lea-Greenwood 2013, p. 166) and are less structured and more flexible than structured interviews (Bryman & Bell 2015, p. 480-481). It enables interviewees’ viewpoints to be better expressed compared to structured interviews (Flick 2002, p. 74). Bryman and Bell (2015, p. 481) and Robson (2002, p. 270) distinguish qualitative interviews between unstructured and semi-structured interviews, where both types does not slavishly follow a schedule during the interview process. However, there are some differences. While unstructured interviews are more like a conversation, in semi-structured interviews, the researcher follows a script to a certain extent (Bryman & Bell 2015, p. 483). In the case of this research, an interview guide where made for guiding the interview as described further in next section. Since the objective was to investigate the participants’ attitudes and beliefs, it was important that the interview could be lead in the direction of the thoughts and attitudes of the specific participant. It allowed the participants to express their point of view on the subject. Semi-structured interviews are in general better for studies where the researcher is interested in finding out how the participants are really thinking (Bryman & Bell 2015, p. 480) and understanding their experiences and the meanings they make from those experiences (Seidman 1998, p. 3).

Before the interview, the purpose of the study was explained to the participants, which is important according to Marshall and Rossman (2011, p. 146). The interviews were then conducted in quite settings and were recorded with help of a phone, as recommended by Bryman and Bell (2015, p. 488). If something is unclear during the interview, it is important the researcher probe for clarification in order to be sure of what the interviewee really means (Taylor, Bogdan & DeVault 1998, p. 107). This is something the researcher had in mind during all the interviews. The interviews took from 25 - 60 minutes each. The interviews were conducted by one interviewer at the time in order to make the participant feel more comfortable. An interviewer journal was kept throughout the process as suggested by both Taylor, Bogdan and DeVault (1998, p. 115) and Bryman and Bell (2015, p. 488). The journal was updated after each interview and included notes about where it took place, how the
interview was, and more specifically if any suggestions for future interviews came to mind during the interview. The interviewers discussed together after each interview if there was anything that needs to be taken into consideration. According to Taylor, Bogdan and DeVault (1998, p. 106) it is possible to expand or revise the interview guide as the researcher conducts additional interviews.

### 4.2.3.1 Interview guide

An interview guide for semi-structured interviews usually consists of a set of predetermined questions that can be modified in regards of question order, question wording, and even questions as whole - some might be added and some might be avoided depending on the particular interview (Robson 2002, p. 270). The aim is to collect rich and detailed answers (Bryman & Bell 2015, p. 481) therefore the interview guide in this research included 31 questions, background questions, questions about clothing consumption and sustainable fashion in order to collect all the relevant information within the framework. It is important to avoid manipulation when setting up the questions (Seidman 1998, p. 76). In order to make sure that the questions were not leading the interview were tested to two different people, female and male. Taylor, Bogdan and DeVault (1998, p. 108) suggest to start out more general, and then gradually become more directive and this is how the structure of this interview guide was also made. Marshall and Rossman (2011, p. 145) argues that the follow up questions are the ones that makes the interview rich. During the 10 conducted interviews, the interviewers made sure to ask the relevant follow up questions in order to get answers from the participants. Going off the topic is to prefer since it reveals what the participant sees as important and relevant (Bryman & Bell 2015, p. 480). Therefore additional questions were asked during the interviews, even ones that are not in the interview guide.

The interview guide was created according to the framework of five phases presented by Kallio, Pietilä, Johnson and Kangasniemi (2016). The framework is a way of developing an interview guide for semi-structured interviews that can help researchers achieve rigorous data collection and that contributes to the objectivity and trustworthiness of the study and also makes it more plausible (ibid). The process can be described with following five steps:

1. **Identification of prerequisites.** It was concluded that semi-structured interviews were the most appropriate data collection method for the research purpose. It is well suited when the researcher wants to focus on issues that are specifically meaningful for the specific participant, allowing for diversity in perceptions. Also the interviews were relevant option when there is not that much previous research done in this topic.

2. **Literature review.** An extensive literature review focused on the research topic and purpose was conducted. This helped creating a conceptual basis for the interview. The step also included literature review concerning methodological guidance.

3. **A preliminary interview guide was formulated.** When formulating the questions, some criteria were considered for each question, as presented in Table 1.

<table>
<thead>
<tr>
<th>The questions should be...</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Based on research question</td>
<td>Bryman &amp; Bell 2015, p. 488</td>
</tr>
<tr>
<td>Preferable open-ended</td>
<td>Bryman &amp; Bell 2015, p. 481</td>
</tr>
</tbody>
</table>
Formulated in a language easily understandable for generation Z | Bryman & Bell 2015, p. 488; Kallio, Pietilä, Johnson & Kangasniemi 2016; Robson 2002, p. 275
---|---
Not double-barrelled | Robson 2002, p. 275
Not leading | Bryman & Bell 2015, p. 488; Kallio, Pietilä, Johnson & Kangasniemi 2016; Robson 2002, p. 275
Not too specific | Bryman & Bell 2015, p. 488
Not too long | Robson 2002, p. 275

Table 1.

Robson (2002, p. 272) suggest varying between following types of questions:
- Facts: age, gender etc. - be specific.
- Behaviour: what they are doing/have done - be specific.
- Beliefs: does the person consider something to be true or false. (Robson 2002, p. 306).
- Attitudes: close to beliefs, but concerned with feelings. It explores if the participant has a negative or positive emotional response (Robson 2002, p. 306).

3.5 Feedback from supervisor. The interview guide was commented by the supervisor and afterwards further improved.

4. Pilot test it. In order to make sure the question would cover everything necessary, the interview guide was tested against two different participants who represented the both genders. After the pilot testing, the interview guide was further revised on developed.

5. Present the complete guide.
See the final guide in appendix 1.

4.2.4 Data analysis
The empirical data was analyzed according to thematic analysis inspired partly by Bryman and Bell (2015, p. 594-599) and Grbich (2013, p. 61). As suggested by the mentioned authors, selective coding was used in the analysis process in order to identify patterns, which later evolved into themes that could help managing the data. It is fair to say that the data analysis process started right after each interview where the recordings were transcribed. Transcribing the interviews permits repeated examination of the results as well as a more thorough examination of what the participants actually have said (Bryman & Bell 2015, p. 493). Grbich (2013, p. 21) suggest to start with a preliminary data analysis where data is check and tracked in order to guide the coming analysis. Hence, all of the transcriptions were printed out and read thoroughly. It was by then clear that the initial coding could begin based on the marketing mix theory 4C’s. In practice, that meant that that meant that quotes from the interviewee’s were highlighted in different colours which represented one of the following categories derived from theory: Consumer solution, Consumer Cost, Convenience to buy and Communication. In order to be able to answer the first research question as well (“What attitude does generation Z has towards sustainable fashion and sustainable clothing consumption?”) three additional categories were created as well: Attitudes towards sustainable fashion, Sustainable fashion consumption behaviour and Factors that influence sustainable ideologies. When all cases (interviews) had been highlighted according to the six different categories, these were manually listed in a coding scheme in Excel. Each quote was
given a subcategory and later a code. Since Bryman and Bell (2015, p. 586) suggest to have many codes from the beginning and then narrow it down to keep the focus, each code were also given a sub code, as to be seen in table 2.

<table>
<thead>
<tr>
<th>ID</th>
<th>Quotes</th>
<th>Category</th>
<th>Subcategory</th>
<th>Code</th>
<th>Subcode</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>(H&amp;M) They tell a lot in their web, like home page, how they do sustainability stuff and like that I think when you tell it openly and inform the customers I think that it is interesting.</td>
<td>Communication</td>
<td>Website</td>
<td>Sustainability initiatives</td>
<td>Openly</td>
</tr>
<tr>
<td>10</td>
<td>That is how I discovered it - by being in an H&amp;M store. I had no idea that they had those things for a couple of years ago ... it was a campaign a couple of years ago, when I was at H&amp;M and saw Conscious- come here and return your old clothes and we will recycle it for you&quot; at the cashier. I thought it was awesome, especially at the cashier because then you will stand there for a while, you would look around, see that sign and read it. It starts something, you will start thinking about what you have at home that you could bring. I think that more should have it. They who has ecological clothes, like Gina, should show it more.</td>
<td>Communication</td>
<td>Campaign</td>
<td>Recycling bins</td>
<td>Show it</td>
</tr>
</tbody>
</table>

*Table 2: Example of coding scheme*

After the coding was done, groups of codes and sub codes were placed into different themes as suggested by Bryman and Bell (2015, p. 599) - themes that were closely related to the research questions. For examples, quotes from the sub codes *openly* and *show it* were grouped under the theme “Informative” as it relates to a demand for more information in the communication. *Openly* (together with sub codes such as *bad publicity* and *misleading*) were also sorted under the theme “Transparent”. Additionally, quotes from the code *recycling bins* were categorized under the theme “Interactive” together with codes such as *event* and *workshop*, since they all relate to interactive marketing activities. The final themes were, as suggested by Bryman and Bell (2015, p. 586) used to manage the data and guided the presentation of the findings.
5 Empirical findings

This chapter will present the analyzed empirical findings.

The analyzed empirical findings will here be presented in three main headings: relation to fashion, sustainable fashion, and the marketing mix. The first section will describe the participants’ relation to fashion in general. The second section will present the participants general attitudes towards sustainable fashion and also how their actual consumption behaviour regarding sustainable fashion looks and what they believe have influenced that behaviour. The third section will present the parts of the findings that were related to the marketing mix and how the participants perceive sustainable fashion marketing. This section is divided based on the four parts of the marketing mix. Lastly, the findings will be summarized in a figure in order to state the most essential parts for the final results.

The participants were made anonymous after the interviews. Therefore, they will be referred to as participant 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10. In the appendix 2, a full list of the participants and their background information can be found.

5.1 Relation to fashion

The participants who took part in the research have different kind of relation towards fashion in general. Some of the participants were really into fashion and trends or they have a really clear idea about their personal style which is important to them. Those participants mentioned shopping as one of their hobbies and they were involved with fashion and clothing in multiple ways for instance through work or education. The participants read fashion blogs and watched vlogs as well as they listened to podcast about style and fashion. They were also involved with different kind of brands in various social media channels such as Instagram, which seemed to be the most used channel among the participants. Participants who followed influencers felt really affected by them. Even though, some influencers wear brands and clothes that the participants cannot afford they were still inspired by their choice of clothes and the participants sometimes try to find similar items from the less pricey retailers.

Though, some participant did not really care about fashion or clothing and were not willing to spend that much time or money on clothing. Those participants who were not interested in fashion and clothing in general, usually shopped in the stores that they have shopped previously and went there because it was convenient to them. These participants were also more critical towards sustainability marketing and did not follow fashion brands on social media channels that often. These participants were less involved with sustainability in fashion and usually felt that the reason behind it was the fact that they are not consuming that much anyway. The participants, who consumed less, also believed that it is acceptable for them to not act sustainable since their consumption habits have little to do with the overall consumption.

The participants who were highly involved with fashion and trends were more likely to do impulse shopping than the participants who were not that interested in fashion and clothing. The participants who were less interested in fashion stated that they got most of their inspiration on what to wear from the store. Since, according to them they did not spend any time on searching information about the clothes before entering the store, it seems to be the
channel for them to actually see and learn from the clothes. Yet, the participants that are highly involved with fashion also mentioned to get some of their inspiration from the store. Whether the store is online or offline, participants really appreciated the convenience and information that the store has to offer. The preference of the store location (online, offline) is based on the convenience to actually go to the store and the selection that the store has to offer. Yet, if it was convenient for the participants based on their criteria (location and selection), most of them prefers to shop offline.

5.2 Sustainable fashion

This chapter will explain the participants’ attitudes towards sustainable fashion in general. Further, the participants’ sustainable fashion consumption actions are stated and the influences behind the actions are explicated.

5.2.1 Attitudes

The overall attitudes towards sustainable fashion and clothing, and keeping a sustainable consumption when buying clothes, were of positive nature among all the participants. Activities such as recycling old clothes, choosing sustainable materials, and buying less are described as great and important aspects. Sustainable fashion overall is seen as a ‘good thing’. The majority of the participants show knowledge in the area, even though they say that they do not have knowledge on the topic. Many are mentioning a common responsibility which they believe we human beings are sharing when it comes to how we consume clothes; it is something that we all need to think about and act on - now. People and fashion brands that are showing sustainable interest and intentions are seen as inspiring, described with words such as smart, cool and popular. Also brands engaging in sustainability actions are met with positivity - it shows that they are taking the matter seriously and realizing that this is not anything we can ignore any longer. Many of the participants think that the growing popularity among brands engaging with sustainability is a great step forward and sets a desirable ideal for other companies. At the same time some are wondering why not more companies are showing sustainability initiatives, and further explaining that they will favor sustainable brands and that buying sustainable clothes make them feel better about themselves. A very common emotion among the participants was guilt. This states that the participants are much more aware of sustainability issues compared to how they act which makes them feel bad. Participants narrate thinks that they feel like they should do and allude that they are not acting as their ideal selves. One participant 10 phrases it like this: “I wish I was better at it. I wish that people would be more aware about it. I think that a lot of people, even me, sometimes are lazy and not greedy buy cheap.” Other participants expressed feelings of not wanting to compromise in order to be sustainable. Even though they think it is important to buy sustainable fashion, they are not ready to compromise on design of the product or ideal image of oneself for example. One participant thought that sustainable clothes had a tree hugger hippie label over it, which was not in line with how she sees herself nor want to be perceived by others for instance and therefore feels somewhat skeptical towards sustainable fashion.

A more negative attitude towards the whole sustainable fashion concept could be seen among some of the participants. The most common was some kind of mistrust towards the fashion brands engaging in these matters. This seem to be based on an idea that companies always acts on commercial motives - they want consumers to buy more products all the time, which creates a paradox. In one case, the mistrust came from the fact that the participant had read that fashion brands solely burs the clothes that consumers have handed in to the recycling bins.
organized by the companies. These sorts of actions create mistrust towards the whole concept of fashion brands engaging in sustainability matters. Others were also struggling with how their consumption would have an actual impact on the overall global situation, though they admit this was a “bad thought” to have. The same participants also expressed having a very little knowledge and interest in the area. These participants also said things which imply that they would like to hand over the responsibility to others. Participant 3 establish that “It is important that we think about these things, even though I don’t really do that too much” and further participant 8 adds “I would never take the initiative to do it, but it is good if other people do it”.

Another participant says to believe, that sustainable fashion is very important, but sadly, she is not so affected by it. The participant will still go back to the brands she really likes even though they do not engage in sustainability activities. Other participant, that expressed this sort of thought, also explained to think that it does not have that much influence on her. The participant says that what people do as individuals does not make an impact in the world, while also admitting this is not such a “good” thought to have. “It is not that I don’t know that the way we treat our world is going to affect us too. But it is not going to affect me or the people around me so much right now” (Participant 9).

5.2.2 Influence and actions

Most of the participants were affected by the sustainability actions of their families. They have learned the habits by experience when being exposed to the family activities. Though, only one participant mentioned that they have had actual conversations with the family about sustainability in fashion and clothing. The participant have talked with her family about how important it is to consume less and how it can be done by buying better quality so that the clothes will last longer, which makes people to consume less. Yet, half of the participants stated different sustainability actions and the relation between learned habits from home. These participants recalled that they are acting in their sustainable fashion consumption in the same way that their families. They mentioned these sustainability actions been such as recycling, buying good quality and buying less. Other habits that seemed to be learned from home were taking care of the clothes by paying attention on how to wash them and repairing rather than throwing away.

All participants were familiar about recycling the clothes and they also understood that it is a way to act sustainable in their own clothing consumption. Further, eight out of ten participants actually act on it as well. When further considering the recycling of clothes, the main aspects of it were donating the clothes to someone who needed them, while many participants also liked to sell their old clothes to get some money in return. Yet, only one participant mentioned purchasing used clothes. Most of them do not give an explanation on why they do not shop second hand items except for one. Participant 9 mentioned the following. “Because maybe I am too harsh, but it smells bad in there.” Some of the participants also mentioned that the comments and example of their friends has an effect if not directly to their buying behavior at least to their ideas about clothing and fashion consumption. These participants felt strong feelings such as quilt and shame if their friends were acting sustainable in their consumption and they would not. Participant 2 also mentioned that the comments that friends say makes her think: “If I haven’t known something and then people comment on it, that has an effect on me. Maybe I don't think about that all the time but when I will go to that store, that someone made a comment about, and look around then you start think about it and that might make me
to see the clothes less nice and that will lead to that fact that at least I don't want to buy that much from that store or at least think about that thing.”

Three participants clearly stated that they have been studying sustainability in clothing and fashion at school and according to two of those people, that has really have an impact on their behavior because it has made them more interested about the subject. This has created a positive circle when they feel that they want to know more about sustainability in clothing and the fashion industry and act on it. Participant 4 even said that: “I think it is because I have an interest for it. So for me it’s not about searching about the environment it’s just like I am looking for clothes and I like to know like their around factors.” The participants have chosen the way to act sustainable according to their sustainable standards and what matters to them, which in this case was for both of them to buy good quality in order to buy fewer products. They both are also highly interested in fashion and also state that clearly while they are also buying new items each month.

Some people felt influenced by marketing that came directly from companies in store and from other marketing channels such as social media. Documentaries and news were also according to some participants’ source of their sustainability knowledge. Some participants had seen documentaries about the work conditions in textile factories where some had read news about companies burning clothes. Most of the media exposure that participants were able to recall was somewhat negative but trustworthy for the participants. That made some of the participants suspicious towards sustainability actions and therefore they are not taking part in it. For example, when it comes returning clothes to the store where the collection bins can be found people are not returning their clothes in them. Participant 5 explains the following: “I mean that is a little bit useless, I mean I would like to know that they make new clothes from those and not just like burn them.”

Participants mentioned many ways to act sustainable but only demonstrably act on it rarely. Most participants believed that buying more sustainable products that are made from sustainable raw materials would prove their consumption into a more sustainable direction but at the same time they felt that they do not have enough information to act that way. Taking care of the clothes by washing them in low temperatures and repairing them if necessary was of high importance for some of the participant. This way, the participants who act this way felt that they are able to extend the life cycle of the clothes which for them is a way to act sustainable in their consumption.

5.3 The marketing mix
This section of the findings is presented by the 4C’s of marketing by Lauterborn 1990. Each category is based on the participants’ reflections in connection to sustainable fashion and sustainability marketing.

5.3.1 Consumer solution
While discussing aspects of sustainable fashion related to the consumer solution, the participants answers followed a pattern which can be divided into the following categories: quality of the product, ecological material (including recycled material, vegan and ethical material, natural fiber and recyclable materials), fit and size, design of the product, brand name or brand image, country of origin (which discussed both brand country and producing country), and additional services offered within the solution.
5.3.1.1 Product quality

The majority of the participants talked about the importance of ‘good quality’ of the products when they are buying clothes and how that is an essential part of sustainable fashion and a way of consuming clothes in a sustainable way. Participant 3 define good quality as the following: “Good quality is something that feels nice to wear, and also lasts for a long time and keeps the initial look.” The main argument for why good quality of a piece of clothing is sustainable was that the good quality makes the product long-lasting so that it does not break or get worn off and thus can be used for a longer time. Some mentioned the fact that this actually leads to reduced consumption since the consumer does not have to buy new clothes as often. Therefore, quality seem to be a very valuable factor for the consumers, and the ones that highlights good quality also states that they would be ready to pay more money in order to get a product of higher quality. They are also willing to wait with a purchase in order to save the money for it. Participant 4 that was really emphasizing on how essential good quality was for him and for a sustainable consumption, said: “I can go to Zara or H&M and just buy a suit, but then on the other hand, if I wait like a month or two I can get a suit from Oscar Jacobson. Then I'll probably wait, just because it is better quality - it fits better and the material and everything - I think it’s better and it feels better.” The participant was prepared to save money for a certain period of time in order to be able to buy something more expensive of better quality. The same participant stated that the fact that he bought better quality led him not having so many pieces of clothing in his wardrobe, instead he had a few pieces on really good quality. This sort of reasoning were not as common among the participants who claimed to be more of spontaneous shoppers and were rather focus on the trendiness of the clothes than the quality.

One of the few participants that did not mention good quality at all when talking about clothing consumption or sustainable fashion was the participant that claimed to have really strong interest in fashion and following trends was important to the participant. The same participant was also the only one stating that she actively looked for sustainability labels while shopping for clothes in order to buy products made from more ecological products. The participant also showed most interest of all in the subject of sustainable fashion and she also had positive attitude toward companies acting sustainable. While most of the participants agreed on that good quality equals more sustainable fashion consumption, none of them did seem to directly consider clothes made of sustainable materials as products of better quality. It seem like they make a difference between good product quality and sustainable material. The one participant that mentioned it in the same sentence had the opposite sentiment about sustainable materials. The participant said that sustainable materials do not always feel as nice compared to the conventional materials, which in other words can be interpret to mean not such a good quality.

5.3.1.2 Ecological material

In the beginning of the interview, while talking about the interviewees’ fashion consumption behaviour in general (not necessarily in connection to sustainability) all the participants got the question “When buying a piece of clothing, which factors do you generally consider before making the purchase?” and while price, design, and usability were common answers to that question, only one participant mentioned the sustainability factor as being a factor the participant thought about before making the purchase. The participant stated that when buying sport jackets she would think of buying a more expensive one since she believed the price will to some extent reflect how well the animals, used in the production, have been treated. She further stated that she is not actively looking for fair trade clothes when buying more basic
clothes such as T-shirts, but when she does, it makes her feel better about herself. However, even though the majority of the participants did not mention sustainable material as a factor which would affect their purchase, when being asked directly about sustainable fashion and ecological materials, most of them were very positive towards it. Most commonly, the participants started to talk about organic cotton. One participant stated that she usually buys sustainable clothes and is actively looking for sustainability labels in stores and further saying it makes her feel good when she is buying those sorts of clothes.

Around half of the participants claim that they would favor clothes made out of ecological materials, even if they would have to pay more, with the premise that the products were very similar. In general, it feels like the value brought by buying clothes that are made in a sustainable way, is that it makes people to feel better about them. Though, ecological materials did not only work as an positive value for the participants since one participant thought that especially animal derived materials and natural fibers created some contradicting problems for her. For example, the participant said that while natural fibers can be seen as sustainable because they don’t really strain the environment, yet there are limited resources on natural fiber usage. Further, for instance cotton is usually grown in difficult circumstances and therefore using cotton can actually molest the nature. Similarly, while fur and leather can be seen sustainable, as it is durable, it is not ethically sustainable in the point of view of the animal. On the other hand, while vegan products then could be seen as more sustainable, they are sometimes made out of plastic or other materials that are not so associated with sustainability.

Although, the ecological materials are seen as value adding aspect of the clothes in many cases, some participants were not ready to pay extra for it. Those participants also had relatively little amount of money to spend on clothing in general. Within those participants who were ready to pay more for the sustainable products the price needed to still stay in their own normal price range. Also, one participant was directly negative towards ecological materials, recycled materials in particular. For her, the recycled material could sometimes, instead of adding extra value, reduce the value of the product, because it is not reflecting her idea about herself. The participant 6 explains that: “Sometimes I am thinking like Ugh, it’s like, it gives me this image that it is something recycled. And I don't want it. Like sometimes. … because I don't see myself as a like this hippie green person who is like hugging trees or something like that.” This participant also has a high fashion interest and was educated within fashion.

5.3.1.3 Design
The design of the garment, that is the look of it, seemed to be the main reason to buy a specific garment. Therefore, it was not unexpected that some participants stated that they would not be ready to compromise on design when thinking about buying a sustainable piece of clothing, this was especially clear among the participants which claimed to be interested in fashion and clothes. Four of ten expressed negative experiences with ecological product design. The complains concerned both that they can look recycled and already old, that they sometimes just have an unpleasant design and that they have a certain ‘ecological’ look which is not attractive for the fashion consumer. One of the more fashion and trend interested participant said that usually the sustainable clothes offered by the retailers usually only include basic clothing and not any fashionable pieces. The participant 9 phrased the perceived issue like this: “When it is good for the environment it is sometimes not cute enough.”
When being asked if it is important for the participants that people around them knows that they are wearing sustainable clothes, the opinions were split. The division was regarding if the participants would like to spread the messages of sustainability to their surroundings or not. However, none of the participants seemed to care that the products in itself should show to others that they are sustainable, rather the opposite. Obvious ecological clothes are related to less pleasant quality and certain design and color choices which put an unwanted label on them. People wearing these clothes are seen as a ‘green’ person who is not desirable in the eyes of the participants. Many participants also think that ecological design solely does not look aesthetically pleasant.

A fit and size are part of the functional design. Further, good fit and size were one of the most essential factors the participants highlighted, when describing how the participants made their purchase decisions. A fit of a garment was also, by two participants, described as something that makes clothes more sustainable according to the participants, as it will make you want to wear the clothes for a longer time. Additionally, not being able to try on the apparel was one of the main drawbacks of online shopping. However, one participant, who was also actively looking for sustainably made clothes at the budget retailers, said that the absence of sizes at some of the retailers that sell sustainable clothes makes her go to other brands.

5.3.1.4 Brand
Some of the participants clearly expresses that they would favor brands that they know are acting sustainable or offer sustainable products. When fashion brands are showing sustainability initiatives it is a way of showing that they are taking a stand and that they care. However, the brand loyalty towards these brands is limited depending on different factors, for example, the product range and the previous relationship that the participants have to the specific brand. This means that in general, the participants would prefer if the brands that they already like would show sustainability initiatives. This would also further strengthen the brand loyalty between the participants and the brands that they are already engaged with. Yet, the chances that the participants would leave a brand that they prefer for one that is more sustainable is not as likely. Only one participant expressed a negative attitude towards a brand that is associated with sustainability. The participant express that in some cases, it is an image she does not want to be related to.

None except one of the participants seem to have any specific opinions of the fact that some retailers offer both sustainable products and “regular” (or non-sustainable) products. It does not seem to affect their perceived trust towards the brand. Only one participant states that, in order for him to be able to trust that a brand really is genuine with its sustainability engagement, is if the whole company acts sustainable in all aspects and offer’s only ecological garments. Participant 3 explains: “… it needs to be the whole brand. Because first then it feels like they are doing it fully by heart - they want to make a difference. I don't think they should have only one shirt or a pair of pants.”

5.3.1.5 Country of origin
Two out of ten participants are mentioning the country of origin as something that brings extra value for the consumer through the product. Both participants are implying that country of origin is something that they will consider when evaluating the product and if they are going to purchase it. Participants say that if the products are produced too far away it is not environmentally friendly and also, the working conditions for the workers are sometimes not
as good. Or at least, when buying locally produced items, it is more ensured what is the level of the worker condition.

5.3.1.6 Additional service
When it comes to after sales services that a consumer solution comes with, only one case was mentioned by two participants. The additional utility was the repair service offered by Nudie jeans which the participants were very fond of. For those participants repairing the jeans through this service actually gave an advantage for the brand compared to its rivals. Especially for the participant 4 who came back to the subject several times during the interview. He explained that Nudie, which is the brand he buys his jeans from, offers a free repair service where you can hand in your Nudie jeans and get them repaired for no charge. He describes it as convenient and also sustainable, and it seems to be a factor to why he chooses Nudie when buying new jeans. “Because I wear jeans a lot and those can get holes so it’s a good thing that you can just turn them in for free and they will prepare them for you. So I really like that...Especially, when it comes to jeans because like if you have a pair of more nice pants and gave them in for repair the would probably not look as nice, but with jeans it gets that patina. You get your own style. ... In the long run it is better.”

5.3.2 Consumer cost
While talking about the cost related to sustainable fashion products, five themes could be specified among the participants answers which are based in the cost section of the theory 4C’s of marketing, developed by Lauterborn (1990): financial price of the product, the cost of using and taking care of the product, the environmental costs of producing the product, the social costs (workers and animals), and the psychological cost for the consumer when buying the product.

5.3.2.1 Financial price
When discussing about the price in sustainable fashion and clothing almost all participants brought up the aspect of price being a part of the product and important aspect when making the purchase decision. Those who spoke about the price also stated that price correlates with quality. Half of these participants mentioned that high price is a sign of good quality, which for these participants is also a reflection of more sustainable products, whereas participant 5 notably meant that high price is a sign of the good conditions for the workers: “It is quite expensive for a white t-shirt, but at the same time, it fits amazingly, it is so soft, it is really, it is not ecological, but it has a great background behind it so it is better.” While higher price was a sign of good quality these participants were also willing to spend more on those items. It was OK for them to spend more on sustainability products as long as the price stays within their own price range that they are willing to pay for a certain piece of clothing. The higher price seemed to be fine because the participants also felt that they got more value for the product while paying more. Though this idea is not only limited when purchasing sustainability products but for all clothing shopping the participants make. Some participants also stated that they are not willing to pay more for the sustainability products. Though, these participants also had really limited budget to spend on clothes anyway because they were students and did not get any own income.
5.3.2.2 Using cost
Almost all participants were familiar with the overconsumption of clothing industry and where reflecting their ideas about it in their clothing consumption. Some of the participants really reflected the using cost on their buying decisions and dried to minimize their consumption by not making unnecessary purchase decisions. Matter that kept participant to control their purchase of new piece of clothing, was the evaluation of whether the participant will ever actually wear it. Other issues that were discussed by the participants were the fit and further, how the fit effects on the feeling that the participant gets when wearing the clothes. Factors that participants also considered about the care and use of the clothes were how easy it is to wash the clothes and weather the fabrics requires some extra care. “Well, usually I think about the fabric, in the terms off if it will frizz and first of all if it is easy to wash. … And also if it is possible to see through the fabric so that I have to think every time which bras I have to have under it and overall how this piece of clothing will fit together with my other clothes” (Participant 2).

Those participants who were actually buying less in order to lower their consumption were also thinking about how the new items would go together with their already existing clothes. Those participants who had a high interest in fashion, mainly reflected their purchases based on how the new clothes match with their personal style and therefore to their everyday use. Only one participant was actively thinking the disposal of the clothes when making the purchase decision. “Yeah, so when I buy new items and they are made with a durable quality I know that someone can use the clothes after they don’t fit me or I don’t want to wear them anymore” (Participant 4).

5.3.2.3 Environmental cost
Eight out of ten participants were thinking about the environmental aspect of clothing consumption when making purchase decisions. Yet, all participants thought environmental aspect of clothing consumption was extremely important aspect of the sustainability, but only one participant was actually mainly making the purchase decisions based on the sustainable aspect of the clothing. Even though, participants were thinking about the environmental aspect of clothing consumption it did not always felt that relevant to them or it was hard for the participants to see how it would have an effect on their own lives. “The environment wouldn't affect me that much, than instead, if there would be someone on the outside, sitting on the ground begging for money” (Participant 9).

Many of the participants were trying to consume less to be able to lower the environmental strain. However, the participants were not so familiar with ecological materials or such but recycling or donating the clothes after the participants were done with their clothes was familiar act among the participants. Almost all participants recycled or donated their old clothes. This way the participants were able not to through the usable clothes away and act in more environmental friendly way.

5.3.2.4 Social cost
For the same participants, that felt environmental aspects of clothing consumption was important, also valued the social sustainability of the clothing industry. Social issues in clothing consumption brought up a lot of emotions within the participants. Yet, only few people valued this aspect when they were making the purchase decision. Participants were talking about workers conditions in production factories as well as about how animals have
been treated in clothing production. Participants were impressed if brands were donating money or equipment to those who are in need and felt that it is a one good way to act socially sustainable and get people interested these issues. “Buy for this amount in our store and we will give a school uniform to this kid in Uganda” (Participant 9).

Some participants recalled seeing some negative aspects on what is actually going on at the production factories. When participants were aware that workers or animals were mistreated by some brands that really had an effect on how they perceived those brands and some of them even started to boycott those brands or choose to buy items that has nothing to do with animals for example. Participants also felt positive towards companies that were changing their production in the way that they are more and more social sustainable. Some participants stated that it is easier to connect with social issues than environmental issue in individual level.

5.3.2.5 Psychological cost
When participants were talking about the reasons why they are acting sustainable in their consumption, it became clear that it was not that easy for them to state psychological costs. Participants were rather seeing benefits on acting sustainable and feeling good was part of the reward that acting sustainable gave to them, whereas having to establish that the participants were not acting sustainable made them ashamed. Some of the participants felt really strongly about that people should do more. Most of the participants stated that after doing something that the participants felt was the right thing to do it made them feel good. Even if the participants could see that the companies are acting sustainable even in some part of their businesses, it made some of the participants feel good and that was a positive stimulate to do that again. Participant 1 for example states: “Cool that you are doing this. It is nice to see that it has been made in sustainable way”. Some of the participants also valued those people a lot who acted sustainable in their consumption and that made them in some cases feel bad about them shelves if their own consumption was not on the same level. Participant 6 states the following: “I have friends who are acting like super, like behaving a good way and that feels a little bit like, I am not that good”.

5.3.3 Convenience to buy
Convenience to buy can be divided into two parts based on the participants’ answers. The parts are shopping experience (including ability try on the products and return processes) and information in the store (such as signs, labels, and tags).

5.3.3.1 Experience
During the interview participants had a change to state from where they usually buy their clothes from. Those answers varied a lot from participant to participant. Further, when being asked why participants purchase from those exact brands some main reasons were easy to discover. Some participants mentioned that the experience of the purchase situation plays a vital role. For example, when talking about recycling or donating old garments people were more likely to do it if they felt that the experience of doing it would be easy. “I could easily give them to someone that comes and pick them up but I wouldn't do the errand myself if I need to make the effort” (Participant 8). The second hand shopping and selling was something that every participant had something to say about and some people had had experiences that had a negative impact on their consumption habits. One participant mentioned that the whole second hand concept should be further developed and extended in order to be more enjoyable.
Other participant agreed with the need of improvement in order for her to enjoy and actually purchase second hand items, “But I don’t like going into a second hand store. Because, maybe I am too harsh, but it smells bad in there” (Participant 9). Also the participants mentioned that when they have previously purchased a product that they have felt was a good one, it is easy for them to just go back to the store and buy a new item. This is something that cannot be done in second hand stores. These patterns are clearly visible among those people who have less interest in fashion and feel less comfortable when buying clothes.

Two of the participants really highlighted the fact of trying the clothes before making the purchase decision. To be able to feel the materials and see how the clothes are actually fitting was in a huge importance for many participants. Because of this reason, people went to shop in the physical stores. People though it is more convenient to go to the store and try the clothes on than ordering them online and then possibly return the items. Participant 7 explains about the offline shopping experience the following way: “I like being able to touch them and see them in reality. And then you can try them on yourself”. Also when participants choose between shopping online or offline the decision is based on whether it is more convenient to shop online or offline. When participants were living in places where there were not that many shop options to choose from, they were more likely to shop online but if they had the option to go to the store, they usually chose to do that.

5.3.3.2 Information in the store

When participants were discussing about where they make the actual buying decision it was clear that it was in the store. Some participants stated that they do a quite a lot impulse shopping which is affected by the information that the participants see in the store. Also those participants who were not that interested in about fashion or clothing did not really search for any information about the products that they were going to buy before they were in the store. In those cases all the information that they did get from the product was based on the information that can be found in the store. Some of the participants were familiar with the sustainability labels that some brands adds to the clothes, but the participants also agreed on that there should be more easy information available. Also the content of those labels were more or less unclear for the participants. When asking about the sustainability certificates that clothes can get less than half could come up with some certificates but they were still unsure if those certificates are actually used in the clothing industry. Couple of the participants further explained how they are aware of these different kinds of certificates in food industry and they are making their purchase decisions based on those.

In general, participants really rely on these different kinds of certificates and sustainability labels that they have seen. Yet, one participant did not rely on the labels at all, whereas some of the other participants also had some hesitancy towards the labels. Participant 5 states that: “Well it is enough for me that the products only have the sign on it. Because in that case I put my trust on that company that they are acting as they should”. The participant 1 also felt that it is a positive thing for the brands to use the sustainability labeling: “I think that I look for those labels that the budget retailers are getting more. And you think wow so cool that you are doing this. It is like a statement”.

Likewise, when shopping online, participants are eager to see more information about the sustainable products. People are looking for the sustainability labels on the clothes from the same retailers that they normally buy their clothes from. At the moment the participants felt that they do not know enough about sustainability in clothes to make more sustainable
decisions. Participant 4 explains about what information she is missing: “And for me, I just like, sometimes I would like to know like where the clothes are from, what kind of materials it is”. Even though, most of the participants knew that these labels existed they hope to have even more information in the future. But, what was clear from the answers by the participants were that they do not have time to read a lot of information. Therefore, the sustainability labels or certificates are a good way to communicate these arguments, since the meaning is covered into this symbol. “Like on the store or on their website when they have those small squares where you can see the clothing and so on, that there could be some kind of sign about sustainability above the picture” (Participant 2).

5.3.4 Communication
The majority of the participants had a general positive attitude towards marketing of sustainable fashion. However, only half of the participants could recall a marketing campaign or ad that they had seen regarding sustainable fashion. Many mention H&M and their Conscious collection, that they have seen it in advertisement and in stores. The topics discussed regarding sustainable fashion communication will be presented through the six ways of connecting with generation Z suggested by Black, Asadorian and Dunnett (2017): inspire loyalty, demonstrate value and shared values, deliver experiences, collaborate, create and curate, think images not words, and don’t talk down to them.

5.3.4.1 Inspire loyalty
In general, all participants expressed some kind of wish for fashion brands to show transparency and authenticity by clearly explaining their intentions and ways of working. For example, one participant mentioned how she appreciates the way H&M on their webpage is explaining in-depth how they work with sustainability matters and which initiatives they are taking in order to take responsibility. Another participant talked about a sponsored partnership between an influencer and a fashion brand where the influencers had traveled to a developing country and documented how the life was for a factory worker. This was a marketing campaign which had affected the participant’s thoughts about the brand in a positive way, and also her own shopping behaviour. However, if a fashion brand on the other hand had been involved with bad publicity, where it is exposed that they are using child labour, treating their workers in a bad way or burning clothes, the participants expressed strong negative feelings towards the brand. A few participants even stated that, that sort of behaviour would probably lead them to boycott the brand. Nevertheless, if the brands are showing that they are responsible, especially if it is proven by external sources, as in the news, the participants expressed very positive feelings towards that brand.

Hence, consistency in what the brand stands for seems to be essential for the customer’s brand loyalty. One participant in particular mentioned the importance of consistency through the whole marketing mix for a fashion brand. Not only should all the products be marketed as “sustainable”, this should also be communicated through all channels - in-store, in the product information, in advertising and PR. The majority of the participants are following a few, or many, fashion brands on social media in order to get inspiration and follow what their favorite brands are doing. One participant is mentioning fashion brand’s social media accounts as the main channel where she has obtained her knowledge of sustainable fashion, highlighting that it is an appropriate place for the brands to show who they are and what they stand for. Among half of the participants are suggesting that social media would be a good place for brands to spread their sustainability initiatives and promote their sustainable products.
5.3.4.2 Demonstrate value

All participants expressed that they would require a lot of information from fashion brands that engage in sustainability matters - they want to know how the clothes are made and what they are made of, how they are engaging in different social and environmental issues, and what products and services they are offering. Many of the participants talks about making customers aware and showing their existence by educating and informing. Information and messages that is quite extreme or gives some kind of perspective which is easy to perceive is also something they are mentioning. One participant mentioned an ad by a denim company where they were showing some of their own ads in comparison with other brands and it is clear that while other brands are focusing on showing attractive and cool models wearing the jeans in a “sexy” way, this denim brand is focusing on the product and how it is made in a fair way.

In general, all participants expressed that, in order to trust the brand, it is important that the brands are showing that they are making an effort, which they are actually caring about the environment and the social issues associated with the fashion industry. Making more extensive campaigns and marketing activities seem to be a way of ensuring that the brands are actually intermediating within this matter. The participant 5, while explaining that it would be nice to see a specific fashion brand to create a video where they would show exactly what the brand is doing with the old clothes that they have collected, expresses his mistrust of the brands: “… if it wouldn't be true they would have not put that much effort to it and hopefully in that time they would have time to think morally what they are doing.”

5.3.4.3 Deliver experience

The participants are generally positive towards marketing activities and campaigns that include some sort of event or experience. Overall, activities that feel innovative and new seem to be well perceived, as long as they do not feel illogical or too commercial. Some of the participants mention different ways of using modern technology which they would appreciate. One participant suggested, that fashion brands could offer some kind of smart phone app that could help customers with their sustainable fashion consumption. Similarly, one participant suggests that they could have QR-codes attached to different marketing campaigns in the store in order for the customers to get additional information.

5.3.4.4 Collaborate, create and curate

The participants are generally positive towards marketing activities and campaigns that include some sort of interaction, as long as it does not require too much effort from them. For example, all of them like the idea of fashion brands offering recycling bins to collect old clothes or different type of workshops where old clothes can be customized or fixed, but only if these types of activities takes place somewhere close. In other words, it has to be convenient for them in order to wanting to take part of it. A few also mentioned that if they were to take part of some sort of sustainable fashion event organized by a fashion brand they would not want to go alone, they would want to bring friends. One participant mentioned that it would be great if a brand would invite customers to a movie night to watch documentaries together and discuss it.
5.3.4.5 Images over words
As stated earlier, the participants, except one, argue that social media is an appropriate media for brands to communicate sustainable fashion. Especially Instagram and sometimes YouTube are platforms which the participants seemed to prefer when interacting with fashion brands. It goes well in line with the fact that a majority of the participants agrees, that they would like to obtain short and easy information that clearly gives them the knowledge and inspiration that they demand. If it is too long or complicated, the participants would most likely just skip the information, because it is overwhelming or simply just not interesting. It seemed to be quite clear in general, that many of the participants are, at least trying to in some extend to avoid the commercials and information they are being surrounded by. If there is a commercial they do not want to see for some reason, they will actively try to skip it or not look at it. Some of them mention videos as an effective way of showing sustainability initiative, saying that it shows both seriousness and makes it trustworthy. Those video clips should be quite short, straight forward and direct, and also aesthetically satisfying. It should also be some kind of story behind it. Two participants also mentioned that it would preferably also be quite a shocking or radical message. The main essence of how they want to perceive sustainability messages is that it should be interesting, attractive, and easy to process.

5.3.4.6 Do not talk down to them
All of the participants were, at least at some point, expressing some kind of criticism or skepticism towards fashion brands and their way of market sustainability issues. Some of the participants said, that they sometimes feel that it can be misleading or not making any logical sense to them. For example, one participant mentioned the fact that some stores are offering the ability to return old clothes in exchange for a discount coupon to use in the store. According to the participant, this was a bit hypocritical, since it does not help about the overconsumption when encouraging the consumers to spend even more. Similarly, another participant stated that she do not want to hand in her clothes in those recycle bins since they are being torn apart. In her mind, it is unnecessary to tear whole clothes apart, when there are people in need that could use them instead. In these situations the participants felt that the companies are not telling the truth which let the participants to feel negative about those brands. This kind of situations can create a real mistrust between the participant and the brand.

However, it seems like it is possible for the brands to change the presumption that the participants had. The negative feelings that the participants have towards some brands based on their previous actions can be turned into positive once, by extensive long term transparent procedures. One participant for example, explained how she has seen a documentary on how H&M is not treating their workers right, which had a very negative impact on her. But, as she has seen so much marketing of the sustainability work of H&M lately, she seem to feel secure with the fact that they are now getting better.

5.3.5 Summary of the findings
In order to specify the findings that are most essential for answering the research questions, the figure X show the core findings of the interviews. The findings are presented in the 4C’s model presented in previous chapters, since that is the main theoretical framework used in this research. In the middle of the figure is the target audience, generation Z. Other aspects are consumer solution, customer cost, convenience to buy and communication.
Figure 2. Summation of the findings presented in the 4C’s of marketing (Lauterborn 1990).
6 Discussion

In this chapter, the findings are discussed in relation to the previous research presented in the literature review.

Two research questions were stated in the beginning of the paper:

RQ1: What attitude does generation Z have towards sustainable fashion and sustainable clothing consumption?

RQ2: Which marketing activities do generation Z prefer regarding sustainable fashion?

In order to answer these questions, the discussion has been divided into two main parts based on the following questions: the first part will discuss generation Z’s attitudes towards sustainable fashion while the second part will examine how sustainable fashion should be communicated to consumers of generation Z in regards to the main topics that came to the surface during the coding of the findings. These divisions of the two main topics are discussed in order to answer the purpose of this study: to identify the possibilities and challenges of marketing sustainable fashion towards generation Z.

6.1 Generation Z’s attitudes towards sustainable fashion

It was argued in an earlier chapter that sustainable fashion in general is seen as a positive thing for consumers (Niinimäki 2010) and the findings confirm this fact. The findings revealed that all participants had a positive attitude towards sustainability. They believed that it is important that everyone would share the responsibility to act sustainable. The positive attitude towards sustainability also reflects how the participants perceive the brands that are involved with sustainability actions. Yet, the positively perceived sustainability according to Chan and Wong (2012) and Goworek, Hiller, Fisher, Cooper and Woodward (2013, p. 378) does not come across with the actual buying behavior. This attitude-behavior gap (Butler & Francis 1997) could also be found in the empirical results. The participants were mainly acting sustainable in the way that they buy clothes of good quality in order to consume less. Additionally, they also stated that they somehow take care of the garments (such as recycling or donations) when they don’t want it anymore. But only a few actually said they were actively looking for sustainable garments when buying clothes. It seems that buying good quality is an easy way to act sustainable for the participants and it is also stated in the earlier chapter that generation Z are quality conscious (Stoyanov & Stanoeva 2016). This might also be because of economical reasons, since buying better quality usually results in reduced consumption.

Butler and Francis (1997) states that the attitude-behaviour gap could be explained by a lack of interest and knowledge from the consumer side. According to Hill and Lee (2012), young consumers do have a low level of knowledge concerning sustainability matters within the textile industry. Yet, it came clear in the findings that the participants had more knowledge about sustainability and sustainable fashion than they thought they had themselves. Still, they were eager to know more. It is said in earlier chapter that generation Z likes to obtain as much essential information as possible about the products before making the purchase decision.
(Yussof et al 2018). Cole, Napier and Marcum (2015) also agrees that it is brands are required to provide extensive amount of information about the products. Accordingly, it was stated in the findings that the participants felt like they do not know enough about sustainability in order to act sustainable. Therefore, we can argue that the marketing should be educative and informative in their marketing and really underline the benefits that the consumer will gain by purchasing this product.

6.2 Communicating sustainable fashion to generation Z

The findings clearly states that it is important for the participants to get information in the easiest possible way because they do not want to spend time or effort on things they do not feel that interested of. As stated in earlier chapter generation Z care about convenience over anything else (Stoyanov & Stanoeva 2016) and their attention span is only for few seconds (Patel 2017). The findings also stated that the marketing should include shocking information that really stands out from the mass and offers information in which the generation Z can relate to. For example, generation Z understand how overconsumption will destroy the planet, but because they also feel that it does not effect on them directly it is hard for them to feel the need to buy sustainable products. Based on these findings we can argue that for companies to get the attention of generation Z the marketing should focus on creating emotions among the consumers that create the interest for the subject. Creating the interest is important in order for the consumers to be eager for more information and further to act in a more sustainable way.

Participants are also stating that it is hard for them to find sustainable versions of the clothes that they like. According to Williams and Page (2011) people from general Z are very aware of what they wear and Jain, Varsa and Jagani (2014) further explains that generation Z likes fashionable items. So, while Chan and Wong (2012) argued that only store-related attributes are beneficial for influencing sustainable fashion consumption decisions, we can argue that also product-related attributes (such as design, price, and quality) are essential for the purchase decision, and probably also for the attitude towards sustainable fashion in general. Therefore, it is important that companies can provide interesting and fashionable clothes made from sustainable resources in order to raise the sustainable consumption in generation Z. Findings shows that the participants are not ready to compromise on their own style and as mentioned in the earlier chapter generation Z will not settle for normality (Solomon, Bamossy, Askegaard & Hogg 2014, p. 463).

6.2.1 Social media

The previous research also states that generation Z likes to spend their time in virtual reality (Black, Asadorian & Dunnett 2017; Cole, Napier & Marcum 2015; Juodžbalis & Radzevičius 2016; Olsen 2017) and therefore it makes sense to focus on online marketing because that is the place where this generation exists. Kaur (2014) states that generation Z mainly uses social media to entertain them shelves, but based on the empirical findings, social media is also a place to find inspiration and to see what the fashion companies has to offer. The findings also shows that the participants were following fashion brands’ social media accounts as well as social media accounts of different influencers, mainly on Instagram and YouTube. Based on these findings we can argue that fashion brand’s own social media accounts seem to be an appropriate channel for creating trust and loyalty as the consumers feel close to the brand. As generation Z demands convenience (Wood 2013) it is also an easy and quick way for consumers of generation Z to perceive information (Kaur 2014).
6.2.2 Videos
As explained in the previous chapter the generation Z values authenticity (Williams & Page 2011) which can be also seen in the findings. They also prefer visual content rather than textual (Black, Asadorian & Dunnett 2017). It is stated by the participants that they would like to see videos rather than written text about different sustainability actions. The videos should be direct, short and aesthetically satisfying. Creating a video seems to bring credibility and trustworthiness as well as showing that the brand really makes an effort, which is important for the participants. For the participants, videos are reflecting the reality and it is harder to twist the truth when filming an actual action. Therefore we can argue that videos seems to be a good way to communicate sustainability issues in the way which has the consumer in the focus as all marketing should have (Easey 2009, p. 15).

6.2.3 Influencers
Fagan (2009) and Pérez Curiel (2017) implies that the use of influencers in sustainable fashion marketing is a good tool to use. During the interviews it came clear that the participants are following influencers in different ways such as by reading their blogs, watching their vlogs, and following their Instagram accounts. As mentioned in the previous chapter, Kick, Contacos-Sawyer and Thomas (2015) thinks that it is important to create trust and have a strong bond in order to communicate comfortable with generation Z. Because the participants are anyway following the influencers and have built a relationship with them which make the participant to trust and feel comfortable with them, therefore we can argue that it is good for the companies to use the influencers as a marketing tool in their sustainability marketing, because the trust and personal relationship already exists. The findings also show that influencers are seen in the positive light and participant described them as cool and relatable. Therefore, connecting the less cool sustainable products could be seen in more positive light as a cool products that people would like to purchase.

6.2.4 Interactive activities
Findings shows that the participants were positive towards interactive marketing actions and some even mentioned to have taken part in events held by a fashion brand. As mentioned in the previous chapter generation Z is demanding for interactive communication (Jain, Vatsa & Jagani 2014). This might be because generation Z requires quick response (Stoyanov & Stanoeva 2016) and convenience. However, the empirical findings revealed that even though interactive activities were to prefer, the key was that it was done in an interesting and convenient way. Some companies are currently offering consumers the possibility to return their old clothes to the store in order for the company to recycle the clothes behalf of the consumer. Findings show that the participants really thought this is a great initiative, but they were also hesitant to actually return their clothes to those bins because it was unclear what the companies would do to the clothes. One participant suggested that the bins could have a QR-code which could have a video showing what happens after the consumer has placed the clothes in the bin.

What can be also drawn from the findings is how participants were mentioning different kind of activities, such as movie nights and new applications which the previous research also confirms that the generation Z are interested to find new technology solutions (Wood 2013). As the previous chapter states generation Z wants to see creative and subtle marketing which the findings confirm. Therefore we can argue that companies should move closer to the consumer by holding events where the consumers could discuss different matters with the
companies. This also shows that the company is trustworthy and transparent. What is also important to mention is that the findings also stated that the participants need to have a feeling that they are receiving some benefit when they are making the effort and spending their time on participation. Therefore, it is important that the actions that the consumers need to make are rewarding.

6.2.5 Publicity

As mentioned in earlier chapter generation Z has an access to a lot of information through internet and they are curious to discover new things all the time (Black, Asadorian & Dunnett 2017). They also want to know what the truth is (Williams & Page 2011). Findings also states that the participants are following news and they trust the media and are really affected by the publicity whether it is negative or positive. Participants mentioned boycotting and favoring brands based on the actions presented in media. Based on these findings, we would argue that fashion brands should try to, when it is possible, control what media is writing or talking about them and their responsibilities and initiatives.

6.2.6 Store communication

Store attributes are essential for influencing consumers sustainable consumption decisions (Chan & Wong 2012). Findings also states that the buying decision is made in the store and the store communication can effect on what people are buying. According to the findings those who are interested in fashion and trends are more likely to engage in impulse buying which certainly is affected of the store communication. When talking with participants who had very little interest on fashion and trends, those people based all their knowledge on clothing on the information available in the store, therefore it matters what kind of communication the consumers can find in the store, whether it is online or offline store. Findings also state, that the second hand shopping is affected by the negative aspect of the store environment such as bad smell. Like every other information also store communication should be easy and create a personal bond to the customer. Findings shows, that the participants where very wear of sustainability certificates in food industry and really thought that similar system could be a good solution in clothing industry as well.
7 Conclusion

This chapter will state the final conclusions and implications of the research. The chapter ends with a suggestion for future research that can be conducted in the field.

The purpose of this study was to identify the possibilities and the challenges of marketing sustainable fashion to generation Z. The findings of this research offer implications for brands and retailers in the fashion industry, as well as contributing to the academic field in generation Z’s relation to sustainable fashion and sustainable fashion marketing.

While previous research states that only store-related attributes could positively affect the purchase decision of sustainable fashion, the findings of this research concludes that product related attributes are also highly essential. When marketing sustainability to generations Z it is important that the companies can offer sustainable versions of the trendy products that they are known for. Generation Z will not compromise on style and therefore it is of high importance that the products are appealing to them, in order for the general positive attitude towards sustainability to change into sustainable buying habits. Generation Z do not want to spend unnecessary time and effort on searching for information, yet it is important for them to know as much as possible before making the buying decision. It is also important for them to understand how the changed behavior will be beneficial for them personally. Therefore, when marketing sustainable products it is important that the product is in focus and that the marketing provides extensive information about the product and underlines the personal connection and benefits to the buyer.

However, as it seems, the generation Z makes the buying decision in the store, whether it is an online or offline store. Therefore, the store communication is something not to forget and should also be highlighted. If the customers are offered the right sustainable products with easy extensive information they are more likely to choose the sustainable product over the conventional one. Hence, sustainability certificate symbols can include extensive amount of information in easy visual format, it would make sense to use them widely in the industry and educate consumers about these certificates in order to use them as marketing tool in online and offline stores.

Since generation Z is demonstrably spending a lot of time online, in particular on social media channels such as Instagram and YouTube, it seems to be an appropriate channel to use for sustainability marketing. Nevertheless, because generation Z demands for trust and authenticity it is highly important to spread the informative sustainability message through the channels that the generation Z feel is legitimate. Influencers seem to be a good way to share the information, as people from generation Z has already build a relationship with them and makes sustainability in a cool light.

Further, marketing targeted to generation Z should be short and easy, preferably including shocking effect that the consumer can relate to. Because generation Z loves visuals, videos seems to be a great way to interact with them, as it can include all the required aspects and can be presented in the main social media channels that the people from generation Z uses. Also, for generation Z it is important to be heard and as they are, the generation of interactive communication, the marketing actions addressed to them needs to be interesting and innovative where the generation Z feel as they are included in the discussion making. These kind of marketing activities can be for example, events held by the companies, where the
customers can have a conversation about the harmful aspects of fashion industry and how the companies are overcoming these issues.

Marketing sustainability to generation Z includes some challenges as well. Generation Z is more or less skeptical towards the marketing actions and sustainable products that the companies are providing. If the company does not provide comprehensive information on their sustainability actions and explain the reasons behind it, generation Z can easily suspect the company’s intentions. Consequently, generation Z necessitates genuine information from the companies in order to create trust. Hence, the provided information needs to be comprehensive yet, distinctive so that the generation Z would pay attention on it. Therefore, it is all about to make the generation Z to know it all in the blink of an eye.

7.1 Future research

In previous chapters it is stated that sustainable fashion is demanded worldwide, but it should be communicated in different ways in order to target the current customer group. It is also uttered, that visuals are what the generation Z requires and videos are trustworthy in the eyes of this generation. Therefore, the future research could exploit the marketing activities suggested in this research by developing marketing videos for companies to experiment how this communication is perceived by the consumers and further if it has an actual effect on their consumption habits. This way the new marketing activities, proposed in this research, can be tested in a real environment.

Since this study is limited to Swedish market, other interesting way to further examine this subject would be to investigate how the results would differ in other countries and cultures. Since, the generation Z is a global generation that is not limited within the geographic borders of different countries. It would also be interesting to research how the communication can be done in order to work globally where many consumer cultures are targeted simultaneously. As many companies are actively present in different countries and cultures.
References


### Appendix 1
Interview guide

<table>
<thead>
<tr>
<th>#</th>
<th>Type of question</th>
<th>Question focus</th>
<th>Question</th>
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<tr>
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<tr>
<td>1</td>
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<td>Fact</td>
<td>Name</td>
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<td>Face sheet: general</td>
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<td><strong>Clothing Consumption</strong></td>
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<td>9</td>
<td>Introducing question</td>
<td>Attitudes</td>
<td>How do you feel about shopping for clothing online vs. in store?</td>
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<tr>
<td>10</td>
<td>Introducing question</td>
<td>Attitudes</td>
<td>Describe your interest for fashion.</td>
</tr>
<tr>
<td>11</td>
<td>Behaviour</td>
<td></td>
<td>From where do you get your fashion/clothing inspiration?</td>
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<tr>
<td>12</td>
<td>Behaviour</td>
<td></td>
<td>Do you follow any fashion brands or fashion influencers on social media? How do you integrate with them?</td>
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<tr>
<td>13</td>
<td>Behaviour</td>
<td></td>
<td>How often would you say that you shop for clothing?</td>
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<tr>
<td>14</td>
<td></td>
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<td>How much do you spend in a month?</td>
</tr>
<tr>
<td>15</td>
<td>Behaviour &amp; Beliefs</td>
<td></td>
<td>What brands do you usually buy clothes from? Is there any specific reason why you prefer those brands?</td>
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<tr>
<td>16</td>
<td>Behaviour</td>
<td></td>
<td>When you are buying clothes, which factors do you consider before making the purchase? (which factors are more important - price/quality/sustainability/trendiness? Does it differ depending on the type of clothing?)</td>
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<td><strong>Sustainable fashion</strong></td>
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<tr>
<td>17</td>
<td>Introducing question</td>
<td>Beliefs</td>
<td>In your opinion, what is sustainable fashion?</td>
</tr>
<tr>
<td>18</td>
<td>Beliefs</td>
<td></td>
<td>How do you think that clothing can be consumed in a sustainable way?</td>
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<tr>
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<td>Category</td>
<td>Question</td>
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<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
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<tr>
<td>19</td>
<td>Behaviour</td>
<td>Do you talk with your friends and family about sustainable fashion or clothing? About what?</td>
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<tr>
<td>20</td>
<td>Attitudes</td>
<td>Do you feel like these discussions have had any effect on your own clothing consumption?</td>
<td></td>
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<tr>
<td>21</td>
<td>Attitudes</td>
<td>How do you feel about fashion brands engaging in sustainability? (is it important/why or why not/ do you care about any specific issues e.g. social, environmental, vegan)</td>
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<tr>
<td>22</td>
<td>Behaviour</td>
<td>Do you think that you are acting sustainable in your fashion consumption? (How) (What made you start)</td>
<td></td>
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<tr>
<td>23</td>
<td>Beliefs</td>
<td>How do you think fashion brands could help you to be more sustainable in your fashion consumption?</td>
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<tr>
<td>24</td>
<td>Beliefs</td>
<td>Would you like other people to know that you are acting sustainable in your fashion consumption?</td>
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<td></td>
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<td><strong>Fashion marketing</strong></td>
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<tr>
<td>25</td>
<td>Attitudes</td>
<td>Do you remember seeing any fashion advertisement with a sustainability message? (e.g. In a marketing ad, by an influencer on social media etc.)</td>
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<tr>
<td>26</td>
<td>Attitudes</td>
<td>(If yes) What is usually your immediate reaction to that kind of messages/information? (marketing ad about sustainable fashion) (are they critical/trustful) (did they act on it/buy it)</td>
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<tr>
<td>27</td>
<td>Attitudes</td>
<td>Can you name any labels for clothes that ensure they are sustainable or ecological?</td>
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<tr>
<td>28</td>
<td>Attitudes</td>
<td>If a fashion brand offer you the possibility to return your old clothes in a sustainable way (e.g. recycling bin), how do you feel about it?</td>
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<tr>
<td>29</td>
<td>Attitudes</td>
<td>If a fashion brand would organize a workshop to customize old clothes, how would you feel about it?</td>
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<tr>
<td>30</td>
<td>Attitudes</td>
<td>Are you familiar that you could leave your old garments at some fast fashion stores? How do you feel about it?</td>
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<tr>
<td>31</td>
<td>Attitudes/beliefs</td>
<td>Do you have anything more about sustainable fashion marketing that you would like to add?</td>
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Appendix 2
Participant list

<table>
<thead>
<tr>
<th>Participant</th>
<th>Year of birth</th>
<th>Gender</th>
<th>Occupation</th>
<th>Study background</th>
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<td>1995</td>
<td>female</td>
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<td>Participant 2</td>
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<td>Participant 3</td>
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<td>Participant 5</td>
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<td>Participant 6</td>
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<td>female</td>
<td>Works in customer service</td>
<td>Business economics, specialized in fashion</td>
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<td>male</td>
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<td>Participant 8</td>
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