

THE MILLENNIAL MIND

– A QUALITATIVE STUDY ON HOW TO
COMMUNICATE SUSTAINABILITY TO REDUCE
CONSUMPTION

Thesis for Master, 30 ECTS
Textile Management

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Abstract

Background

The discourse of sustainable development has over the recent years become increasingly vital, due to the fashion industry's overly excessive use of natural resources and contribution to hyper-consumption. Hyper-consumption is part of the consequences of marketing, and consumers regard marketing of sustainability to be unreliable. Previous research has highlighted how communicating sustainability can increase sustainable consumption, however the real issue lies within reducing consumption overall. Using marketing to reduce consumption within the consumer is intricate, but in the light of this the generational segment female Millennials have shown to be prone towards reducing consumption.

Purpose

The purpose of this thesis is to explore female millennials mind and values, mainly to be able to identify and form a way of communicating sustainability with the intent of reducing consumption, that is applicable for this segment. The aim is further to propose how this then can be applied and in what way it best should be implemented to finally reduce overall fashion consumption.

Design/methodology /approach

This thesis uses an abductive research approach and a qualitative method. The research question is answered by conducting focus groups and illuminates the core determinants which are to be used as part of the development of the communication.

Findings

The findings suggest that female millennials need to be motivated into realizing how reduced consumption can be a core value of them. A form of social marketing program is what has been determined to be a viable form of communication since it aligned with the social communicative ways that female millennials are receptive to.

Originality/value

This thesis contributes by highlighting and identifying the underlying values and motivations which female millennials have towards sustainability marketing. Moreover, the results imply that female millennials are of valuable consideration for future research of how to communicate sustainability with the intention to reduce fashion consumption. Marketer can specifically learn what the determinants to include in a social benefit program and thereby create valuable concrete results in terms.

Keywords: Reduced consumption, sustainability marketing, sustainable fashion, values of millennials

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1 Introduction

The introduction chapter of the thesis has been structured to provide the reader with comprehensive understanding for the predominant issues. The background will create an understanding funnel towards the problem discussion where the issues will be further discussed to grasp the area of research. This further extends to a research question which will be established with support from the following purpose.

1.1 Background

Is this world ours to use? This question may cause controversy, but as the society continues to exploit and take advantage of this earth's resources we see how the society has chosen profit, daily needs and demands over future well-being (Haberl, 2006, Rockström et al. 2009).

Denying the responsibility of caring for environmental and social issues, tend to cause a strain within the society. However, it is most likely rooted in that looking the other way in the evolvement of sustainability discourses now is a normality (ibid). Rockström et al. (2009) also show that it is notable how climate change now is fact rather than a future issue. With natural disasters being an evident part of this and species going extinct (ibid). As the earth is what humans live off and live on, they have a responsibility to nurture and hold themselves accountable, in regards to spreading awareness of what the consequences of mass production and consumption really are. The issues stemming from this negligence, has created a developing discourse on sustainability which has become increasingly important to address (Ottman, 2011). A definition of the issue was formed and discussed during the Brundtland Commission stating “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (WCED, 1988 p. 57)

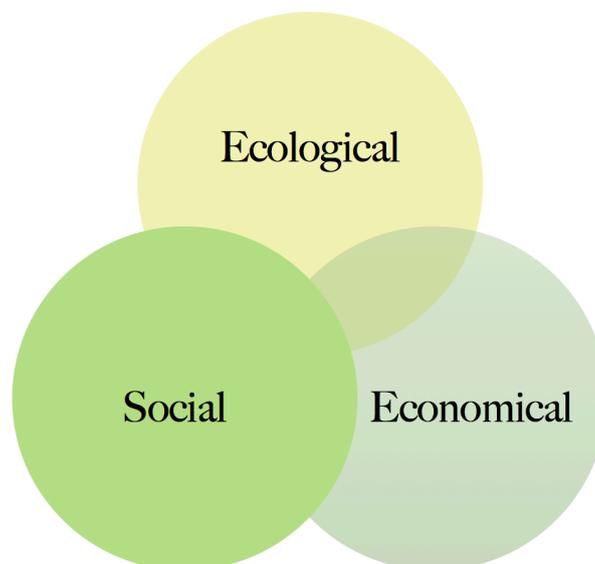


Figure 1 “Three pillars of sustainability” authors own interpretation, 2018.

Gamage and Boyle (2008, p.48) state that this definition transcends into the three sustainability pillars which focus on social, environmental and economic facets that all three should be

undertaken as a framework for sustainability, see Figure 1. The three pillars framed in the concept should all be seen as important in order to work, but it is equally important that one pillar never is neglected over another (Kates, Parris & Leiserowitz, 2005). The pillar of economic value is rather contradictory, as it can be seen as viable when it keeps a sustainable revenue, but it can also be a risk of it becomes more important than any of the other pillars. The features of the social pillar portray the responsibility for the human being, such as fair wages and basic rights and needs on the society. The sustainable pillar involves the ecological aspects; the ways we take use of the natural resources, the earth and the responsibility for the environment. This pillar is highly vital, as neglecting it could drain our natural resources on the earth resulting in the end of what human life is (KTH, 2015).

The fashion industry is expanding and often a contradiction to what sustainable development means. It is now on the edge of causing destruction to the earth, as many consumers and producers are aware but not involved with a response of action. The fashion industry holds an extensive spectrum of products for example, shoes, shirts, trousers, bags, coats etc. (Tillväxtverket, 2014). Production within the fashion industry necessitates nearly one kilogram of hazardous chemicals to produce the same amount of textiles, and additionally close to 30 liters of water (Naturskyddsföreningen, 2015). Increasing the collections per year and mass production has created the trend referred to as fast fashion (Karlsson, 2013), which is as an advantage to the producer since more production is likely to encourage an increase in consumer's consumption habits. Fast fashion is one reason for increasing fashion consumption in Swedish, with the alarming amount of 40% in the year of 2009 in comparison from the year of 2000 (Karlsson, 2013), and a single person buys around 13.5 kilograms of apparel per annum (The Swedish Environmental Protection Agency, 2017). The consequences of fast fashion have escalated consumption habits and planted a wear and tear mindset, disconnection from the value of the clothes, shorter product life-cycles, and the accumulation of what we now can refer to as hyper-consumption (Karlsson, 2013, Ekström, 2015). Hyper-consumption has become a negative development which is difficult to change. Especially without the consumer's inherent knowledge, which they lack and a unfulfilled desire to create a belonging within the society (Lury, 2011). The common sense of consuming less exists but the consumer has not yet been able to make this a reality. As our history has made consumption a normative activity in the daily lives of the consumer, they have become less agile in regards to resisting hyper-consumption (Karlsson, 2013, Ekström, 2015), and they find themselves trying to change something deep within, but without the ability and knowledge transform the learning into a doing. The discussion of reducing consumer's consumption also mentions the attitude-behavior gap, where consumers are disengaged in their attempts of acting more sustainable and reducing consumption (Young et al., 2010).

Consumers are greatly affected by outside influences, and the dilemma of acting upon reduced consumption may be a consequence of greenwashing e.g. unreliable, and non-credible marketing of sustainability in the fashion industry (Ottman, 2011). Kahle and Gurel-Atay (2015) claim in an introduction on the subject how the issues of reducing consumption stem from marketing and how it is communicated. Their view is that preserving nature and reducing consumption may not be aligned with the current practice of marketing of sustainability. In order to avoid excessive consumption new and novel ways of marketing should be advised to influence the consumers (ibid). Communicating the pressing issues of reducing consumption, have before been in the form of enhancing consumption practices that are of any beneficial improvement, but are often only made visible to "act" as part of a sustainability wave. Most often it also creates what is defined as information overload for the consumer, which progresses to even more suspicion and consumption (Peattie & Peattie, 2009). Since the predominant way

e.g. greenwashing has not been beneficial to reduce consumption in order to transform consumer's practical mindset, it is clear that redefining the communication for reduced consumption must be a priority of today (ibid). This indicates that marketing may be the cause but also the solution (McKenzie-Mohr, 2000). The authors also say that consumers more or less need to control their consumption rather than letting consumption take control over the consumer. The discussion involves the consumer's abilities to transform learnings into an action (bridging the attitude-behavior gap), non effective marketing of sustainability, and the fashion industries adequacy in researching what the target consumers really need to see and hear to change their consumption habits (ibid).

Fill (2011) states that developing mainstream marketing of sustainability to encourage reduced consumption has been seen to be slightly more difficult than anticipated. Since the focus on how consumers can turn their values and knowledge in to doings has been neglected (ibid). This is one of the most important aspects to consider whilst aiming towards creating marketing with a sustainable intent. We also understand that at this given time, most of the marketing focused on sustainability only seems to center and communicate sustainability as a trend, which is not sufficient to reduce consumption within the consumer.

1.2 Problem discussion

Sustainability and marketing are difficult to merge, since marketing sustainability may constitute demands and needs within the consumers, which are not aligned with moderate consumption. Marketing of sustainability may be very inefficient and ineffective, at least as implemented at the moment and sustainability as an isolated trend is probably not the most interesting attraction for the consumer. The focus at the moment lies more towards the industries profitability rather than the establishment of the consumer as the core beneficiary. (Peattie & Belz, 2010).

The emerged problem which we can identify, is how marketing centering sustainability in the fashion industry does not seek to advance further or be altered. Especially not in accordance to what the consumers need to see and hear, to substitute over-consumption with a rational view on consumption. This implies that current marketing of sustainability in the apparel industry needs to find a more sophisticated, effective and determined approach, which could be finessed by using and enhancing consumer values and thoughts (Fletcher, 2008). Since they ultimately do not respond well to the current marketing, they may be encouraged by content if it reflects their values and what is in their own interest to see and hear (ibid). Subsequently the problem to change consumer's consumption practices for sustainability in relation to marketing in the fashion industry lies in identifying and researching the commitment to their personal life, everyday beliefs and self-constructed values (Earley, 2015).

Marketing sustainability in the fashion industry has taken on an encouraging facade, in order to convince the consumer of sustainable responsibility. Often by offering different extended services such as the collection of old garments (Luchs, Phipps & Hill, 2015). Although this has triggered positivity towards the discourse of sustainability and reduced consumption, the efforts are not merely enough for the consumers to change their consumption habits or implement permanent changes. Since the consumption in the Swedish households has increased, there should be an indication of a higher measure of money allocated to this consumption, but instead it remains the same. This points to that consumers are falling for hyper-consumption and buying more for the same money. This also shows in the consumer's failure in advocating and engagement of reduced consumption (Phipps et al., 2013). Reaching consumers by vaguely centering sustainability in marketing in the fashion industry may not be the most effective way

of persuasion. It demands a non-traditional way of marketing in order to generate actual results, which in this case needs to be reduced consumption. Peattie and Peattie (2009) have discussed how creating a real change does not emerge from simply communicating sustainability to the consumers, but needs to involve acceptance and implementation, to really reduce their consumption. The modus operandi put the consumers in an unsure position, which self-explanatory does not sit well with most of them, adding to the already existing reluctance for reduced consumption and sustainability. Gilani nia & Sharif (2011) also add to this by claiming that to reduce consumption a modified form of marketing is necessary. Since promoting less consumption the traditional way would be seemingly odd and confusing for the receiver, based on marketing's main reason of pushing consumption (ibid).

It may be of interest to now highlight that there is a difference between current ways of marketing sustainability and what is referred to as sustainability marketing (Belz & Peattie, 2012). The two are quite similar on the surface, but as we look closer there are aspects that distinguish them from one another. Simply, marketing sustainability can be described as very broad, the scope makes it less focused on sustainability practices that involve social and environmental agendas. It is more focused with creating long-lasting relationships with the consumers, regardless of its involvement with sustainable development. Since sustainable also means long lasting it may cause confusion, and marketing sustainability is not always in line with the agenda of sustainable development. On the other hand, we have sustainability marketing which seeks to build up and focus on sustainable development and has been defined by Belz and Peattie (2012) as “building and maintaining sustainable relationships with customers, the social environment and the natural environment.” (Belz and Peattie, 2012 p.31)

We find it explicitly important to now engage more deep into refining sustainability marketing, in order to finally initiate reduced consumption habits.

Sustainability marketing has transpired in to a shift referred to as slow fashion, which contradicts all that fast fashion incorporates and is especially focused on reducing consumption (Jung & Jin, 2014). This shift has also brought attention to a younger group of consumers introduced as Millennials (ibid). Consumers divided into generations possess various characteristics that differ from one another and Millennials have been proven to be a segment that will have high influence in the future. This is because the oldest Millennials conduct a big portion of current resources in the society and are also in the process of growing and building family values of their own. While the younger Millennials are the ones making important decisions that will have an impact on their future children (Heo & Muralidharan, 2017). We find Millennials characteristics and their attributes to be of considerable value in relation to sustainability marketing, with support from previous research.

It seems as that Millennials find marketing that is environmentally aware attractive and encouraging, although they respond more to sustainability marketing including responsibilities of social and ethical aspects as it mirrors their own values (Smith, 2010). Hanson-Rasmussen and Lauver (2018) state that Millennials often value their own personal sphere highly, which often makes it difficult to adapt to reduced consumption, due to insufficient communication of sustainability. However, Hill and Lee (2012) say that understanding Millennials mind and values, may aid to identify what needs to be communicated in sustainability marketing to create actual results. According to this it is clear that their study of Millennials perception, their overall understanding and knowledge of sustainable marketing and environmental interest, backs up how the current marketing of sustainability is not well adjusted in regards to what the characteristics of Millennials are (ibid). Hill and Lee (2012) also mention how their view may

be distorted of what sustainability is, due to bad communication from the fashion industry. This can cause a conflict as they do not know how to behave or want to act, which is also what could be one of the reasons as to why there is a hindrance to reducing consumption for the consumer (ibid). Recent studies have also pointed to that females have higher level of commitment to sustainability, proclaiming that marketing sustainability even could be developed to appeal to only females (Smith and Brower, 2012). According to Smith and Brower, (2012) females are indeed the primary consumer of sustainable goods and proposes that they are to be targeted.

A change towards reduced consumption begins with the significance that female Millennials could provide. Thus sustainability marketing may use content based on the mind and values of female Millennials in order to better their capacity of reacting (Fill, 2011). To develop sustainability marketing, it needs to be re-evaluated, with a focus on how it can be beneficial by and for female Millennials, shifting their mindset on sustainability in order to reduce consumption and drive sustainability for our future generations (Ottman, 2011). Hence, it is also highly vital to acknowledge that this may not be a way of creating a solution for the overall problem, since closing one void gives space for another. But we find it valuable to take in to consideration and believe that this study could contribute to the beginning of a more sustainable way of consuming for our society. This urges us to investigate the following research question.

1.3 Research question

- How can female millennials minds and values be used as a foundation when communicating sustainability in order to initiate reduced fashion consumption?

1.4 Purpose

The purpose of this study is to explore female millennials minds and values, to discover how they can be used to form communication of sustainability with the intention to initiate reduced fashion consumption. This thesis will be of value for sustainability marketers in their effort to understand how and what motivates female Millennial consumers to reduce fashion consumption.

1.5 Delimitations

To begin this study has aimed to provide the reader with comprehensive research, to get a broad spectrum of the research area and subject. It has nevertheless been important to delimit the thesis to some extent, in order to give the thesis credibility and make it as coherent as possible. The thesis has been narrowed down to only regard sustainability marketing in the fashion industry in Sweden, as this applies to our educational background. A longitudinal study of more industries may have given more insight to different perspectives, and to know if this could be developed further in practice. This study will by delimiting the range, seek to give a deep insight to what could be of value for other researchers in the future of sustainability marketing.

This study will only seek to identify the mind and values of female millennials, and it is a conscious choice as we find this specific group to be a valuable source and receiver for future research as well. The study will also exclude what the actual difference this will make in regards of reduced consumption, due to time restrictions.

2 Methodology

The way the problem and methodological approach is described, is to a great extent a reflection from the philosophical perspective held by the researcher (Esaiasson et al., 2012). These standpoints and beliefs are grounded in the underlying assumption of how the world is perceived and how knowledge is understood and constructed. These assumptions will consequently affect the research process (Saunders, Lewis & Thornhill, 2009). Therefore, the following discussion will present how these implications and findings are interpreted in which will navigate the direction of this thesis knowledge creation and to emphasize on the purpose of this thesis.

2.1 Research perspective

The way the problem and methodological approach is described, is to a great extent a reflection from the philosophical perspective held by the researcher (Esaiasson et al., 2012). These standpoints and beliefs are grounded in the underlying assumption of how the world is perceived and how knowledge is understood and constructed. These assumptions will consequently affect the research process (Saunders, Lewis & Thornhill, 2009). Therefore, the following discussion will present how these implications and findings are interpreted in which will navigate the direction of this thesis knowledge creation and to emphasize on the purpose of this thesis

2.1.1 Ontological considerations

In the discussion of social entities, ontology can be described as the study of how the world is constructed and interpreted. As this research involves answering questions about what already exists and how to utilize the view of something that has a reality in which people inhabit, it is important to present these considerations. Therefore, two different terms in social science must be distinguished; objectivism and constructionism (Bryman & Bell, 2015). Objectivism claims that reality is something that is out of the control by social actors (Blumberg, Cooper & Schindler, 2011). In contrast to objectivism, constructivism sees reality as something that is created with the interaction and influence between individuals, that the social order is in a constant state of change (ibid.). According to Bryman and Bell (2015) social phenomenon's and categories are not only produced but also in constant revision by social actors. As this thesis purpose includes words such as *how*, it is difficult to remain objective when this research will define a specific version of reality in a social sphere, rather than one that is determined or definitive. This has allowed the authors to view knowledge as something that is in progress and indeterminate in which allow this research to support the ontological position of constructionism by targeting the subject that is in constant change (Bryman & Bell, 2015).

2.1.2 Epistemological considerations

The overlying philosophical assumption explains how individuals absorb knowledge and what is further regarded as the truth or what is acceptable as a certain knowledge. This standpoint regarding the process, where individuals absorb knowledge is commonly known as the epistemological positions (Blumberg, Cooper & Schindler, 2011). The epistemological view is translated in two overlying positions: positivism and interpretivism (Bryman & Bell, 2015). These two approaches function as opposites, as the two sides originate from different fields of science therefore it was important to explain the underlying reason for their disparity in order to explain chosen scientific approach in this research. This will set the direction of the collection of knowledge and how it is absorbed and understood, which has formed the foundation of the

continuation of the presented research.

As this study's intention is to gain deeper knowledge in how the female millennials mind and values can be used as a foundation in order to reform sustainability marketing into initiating reducing consumption, the authors have chosen to look at the phenomenon from an interpretivism point of view which allows this study to approach the subject from the role of our surroundings and how marketing influences humans. Where the attribute of an interpretative approach has the ability to capture complex social phenomena constructed by marketing activities. Interpretivism thrives from the development of humanism, while the opposite direction positivism, has developed from natural science. The origins of these two sides have affected the view on knowledge, where in interpretivism the concern lies within the interpretation of individuals but also the understanding of underlying factors which navigate individual behavior (Bryman & Bell, 2015). Where these findings cannot be explained as the absolute truth due to the effect by social actors that is in constant revision of their surroundings. In which, the authors believe cannot be understood from the generalizing lens of positivism, and need to be subjectively interpreted by the researcher (Saunders, Lewis & Thornhill, 2009).

2.2 Research approach

As the above-mentioned arguments may not comply to one absolute truth; where this might be a result affected by an interpretation from social actors in a specific environment or the perceptions of perceived communication. Which has led us to using a qualitative research approach. This has enabled us to get a deeper understanding of a phenomenon, in which a qualitative strategy emphasizes more on words than the quantification in its analysis and collection of data. A qualitative stance will, therefore, affect the analysis due to the concentration of a specific social process within one particular generation. This research approach enables the researcher to see through the eyes of participants and results in enhancing the flexibility in the research process. Instead of using a quantitative approach where the researcher is restricted to only view the phenomena by the rules of positivism, a qualitative strategy was chosen to allow this study to reach a better understanding of challenges, drivers, and preconditions of this thesis purpose.

According to Blumberg, Cooper and, Schindler (2011), scientific research will somehow contain a conclusion of theory, but the point of time where the theory is introduced defines the direction of stance; deductive or an inductive stance. Björklund and Paulsson (2012) further apply, that induction takes a point of departure in the reality with the goal to find patterns. Which then can be used to create a theoretical framework with theories of the studied phenomena. The antithesis of induction is deduction, which can be explained by the process of logic, where the researcher set certain premises or hypothesis based on existing theory. In relation to this research, none of these approaches have proven to be fit so an abductive approach was applied. An abductive stance has allowed this research to gather data along the way and also to reach a successive explanation of this research purpose. An abductive approach is a combination of inductive and deductive approach, where an abduction allows the two approaches be alternated throughout the research (Saunders, Lewis & Thornhill, 2009). Henceforth, an illustration was made to present the process and events that initiated the preface of this study, see Figure 2. This was to achieve the research objective and to further navigate the execution of the research method, the design of the research process will serve as a recipe for achieving that goal.

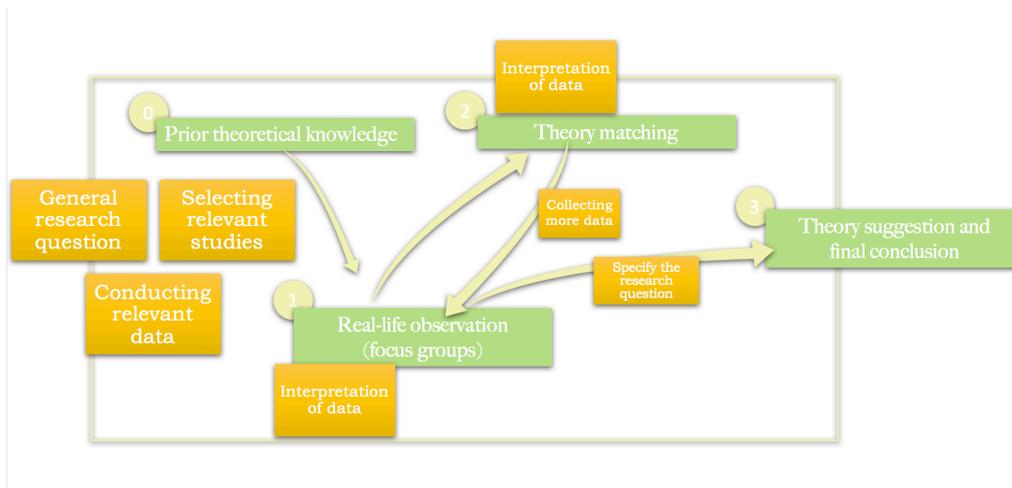


Figure 2 "Research process" authors own interpretation, 2018.

Further, the presence of the research environment and the observation previously made in a social setting, led us to pursuing an initial literature study to further understand the phenomena. This later on guided the formulation of the research proposition and question. During this process, theories were used to create a theoretical framework by theory matching. The collected data was cross-referenced with the literature review and theoretical background, iteratively, to make sense and build a sound understanding of the observations (Saunders, Lewis & Thornhill, 2009). By applying an abductive approach, plausible ideas from existing theories were found and could simultaneously challenge existent theory or have added new insights which would not have been reachable when using a deductive or inductive approach (ibid.). By applying this approach, it has mitigated the rigidity of a deductive approach and responded to the difficulties of using an inductive approach (Bryman & Bell, 2015).

2.3 Research design

This following section will present the selected strategy and the design that has been applied to conduct this research to answer the purpose and research question of thesis. The design was based on a social constructivism perspective and with an emphasis on qualitative approach this thesis has applied focus group discussions to examine the research problem. This was to get as much important data as possible for later analysis and designed to generate participant perspectives about reduced consumption, opinions, and experiences of marketing. This set the basis of designing the focus groups questions to make an inference based on these perspectives later on, see Appendix 1.

2.3.1 Focus groups

The overlying objective of this thesis was to examine the mind and values of a specific generation towards sustainability marketing, reflect over the role of reducing consumption and how to change sustainability marketing. In line with the overall research objective, conducting focus group discussions can explicitly bring forth the concern to reveal how individuals in groups tend to view issues. In which they are confronted with, where the theme is to explore the phenomena in depth (Liamputtong, 2011). It can also facilitate the creation of rich and rigorous data in which to better understand the construct of message meaning and what it constitutes of in the research context (Yin, 2009).

This study is solely the result of the participant's interpretations aimed to reflect the true nature of the phenomena and objective. Bryman and Bell (2015) state that focus groups as an instrument are used to interpret how individuals respond to each other's views and also to

analyze the view out of the interaction between the participants. Accordingly, this has opened up for arguments, where the participants were able to challenge each other and further identify and define problems in an innovative way and stimulate each other for creative ideas. Further, focus groups can open up to a reflective discussion in which meaning is constructed in everyday life and how participants make sense of a social phenomenon. In which accordingly to Wilkinson (1998) individual interviews can inhibit when in isolation from each other. Bryman and Bell (2015) further note that focus groups as a method in market research have attracted some controversy, due to that the result can be perceived as lacking generalizability. Meaning, that the result cannot be a reliable indicator representing a wider audience when only interviewing a sample of individuals (ibid.). In this manner, these results cannot be applied and explain the reactions of another generation or gender, due to the limitations of the chosen target group and are therefore not be absolute truth.

2.4 Data collection

In order to address the data and to generate a solid research design, primary and secondary sources have been retrieved in order to understand the research problem. The collection of primary data is explained in the following subheading, which is data that has been observed directly from first-hand experiences (Bryman & Bell, 2018). The secondary data that preexists has played an important role throughout the research problem, which corresponds with this thesis abductive approach. The secondary data used has been categorized as either externally published material such as books, scientific articles, industry or consultancy reports. The secondary sources that have been used to grasp the concept of this thesis purpose has been retrieved from trusted databases referenced by University of Borås library such as "Science Direct", "Emerald Insight", "SAGE Pub", "Google Scholar", "Taylor & Francis" and "Business Source Complete". The secondary data collection of academic material was done systematically and iteratively using some of the following keywords: "sustainability", "green marketing", "consumption", "millennials". Different combinations of keywords were also used such as "marketing sustainability", "sustainability marketing", "sustainable consumption", "marketing reduced consumption", "marketing sustainable consumption", "millennials marketing". The sources that then showed to be consistent in our research were then selected based upon relevance, their prevalence in previous literature and what kind of research that had been done (i.e. how frequently they have been cited, release year and if the authors had conducted a qualitative or quantitative approach). A total of 85 secondary sources has been selected to create a common ground and argumentations in line with answering this thesis research question and has been published between the year of 1971-2018.

2.4.1 Selection of focus group participants

The extracted material from the recordings of the focus group discussions is this thesis primary data. The participants in this study were chosen based on their gender and generation status. As this study aims to be of importance and contribution for the Swedish fashion market, only Swedish consumers were selected as participants. This resolved in us conducting the focus groups in the native language of the participants, which enabled the participants to feel comfortable and not hold back by language barrier. A convenience sampling method was used when narrowing down the target and number of participants, as we as researcher belong to the same generation, but also to fulfill the criteria's ensuring that the research question could be answered in a significant way. As this research is written in English, we have taken this into consideration when translating the collected data during the transcription, so that the translation would not affect the participant's statements. To justify the number of groups and participants in order to create significant data, a total of 6 people were invited to participate in each focus group. This was to get a diversity of opinions in every group but also ensure that people actually

showed up for the focus group as we estimated that there would be a 10-20% set-back or no-show's participant (Bryman & Bell, 2015). The sampling of participants was also influenced by the snowball sampling method (Research Methodology, 2018), this allowed us to contact a pool of participants who later then recruited other participants to the focus group discussion.

A study done by Smith and Brower (2012) with the goal to analyze green marketing strategies that influence Millennials, show that there is a significant difference between genders regarding the willingness to buy green products. On further note, females have shown to put more efforts in constructing their consumer behavior, due to how it affects their personal appearance and them often making the most of the household purchasing decisions (ibid). As this study aims to capture the mind and values among female Millennials towards marketing about reduced and sustainable consumption, only women were contacted to participate in the focus groups. The participants in this study included a total of 17 females between the age 24-29 (see Appendix 1.). The age range of 24-29 years was made as we believe that this is the spectrum where they have the most buying power, have developed personal values and are willing to share their thoughts.

The ambition was to receive participants that hold the same homogenous criteria, as they all were women and belonging to one generation (Liamputtong, 2011). What was important, however, was that we the researchers did not have a personal relationship with the participants as it could influence their response.

2.4.2 Focus group execution

Each one of the participants were contacted through Facebook, with an invitation to focus group 1, 2 and 3. Attached to the invitation was a digital introduction sheet (see Appendix 2), where the purpose was to introduce the participants to the different themes that would be discussed at the meeting. An introduction to each of the subjects was formulated, so that the participant could grasp the topics and themes of the discussion. The topics and themes were only presented as an early introduction, in order to mitigate the information during the actual meeting day. The introduction sheet was also to inform that their participation would be anonymous and recorded. The introduction sheet was also to prepare the participants for the meeting so they would not be uncomfortable or nervous. It further contained information about time and place for the focus group and a warm welcoming, also including our contact information. Despite information about the structure and rules regarding the focus group meeting, additional pictures were added to the sheet to give the participant a visual experience and to connect emotionally. It was important that the pictures did not show marketing about sustainability, words or brands or other components that would affect the participant's perception or lead their thoughts in any way towards visible marketing communications.

The aim was to have an environment that provides an unstructured setting for extracting the views and perspectives of the participants without a lot of interference from the moderators. The participants were placed at a round table in the city library of Gothenburg to create a good group dynamic in which they could all speak directly to each other. The moderator was placed behind the table so that the participants would not answer to the moderator directly, and instead turn to the other participants. Our focus group discussions all began with the moderator delivering a short introduction on the agenda of the session to provide the participants with a simple overview of what is expected of them. The participants were then kindly asked to introduce themselves shortly, mainly to break the ice and get the conversation going. They were also asked to include what their main leisure activities are, which we believe also gives us a simple background to understand how they answer following questions. The moderator was

able to manage each discussion by following the focus groups question (see Appendix 3) and each of the discussions went smoothly which liberated the moderator from excessive interference. In the end of each meeting the moderator ended by thanking everyone for their participation.

2.5 Analyzing the data

After the data collection was done and all the focus groups had been conducted, we ended up with large quantities of data. This needed to be sorted and analyzed in order to find a pattern that would set a common ground for the analysis. In accordance to Bryman and Bell (2015), it is important to thoroughly go through the collected material and not to be lavished by too much material. As this could result in failure in the analysis because of the risk of getting too much improper data in the empirical chapter. The data analysis has therefore been inspired by Bryman and Bell's (2015) thematic analysis method in order to find patterns that has later been set the basis for presented themes, *sustainable consumption*, *millennial mind* and *communicating sustainability*. With this in mind, each of the focus groups was transcribed separately and after that the findings were reduced and sorted. When we got an overview of all the material, it was easier to form a path in which we could identify important keywords that were in line with our research question. The themes that have been created in order to create a fine structure throughout this thesis have been of great importance when analyzing our findings. This also enabled us to pinpoint the most relevant information under each theme, but also to extract and discard information that was without relevance to our research question. The foundation of the thesis has also helped the process of analyzing, as we were able to establish the core of the focus groups and what to include to carry out a relevant analysis. Further, the quotations that have been presented in the empirical chapter are chosen to enhance the most important aspects but also to point out similarities and disparities between the participant's answers.

2.6 Research quality

In order to gain quality in this research, Bryman and Bell (2015) propose that in qualitative research two main criteria's must be considered and evaluated during the process: trustworthiness and authenticity. It becomes relevant to address how this study has established credible, transferable, confirmable and dependable findings in which trustworthiness can be reached. As the focus groups were conducted in a real environment and with previous mentioned sampling method this thesis findings become credible. In order to establish high credibility in this research, the empirical evidence was gathered through real people who share the same characteristics and that we are able to confirm, cohesive with the result in the context of this study's approach and that defines the generalization of this report. These findings can also be applied to different fields of study or to a similar situation, such as research in consumer behavior or female millennials, which confirms the findings to be transferable. On a further note, the extracted data from the focus groups is solely based on the participant's responses without personal interferences from our side. Which highlights this thesis confirmability by accurately portraying the participant's answers.

Finally, dependability, all of the focus groups responded roughly in the same way, meaning that if this study were to be repeated by another researcher those findings would be consistent with this thesis presented result. According to Chisnall (2004) following these criteria will help the researcher to collect and process data in an honorable and credible way. How the focus groups later are managed, is when credibility can truly be reached and will summarize the outcome of empirical research (ibid.). By conducting an abductive stance, it has increased the ability to tighten the confirmability of collected data as it allows the theoretical data be gathered alongside with the empirical evidence (Bryman & Bell, 2015).

2.7 Ethical aspects and considerations

When gathering primary data, it is important to discuss the ethical principles of the research. This involves highlighting certain issues that can occur during the process of collecting the primary data and how principles concerning the participants have been tackled, issues regarding lack of informed consent, deception or invasion of someone's privacy (Bryman & Bell, 2015). These principles have further been applied to decrease the risk for infarction with the participants. Every one of the participants were informed about their role and given a short introduction about the research and the purpose for their participation. Further, all the participants have also been informed about that the material and data conducted from their participation is to only be used during and for this study. By informing the participant beforehand, the participants were able to be prepared and given the possibility to back out if they felt uncomfortable with the way the data was to be collected. All of the participants that were contacted were also informed that their identity would be anonymous, and that only their profession, education, and age would be presented. It was also important to make sure that the participants felt that they were participating by free will, as the authors were not able to compensate for their participation in any way due to lack of resources.

In order to reduce power relations among the participants, it was important to divide the groups accordingly. This by carefully arranging so that the less the participant knew about the each other beforehand the better. Therefore, it was important to separate those participants who had recruited acquainted to not be in the same group. In order to get everyone's consent, they agreed upon the terms in writing, when each of them was contacted through Facebook.

3 Literature framework

This section will present the literature framework. The aim of this chapter is to get a deeper understanding of existing literature areas and to acknowledge the different driving forces for sustainability marketing, sustainable consumption and the millennial mind. This chapter will provide knowledge and lay a foundation for the theoretical framework in the following section of this study.

3.1 Foundation for the literature framework

During our extensive read of literature, providing us with a good background, we found that there were three main areas which we wanted to highlight further in order for the reader to understand more of the concepts. These concepts have been brought up briefly in the introduction chapter, but will now be explained more deeply, also in preparation for the forthcoming theories. However, we would like to see our concepts as the keystones to our study and are of the impression and belief that they are of relevance for our study. In the early stages of this process, we decided to lay out and create a model for our literature review, so it can be clearly communicated how these three themes connect and how we intend to use them in relation to each other, see Figure 3.

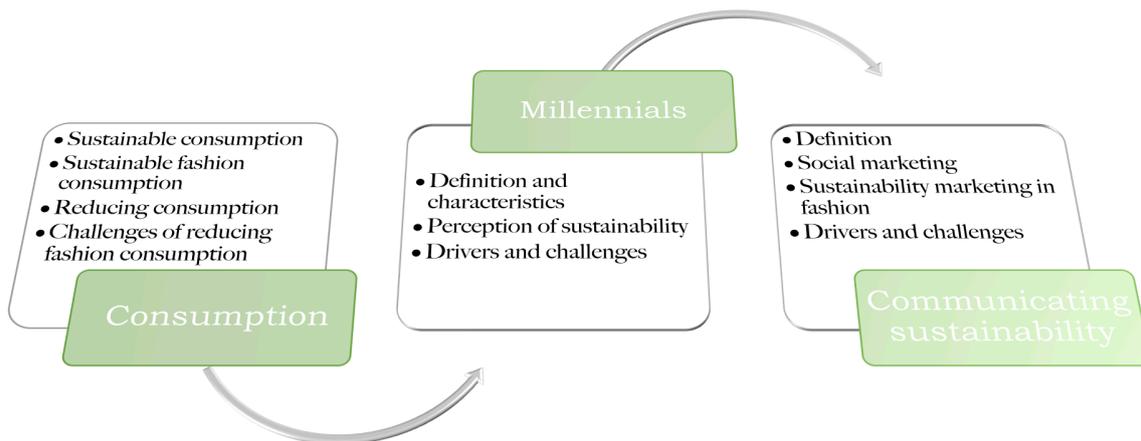


Figure 3 "Foundation model" by authors, 2018.

Since the basis for the study relies on that consumption is a huge issue this is what we use as our springboard. The theme of consumption is not only an issue within fashion, but has intricate and vital behavioral aspects to consider in order to understand the underlying reasons for consumption. We have understood through our research that consumption also is greatly affected by marketing, and how sustainability is communicated therefore the theme of communicating sustainability also is an important theme to present further. Not only must the communication be adequate and maintained for the consumption not go overboard. But closely managed to perfect the balance between the real meaning of marketing and communicating sustainability. The concept of the Millennial also plays an important role in this thesis, due to their ability and interest for sustainability. The connection with Millennials to the current issue identified gives us reason to further develop and present how they can be of interest in a possible solution for the issue.

3.2 Consumption

Phipps et al. (2013) state that consumers practice consumption in different ways and with different inputs, for instance, eating practices holds the input of; food with supporting inputs to that practice such as cooking, cleaning. The input and goods of these practices require a primary produce, a primary produce that can be bought on the market, provided commercially or from friends (ibid.). Accordingly, to Røpke (2009), our society can be determined as a metabolic organism that absorbs the resources of our planet, and further transforming them into products and components that fulfills a purpose for individuals and at the end stage discards them as waste. It is materials, equipment and infrastructure that create the practice of production, and consumption is captured by the emphasis on how individuals transform these practices into waste (ibid.). But the application of these practices hold different procedures and distinguishes from the basis of transaction and economic demand (Hoffman & Bazerman, 2007; Pape et al., 2011). How consumers justify their choices lies in the sense of seeking a level of responsibility and motivation to reduce cognitive conflict or dissonance (Qin et al., 2011). Once a consumer has made a choice of purchasing a product, the consumer acts within his or her choice justification or will increase their attitudes and approval for that product. How one reaches some sense of choice justification shows both negative arousal, and self-reflection is also a component that is involved during the decision to make a purchase (ibid.).

3.2.1 Sustainable consumption

After the industrialization individuals became more interested in the intrinsic value of goods and services, meaning that there is more to a product than just the materialistic or egocentric value (Prothero, 1990). Despite the sense of choice justification, research done by Ottoman (2011) reveals that consumers have started to look aside price and convenience and putting more emphasis on the importance to personal and societal concerns, specifically in the purchase of organic food (ibid.). This behavior is affected by components that make the consumers react emotionally such as connections to life events, community, children, health (Røpke, 2009). To avoid cognitive dissonance consumers must find a way to settle or fill a gap in that life event. Where they search for new information and create a consistency in their impulses and rational beliefs; create an align behavior control. Individuals evolve when their basic needs are satisfied and have reached self-actualization. These behaviors are linked to meta-needs, which are inputs that create et. al. needs of knowledge, beauty, perfection, balance, harmony, and creativity (ibid.). Socially oriented motives are also powerful inputs behind the control of sustainable purchasing behavior. Van Vaugt (2009) state that a conscious purchase, a self-sacrifice for the environment can generate a prosocial reputation, which adds characteristics such as being trustworthy and loyal in social spheres and heightened individualism (Barclay, 2004).

3.2.1.1 Sustainable fashion consumption

Lundblad and Davies (2015) state that sustainable fashion is hard to define due to that it is no industry standard, therefore, sustainable fashion can be understood through a variety of terms, such as reduced consumption, ecological, organic, green, fair trade, circular, slow fashion and so forth. Each of the terms includes highlighting the right and wrongs in the fashion industry and hold different purposes including environmental damage, animal cruelty and social exploitation (ibid.). A sustainable fashion consumer also tends to think beyond purchasing behavior in which their consumption behavior goes to focus on the use, reduction, reuse, and disposal in the context of sustainable fashion (Laitala et al., 2012). Meaning, that sustainable fashion consumers characterize as having awareness of the life-cycle cost of consumption. By the initial reuse and disposal, sustainable fashion consumers form their sustainability consumer identity and face a wide range of motives in decision-making (ibid.). According to Lundblad and Davies (2015), sustainable fashion consumers are driven by” multiple end goals” to avoid

feelings of guilt, were self-expression, satisfaction, and community conformity, ethical obligations are likely to set the basis before making a purchase (ibid.).

Consuming fashion has become a phenomenon for individuals to shape relations and culture. But is on the other hand what nurtures insecurity, capitalism, consumerism and peer pressure, fast tracked by globalization (Ottoman, 2011). Putting sustainability and fashion head to head, fashion would likely win by its ability to damage individuals without them even realizing that their consumption and disposal of products is proceeding to enormous amounts (ibid.). According to Karlsson (2013), the relationship between fashion and consumption conflicts with sustainability. Individuals have become trapped in their consumption habits, where the pressure of constantly re-formulating their identity influenced by fashion cycles and trends leave individuals to exploit fuel resource use, increase environmental impact and generate waste. Lury (2011) state that fashion has shown contribution to high levels of individual material consumption, by consumers never ending need demands and needs. Consumers satisfy their undeniable desire for the new and novel, social status and confirming their identity by asserting that value into what they consume (ibid.).

Many researchers such as Fletcher (2008), McNeill and Moore (2015), Ottoman, (2011), Ekström, (2015), Luchs, Phipps and Hill (2015) have focused on the interrelationship between consumption and sustainable fashion, where research shows that fashion has the tendency to emanate meaning about the wearer or the buyer. Consuming fashion helps individuals to reinforce meaning about themselves, or fulfill the desire of displaying individual identity through creating a materialistic persona that applies to a specific group in the society (Fletcher, 2008). These "fashionable and identity" drivers for consuming fashion, often outweigh the drivers for consuming ethical or sustainable. Fletcher (2008) highlights this as the fashion industry's paradox, where consumer's devotion to consume in a sustainable or bound way is a tremendous concern.

3.2.2 Challenges of reducing fashion consumption

The inexhaustible supply of desires is one of the most important entities of fashion, particularly of new items fashion consumption can continue to grow. When individuals see consuming fashion as something that is providing them with something new and applying it to construct their identity (Ekström, 2015; Fletcher, 2008; Ottoman, 2011). When fashion and clothing collide, it creates an emotional need for a physical good which is promoting short-time thinking among individuals. But as the feeling is only temporary, it disempowers individuals and leaves them dissatisfied (ibid.).

According to Sheth, Sethia and, Srinivas (2011), it does not matter how much we consume, it will never truly satisfy our psychological need. McNeill and Moore (2015) state that fashion cycles have become fast-paced, where the fashion industry is increasingly adopting unsustainable methods to meet demand and increase profit margins. Which in turn has reflected upon the choice of practicing unsustainable production techniques (ibid.). However, through the fashion industry's attempt at practicing sustainability, consumers are still reluctant when it comes to adopting a sustainable change to their consumption choices or consume less (Ottoman, 2011). According to McNeill and Moore (2015), fashion is known for reinforcing the industry's current power structures and the growth of alternatives. Where consumers become disengaged and passive in the way the following trends that were prescribed by the industry, choosing prefabricated and homogeneous goods and over consume (ibid.).

3.3 The millennial mind and values

Millennials or Generation Y is an expression that originates from a generational marketing approach, where people are defined under a cohort of people born within the similar span of time (Williams et. al., 2010). This marketing approach has developed and become a practice and phenomena to categorize people under different “generations” in order to create an appeal to the unique needs of individuals “within that generation. Targeting these cohorts can generate value and henceforth affect their consumption behavior. Note, that generation is only one of many factors influencing behavior, one generation can for instance be composed of different distinct segments within Millennials. Through generational marketing Millennials are a segmentation in marketing communication, explaining individuals who share a comparable age and who were shaped by a particular span or transition of time (ibid.).

3.3.1 The millennial characteristics

Millennials are born between years of the mid-1980s to early 2000s. Researchers such as Heo and Muralidharan (2017) refer to Millennials as the “echo boomers” due to the major surge birth rate. Also that they are often children to the “baby boomers” taking from generational marketing for those born between early-to-mid 1940s and until 1964 (Williams et. al., 2010). Though there is no precise date for when this cohort starts or end, Millennials name originates from the perspective of being a generation linked to the new millennium of 2000. The majority of researcher state that Millennials fall within the range of 18-34 years, making this generation reach a population of 83.1 million people (Heo & Muralidharan, 2017).

According to Howe and Strauss (2000) Millennials have been seen to be defined by many of the crucial matters that have occurred during their upbringing. This could, for example, be more diversity in the society, issues, and discourses of globalization and also how they interact on a more technical level than before. A difference from the previous generation is that most Millennials have been brought up in a safer and more economically stable environment, creating confidence within the individual. This generation has grown up in an environment and a time of fast-paced change in opportunities for women, innovation in technology and have significant respect for ethnic and cultural diversity (ibid.). Millennials were born into a more transparent society, with more focus and attention on globalization and networking without physical boundaries (Williams, et al., 2010; Cranston, 2008; Eisner, 2005; Dietz, 2003). This generation holds characteristics of being self-confidence, goal-oriented and perform well to get approval for their efforts (Howe and Strauss, 2000). This also put emphasis on the fact that Millennials are less involved with behaviors that do not appeal them or not making them feel important, adding the characteristic of being impatient (Alexander & Sysko, 2012).

According to Eisner (2005), Millennials believe that they can make the future better and therefore self-absorbed and self-reliant with a sense of independence and has proven to be intellectually expressive. Millennials as a generation of consumers are that they are striving for components that are making a positive effect in on the environment and fulfilling the wants of meta-needs for instance, a green brand that redesigns existing products or shows that they are capable of sustainable innovation are perceived more positively by Millennials (Gunelius, 2008). Which makes Millennials not as attracted towards big production brands that were popular for earlier generations (Neuborne & Kerwin, 1999). This consumer behavior characterizes Millennials longing for the need of being part of a social networking culture which also is a sphere of people influences of approval and consumption of new products (Goldenberg et al., 2010). This generation is well grounded and rational for their age and want to learn and correct the mistakes from previous generations.

3.3.2 The perception of sustainability among millennials

A word that sums up most Millennials is egalitarianism, that includes the positive attitudes and value recognition towards sustainability, and attaining to valuable societal meaningfulness. These attributes are often seen as aspects that they consider important as part of their personal responsibility (Gaudelli, 2009). However, due to the waste consumption of this planet resources and the continuous growth, the rising attention for sustainability has not increased the green behavior among Millennials yet (Heo & Muralidharan, 2017). As a cohort of awareness about sustainability, Millennials serve as independent consumers whereas their consumption habits are highly influenced by protecting the environment but are often not translated into action. Millennials, often seen as a future of mainstream consumers, researchers such as Muralidharan, Rejón-Guardia, and Xue (2016) have examined the attitudes among Millennials towards sustainability and what triggers this generation ecologically conscious consumer behavior. They have proven to show more spending power for green products, making them highly targeted for sustainability marketing due to their major portion of the population. But also their impact and influence on family purchase decisions and the people around them (ibid). The mind of Millennials hold differences in attitudes, behavior and experience making them wanting for more self-belief as conformational messages in marketing wanting proof of their contribution for the environment from their purchasing behavior (Debevec et al.,2013). They are known for being digitally oriented, where they are highly up to date with the latest information and news (ibid). In which they also respond to, visually oriented contents and have a high influence on trend setting. Not only are Millennials during this time in life-transitions such as graduating, building carriers and family, also in the time of the biggest spending power. Which they would happily spend on brands doing greater good. This generation is tempted by transparency and authentic, they would probably buy less clothes if it was attractive (ibid.). Even so, Millennials are also image-driven which is fundamentally for their personal statements through consuming fashion and constitute of the age category 18-35 which consume more on apparel than other generations (Himmel, 2008).

3.3.3 Challenges of millennials

According to Debevec et al. (2013), Schwars (2015) previous research has shown that Millennials are a massive group of consumers, and therefore should in the light of the discussion of reducing consumption and their power of influence people among them. But as previous studies have shown, Millennials do have differences in attitudes, behavior and experience. Which makes them want self-belief, this includes some kind of proof for the contribution they have made for the environment. In which Gaudelli (2009) add, the absence of instant satisfaction and lack of personal involvement, may be a cause of the negative impact on Millennials' sustainable purchase behavior. Whereas Jordaan, Ehlers and Grové (2011) also point to that the sustainable consumption promotions lack in empowering Millennials to consume less or sustainable and that marketing campaigns fail in delivering the right knowledge, making Millennials feel knowledgeable and exclusive in different green marketing campaigns (ibid).

3.4 Communicating sustainability

Marketing can be perceived as something that brings positive and negative aspects to the society. Peattie and Belz (2010) state how marketing thrives by taking use of the consumer's feelings and low knowledge of what the repercussions are when they give in to the mainstream marketing. Manipulation is also a common a part of marketing content, where the consumers are brought to believing that they have needs that do not originate from themselves. Creating these demands and needs in our society by targeting insecurities or dreams of fulfillment, is a concept which of by destructive patterns arise (ibid.). Kotler and Keller (2009) state that the

contributory value that marketing could bring by identifying consumers need in a responsible way, would be of significant value for both parties e.g. consumer and company. Therefore, marketing should be a valuable source, stemming from a credible and reliable part, seeking to contribute to our society. Sustainability marketing, which in this term is a contradiction towards conventional marketing built upon the orientation of relationship marketing (Kotler & Keller, 2009). Where in order to transition to sustainability marketing, the integration of social and environmental criteria into conventional short-term transaction and processes are necessary (ibid).

Ottoman and Parment (2015) state that organizations who undertake a sustainable approach in their marketing strategies, aim to communicate their decreased environmental impact. According to Ottoman (2011) by communicating, organizations can talk about their responsibility, and as the conscious consumer demands for a greener approach in marketing messages raises it could serve as an anti-pole for mainstream marketing. By communicating sustainability great advantages can emerge, and by establishing a sustainable brand in the consumer mindset this can create competitive advantage. Ottman (2011) further presents several strategies for achieving effective marketing about sustainability. The key aspects are the appeal to the consumer's self-interest. The focus on what can be of an advantage of the core product is less relevant, however it has some level of importance but should not be the main attraction (Ottman, 2011).

Consumers self-interest often comes first, these consumers are choosing to include sustainability or temperance in their consumption behavior with the concern of their own health. Putting less thought on the environment and more on the self, which should a focus on communicating sustainability. The self-interest should be used in marketing about sustainability, accordingly the benefits that the consumer could gain from sustainability e.g. how they can save time, money or increase safety (Ottoman, 2011). Villarino and Font (2015) agree by presenting a consumer-centric approach, where the consumer is in the center and the individual benefit should be communicated, but it should also be built around social norms and experience. The level of experience is to increase the consumer's empowerment, by making the action more achievable and personal, it can make the consumers feel involved in the message sent (ibid.). In order to have a persuasive and behavioral effect, social norms have the opportunity to guide social behavior, since it comes with intangible benefits. Creating marketing content about sustainability should also be about letting people be influenced by others people's behaviors as we are searching for social acceptance and caring for a community (Villarino & Font, 2015, Sheth, Sethia, & Srinivas, 2011).

3.4.1 The emerge of sustainability marketing

Marketing as a concept is about developing trustworthiness for a specific product for brand. It aspires to create profit for a company, normally achieved by experts in the area of marketing. Issues can transpire from this since applying marketing on every level of a business is necessary to achieve the best outcome possible (Kotler & Keller, 2009). The concept of marketing has been defined as following "An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders." (Kotler & Keller, 2009, p. 45)

The progression and evolution of marketing has transpired in to a range of marketing methods and appliances. Since producing and meeting the demand with desired products, has had a vital part of creating a company or brands survival, it is also been equally important to be involved with marketing practices. Highlighting the products features and functionalities, determining

the right price, making the product available at suitable places, and using promotion to influence and communicate with the target consumers (Dibb & Carrigan, 2013). These are the aspects that most likely will create success for a company, and can be seen as a 4 step action. They are most commonly referred to as the 4Ps of marketing and are mostly used a directional method (Peattie & Belz, 2010).

Traditional mainstream marketing has developed in several different directions during the years. The first of them being the emerge of the ecological marketing, first discussed and promoted by Kassarijan (1971). Although, this attempt of implementing a greener approach in to marketing was not fully successful due to its insufficiency of being able to grasp the depth and width of what sustainability incorporates, especially in regards to the ecological and social dimensions (Henion & Kinnear, 1976). But since it was still visible that some consumers had an evolving interest in green products, a revised and modified version was introduced by marketers, they called it green marketing. This type of marketing primarily began promoting and pushing for green products, since it only had positive effects to bring especially in regards to environmental aspects such as resource use. Peattie and Crane (2005) discuss how promoting and selling green products mainly focused on the advantages it brought to the environment, with less emphasis on the value it could bring the individual.

Kumar et al., (2013) states that as of now the society mainly sees sustainable marketing, but as a concept it does not really align with sustainable development. Sustainable marketing has tried to take on a more holistic approach to sustainable development, but when we take a closer look it faults in effectively addressing and tackle the issues that are in direct relation to sustainability and sustainable development. (Belz & Peattie, 2012).

The model of the 4 step way mentioned earlier of marketing has been widely discussed and also criticized, since it has little or no intentions of taking the consumers into account as a primary tool. According to Dibb and Carrigan (2013) there was a movement in marketing that demanded marketing was to be broadened. There was also argumentation of how marketing should be constructed so it can be applied to places, people and causes e.g. social factors (ibid). From that point in marketing history more specific 1971, an article was released were the argumentation was made that” social” could be combined with marketing and thereby become a form of marketing less profit aimed (ibid). This was mainly realized as a part of marketing that would be less condemned, and could pursue goals of a social direction rather than financial benefits (Dibb & Carrigan, 2013). Meaning that the focus would be on initiating a behavioral change, aimed towards building a leverage for the society, that could transpire to be an increase of immediate wellness for the consumers. From this sustainability marketing was born and also social marketing as an extension of this (ibid).

3.4.2 Social marketing

In the early 1970’s a new and refined way of marketing for the consumer was defined. It had moved away from the usual marketing ways, using approaches that had less intentions of increasing profits and the growth of sales of products (Dibb & Carrigan, 2013). However, even if these important aspects of marketing where not ignored, they were now more used in combination with the possibility of affecting and implementing the behaviors of the target consumer. Gilaninia and Sharif (2011) mention this form of marketing as a viable option to use especially in regards to reducing consumption. Social marketing as a concept seeks to enhance social goals, meant to attract consumers to advance and alter their behavior, heighten a social idea or simply aid a cause (Andreasen, 1995). Social marketing focuses on finding what can be done to partake in a movement, that could give direct beneficial effects for the society as a

whole (ibid). However, it is often intricate since locating and understanding the consumers drives of non-willingness to change is hard, but very rewarding as doing so will give the content the presiding lift needed. Kotler and Zaltman (1971) once defined the term social marketing as follows “Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research.” (Kotler & Zaltman, 1971 p. 5)

As of today social marketing seeks a refined way to alter behavior, mainly that are a threat to the silent society and our continuation on this earth. Since the 1970’s Kotler et. al (2002) has again discussed the matter and formed a new definition of social marketing stating “the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole.” (Kotler et al. 2002, p. 394)

Lefebvre (2011) suggests that simply focusing on the consumer is not restricted to social marketing, since many practitioners of marketing use it as focal point. However, Ling et al. (1992) found that considerable studies of creating an insight of how individuals demands and social aids can simultaneously be fulfilled, figuring out consumers when they are on their own terms. Then carrying through concepts that use a mix of a social angle or objective, in combination with approaches that center the consumer ring very well with health systems and approaches (ibid.). It may be so that these thoughts of values and concepts which overlap are the main logic for the acceptance and interest in social marketing (Lefebvre, 2011). Social marketing is adverse from traditional promotions and adds the parts vital for change. It draws and implements aspects of social issues, psychology, anthropology and economical points, with the intention of creating an understanding for the consumer in order to change their behavior (ibid).

Lefebvre (2001) has earlier also stated that most marketing concepts targeting social well-being and public health have had difficulties when trying to make a change on a larger scale. Since most issues that are the main object of marketing concerning these types of issues, many researchers have tried to begin the change within the individual and thereby lost the opportunity to reach the larger mass (ibid). Creating a change on scale is what social marketing has been able to achieve, however it is seemingly notable that this has been done by focusing on a market and target group, rather than trying to plan, analyze and implement for the single individual (ibid). In line with this Dahl (2009) also determines that issues that are socially based are more suitable in regards of change when a target group is set, since individuals may not accept or adopt the behavior by themselves.

3.4.3 Challenges of sustainability marketing

Sustainability marketing has not only created information overload, but also developed great suspicion from the consumers (Peattie & Peattie, 2009). Green marketing was perceived as non-credible by the consumers as a result of marketers attempt to promote green products (ibid). Consumers experienced they were being manipulated by unclear communication, and this is usually conformed to present as greenwashing (Ottman, 2011), where the circumstance often is that marketing takes advantage of potential consumer’s trust. This indicates to the consumers that the economic benefit is more important, than actually caring about the welfare of the environment, which immediately caused a decrease in consumer’s interest in green products (Vermillion & Peart, 2010). In the early 2000’s green marketing again gained interest within consumer’s, based on the implementation of rigid laws and the emerge of improved product technologies, aligning with what the consumer expectations really where for the green products

this was supposedly referred to as greener marketing (Kumar et al., 2013).

4 Theoretical framework

The theoretical chapter will enhance and discuss theories of mindful consumption, the value fulfillment theory and social marketing theories. The framework will present each theory separately, in order for us to then connect it with the forthcoming result and then analyze and propose an integrated model of action.

4.1 Theoretical interpretation

During the development of our literature review and collection of data for the result, we found three theories which we thought would be of value to further explain and use as a framework. The three theories have been separately chosen to connect to each theme in the result which are consumption, the millennial mind and communicating sustainability. Each theory will connect to the themes in order to clearly identify possible issues or considerations which have been discussed during the conducted focus groups. The theories also connect back to the research question and merge with the literature review, here shown in a refined and developed interpretations model, see Figure 4.

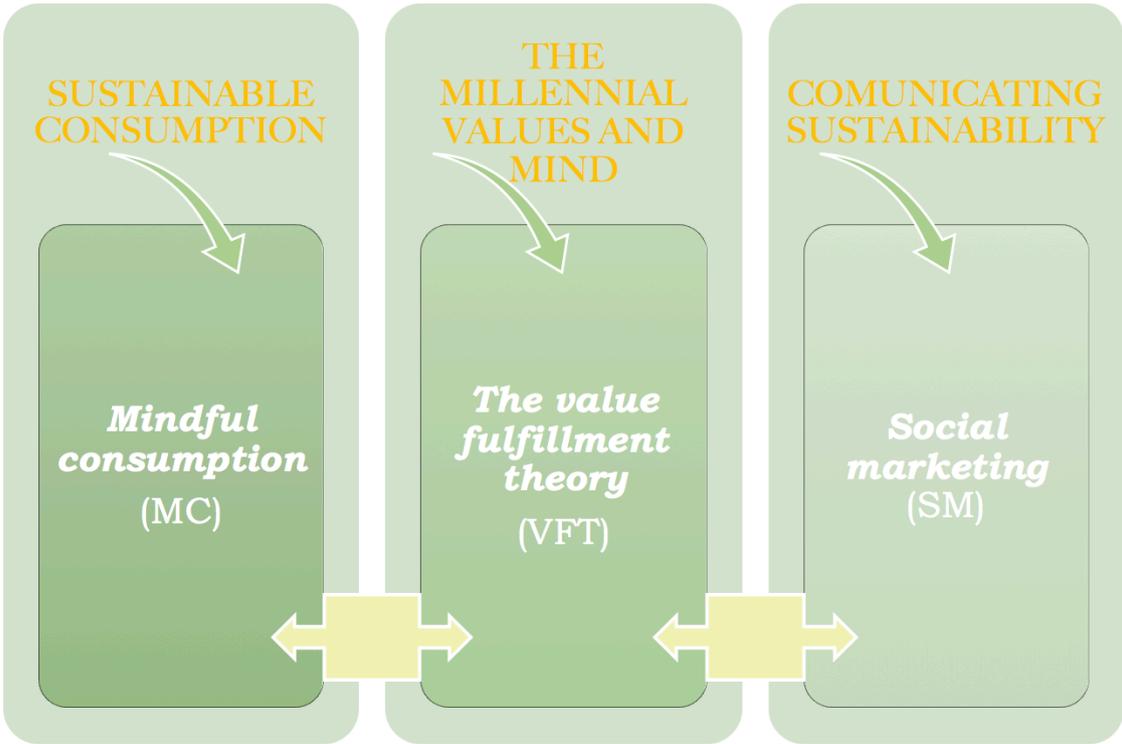


Figure 4 “Interpretation model” by authors, 2018.

4.2 Mindful consumption

According to Kahle and Gurel-Atay (2015), the real challenge is to make consumers to consume less in which contradicts the ideals of marketing where the conceptual idea is to create an economic model that makes consumption grow. A statement that thrives on positive psychology, is that happiness is not always obtained from having more things or to consume more (Sheth, Sethia & Srinivas, 2011). Kahle and Gurel-Atay (2015) further apply that

consumers would be happier if they had products that they really enjoyed and that obtain some kind of meaning for the consumers rather than just having more products. This idea was further conceptualized by Sheth, Sethia, and Srinivas (2011) where consumers commit to finite materialism and refer to as mindful consumption.

According to Sheth, Sethia, and Srinivas (2011) consumption causes environmental damage and threatens the things we value such as human health and welfare. The environmental concerns that are rapidly arising due to overconsumption are two-fold: the environmental degradation and the constraints of earth ecosystem resources. Consumption holds an intangible facet, the mind-set surrounding the consumption behavior. Attitudes and values are two important facets of consumption, these influence the behavior and choice behind individuals interpret their consumption. These determinants also affect how one views the effects of consumption related to nature. It also holds neglect of well-being for individuals and the community, whereas these negotiations can be a evidence of denial, indifference or ignorance (ibid.). On a further note, consumption seems to contribute little to positive experience and has shown to have a negative relationship with overall life satisfaction (Belk 1983; Frey 2008; Jackson 2009; Layard 2005; Whybrow 2005). To effectively reduce consumption a behavior and mind-set must be changed, were researchers promote mindful consumption.

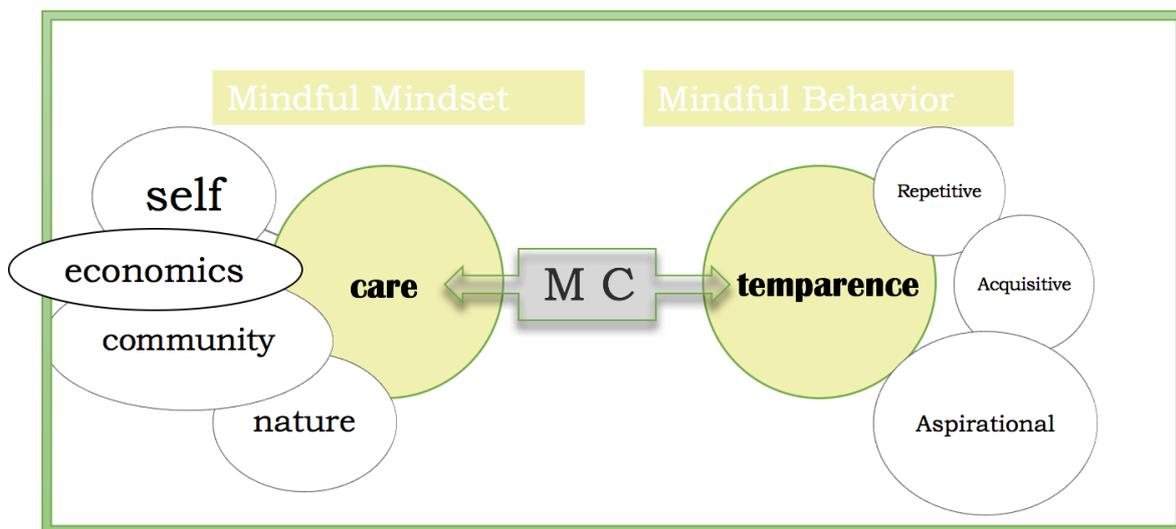


Figure 5 “Mindful consumption” by authors, 2018

Sheth, Sethia and Srinivas (2011) state that mindful consumption is a customer-centric approach (CCA) based upon the premises that consumers make conscious choices according to their values and preferences. Their mind-set guides and shapes their consumption behaviour and is characterized by the core attribute of caring towards the self, community, nature and economics. This implies translating these values of caring to consume in a manner that enhances well-being where Sheth, Sethia and Srinivas (2011) distinguish four characteristics of caring; caring for the self - e.g. consuming in a way to flourish well-being, happiness, and economics. Caring for economic meaning e.g. caring for well-being in increased consumption, were economics represent increased welfare by having more money to spend. Caring for community when finding happiness in social contexts with others and caring for nature as a source of resources and value conserving the environment so that is still useful to humans (ibid.).

Sheth, Sethia and Srinivas (2011) mean that by caring for the self, economics community, and nature, that their joint effect could serve as a motivator of change and temperance for

consumption. For behavior change, temperance lay the basis of MC and is about creating an optimal consumption behavior that focuses on human well-being and is consistent with the values holds by the individual. Were the researchers further adding three types of behavior most common in the discussion of overconsumption and in within temperance needs to be exercised are; repetitive, acquisitive, and aspirational mind behaviors. These behavioral tendencies sometimes overlap which could also provide each other mutual reinforcement in one’s consumers mind, see Figure 5. Repetitive consumption stands for the cycle of buying, discarding, and buying again is which accordingly is another path to excessive consumption. Acquisitive consumption is when acquiring things at a scale that exceeds one’s needs, or even one’s capacity to consume. Aspirational consumption is on the other hand caring for keeping up with the Joneses, consuming in a way to reach a socio-economic standard or to trade up (ibid.).

According to Sheth, Sethia, and Srinivas (2011) in order to make consumption sustainable, consumers must shift their consumption behavior by including temperance. MC advocates temperance in acquisitive, repetitive and aspirational consumption on a behavioral level, reinforced by one’s mind-set of caring towards self, community, economics and nature. In accordance, MC can be valuable when creating an alignment between consumer’s self-interest in the separation from an unrewarding and unsustainable pattern of consumption, but also work as a guidance for business self-interest in fulfilling its sustainability obligations to meet the expectations of many key stakeholders (ibid.). Sheth, Sethia, and Srinivas (2011) advance the view of mindful consumption were they present four different mindsets into to characterize a certain consumer in different mindsets. It is not only important to broaden the perception of MC, but also reinforce (1) a caring mindset for those consumers that practice temperance in their consumption. In order to sustain a temperate consumption, both intrinsic and extrinsic rewards of a caring mindset must be given and a specific communication approach (ibid.).

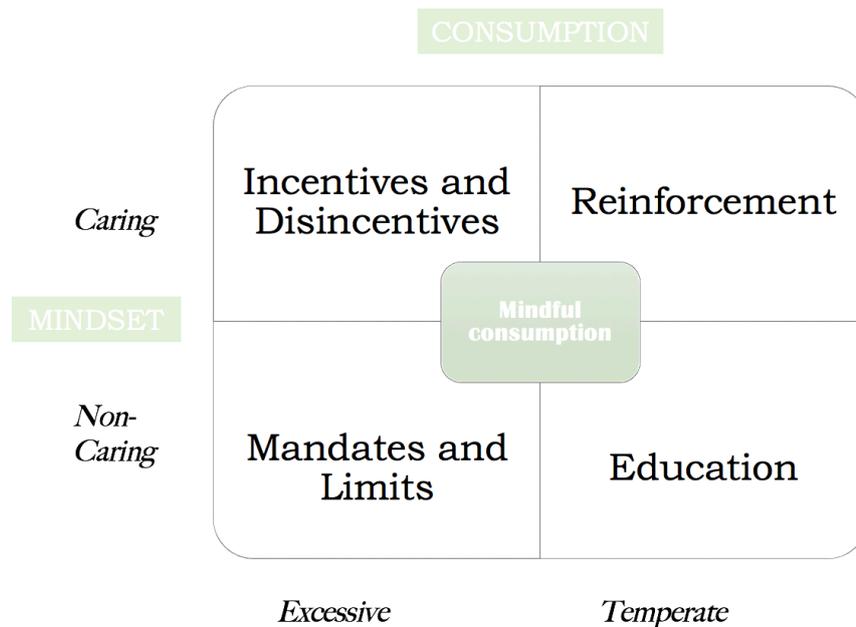


Figure 6 “Advancing mindful consumption” authors own interpretation, 2018

According to Leiserowitz et al. (2006) review on identifying global trends in values, attitudes, and behavior related to the environment and how these values connect to sustainability, consumers search for tangible rewards for reduced consumption, see Figure 6. These rewards can be financial e.g. lower costs or intrinsic rewards such as gaining social status such as being a role model for others. This research also shows that consumers who possess a (2) caring mindset for the environment but do not translate these values into a behavior may need a combination of both intrinsic and extrinsic rewards or even disincentives (ibid.). Disincentives can be related to a form of demarketing (Kotler & Levy, 1971), where marketing aims to reduce the access of product offerings and discourage consumption through different marketing communications.

Sheth, Sethia, and Srinivas (2011) propose that consumers that have a (3) non-caring mindset need education, these individuals need to be given the proper information in order to increase the sense of caring for the self in relation to societal and environmental welfare. The last category of consumer who holds a (4) non-caring mindset and tends to have an excessive consumption behavior, are people who do not care about the consequences of their consumption. To initiate a changed behavior, one tactic is to use a force-based approach, where the responsibility is to mandate consumption limits and which means to partner with regulators or policymakers. As overconsumption is prevalent in the fashion industry the first step to facilitate MC is to avoid aggressive pricing and over-hyped advertising at the same time encourage and reinforce MC (ibid.).

4.3 The value fulfillment theory

In the theories of well-being Tiberius (2014) discusses in an article, "How Theories of Well-Being Can Help Us Help", the underlying and different angles of how and what we value in relation to our own well-being. She draws focus towards what she refers to as the value fulfillment theory, henceforth referred to as VFT, where values are the main determination for how we act and what we want. Values are deeply rooted within individuals and vary from person to person. They draw upon the similarities of desires, which also is what we base our lives on (Heathwood, 2014). The desire for something can drive us to get what we ultimately want, and if we cannot satisfy this desire, it is replaced with frustration and ambiguous feelings towards the issue in question.

If desire is easily replaced by frustration, then values may be more of a viable foundation for determining and understanding what drives us and not. Values are as obvious more valuable as they have more stability than desires and preferences, and therefore more often than seldom have an emotional meaning. Tiberius (2014) explains this with the example of someone valuing being parent, probably also makes time to be with his/her child, get joy out of doing so, and feel empty when the child is not present. The parenting reflects how well this person is doing in life and shows if there are any improvement to make. Valuing being a parent becomes a value and valuing that becomes a set guide of motivations, which will be a measure for how well one's life is (ibid). Values are not always fulfilled as attitudes, motivations to act, or initial emotion and other determinants are not agreeing. This connects to what is referred to as the attitude-behavior gap discussed by Peattie (2001). It also shows that values are not easy to live up to and that individuals often do not even understand what they need to change in order to bridge the gap and fulfill the value (ibid). Common values that the society share are, health, family, friends, and being happy (Tiberius 2014).

The value fulfillment theory constitutes how the life of an individual goes well, if he or she goes after and realizes what it is that is of value (the values should be emotionally attachable)

then again realizable and recognized by the individual in order for the life to go well. A life best suited for a person is therefore a life where the person gets as much value fulfillment as possible, depending on personality etc., and if something is well for one now to do it should also be an addition to the good” value full” living. Tiberius (2014) sums this up stating: In short, we live well when we realize what matters to us over time”. Additionally, to this reaching life goals career wise and keeping the positivity that affect the orientation which comes with having values. If a person has values that are of the common ones as family first, be happy and friends, and you do put your family first, always enjoy yourself and has good relationships with your friends then life will be and feel well for that person, under predicament that the circumstances do not change (ibid).

As mentioned earlier, desires are much alike values as they have certain goal for when they have been achieved or reached, and doing so is a part of value fulfillment. In the reality of actually reaching and making values a realization, many goals of values are objective, which means that even if two people have the same values, they may both think that they have reached the goal even if they have not, and this does not mean that one is less value fulfilled. Tiberius (2014) adds that to be able to achieve things that are of importance, the valuing attitudes also must be taken in to consideration. If the value fulfillment theory is to be fulfilled, then the valuing attitudes must be relatively stable in order meet and reach the goal. However, evaluating absolute value fulfillment also regards attention and maintenance of the connection between the realized values, since they very often tend to be complicated and complex (ibid). Even if there are various different kinds of values, some are more meaningful and play a foundational role in our everyday life, which is an aspect to consider when determining how high person's value fulfillment really is in comparison to another person's life (ibid). It is tough notable that value fulfillment does not mean that having total fulfillment with one of your value gives more overall satisfaction. Tiberius (2014) also means that fulfilling one value can result in another value being neglected as for example valuing your work and spending time with your family. In order to fulfill one or the other, the other will probably suffer, causing the value fulfillment theory to move in both directions in terms of wellbeing. The thought of having a life full of value is intriguing, curbs what values go well together and make full sense for an individual to inhibit (ibid).

The compelling ideal of a value full life—a life in which we do well by what matters to us does constrain which values it makes sense for a person to have (Tiberius 2014). Nevertheless, the ideal does not impose external values on a person in a way that risks its appearing unrecognizable to someone as what is good for him or her.

4.4 Social marketing theories

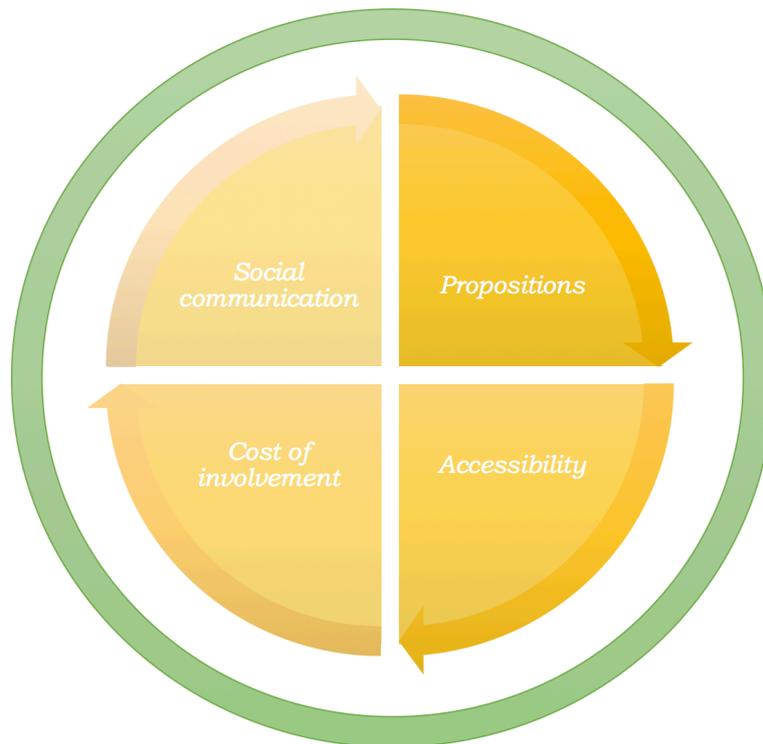


Figure 7 “The modified marketing mix model” authors own interpretation (2018), based of Gilaninia and Sharif (2011)

Gilaninia and Sharif (2011) propose a way of adjusting the usual marketing mix e.g. the 4P; s, which would be a viable and effective mix for reducing issues and consumption. By inserting a different kind of assets into social marketing than the usual mix, social marketing could have a nuanced outlook and provide more promising results within the consumer. The authors suggest first that products would be better suitable as propositions, meaning that the product would not be the main focus of the promotion. Instead it would offer and convey a proposition as for instance” new is not always better”, which they think assumes that there is a certain behavioral change to be made (ibid). The next part of the mix is place, but is replaced by accessibility in this theory. Accessibility aims to create easier access for the consumer to engage and maintain consuming less, an example of that could be displaying role models or simply tax on excessive consumption. Following this Gilaninia and Sharif (2011) mention the cost of involvement as a substitute for price. Cost of involvement suggest that for example promoting that more individuals should use their bike instead of their cars on a daily basis, should be pursued by increasing the cost of parking. They believe that through this a change is more likely to happen. Concluding this modified mix more suitable for marketing mix, promotion is replaced by social communication. By asserting social communication, a relationship can be built, creating a two-way interaction. This mix proposed for social marketing, see Figure 7, is more beneficial for the consumers since it is not focused on the price, product, place, and promotion. As this mix finds the social aspects more vital it is more consumer focused and attractive in terms of reducing consumption (ibid).

Connecting back to the literature review, where Lefebvre (2001) in an article shows the focus on an integrative model for social marketing, stating;

“Social marketing is focused on people, their wants and needs, aspirations, lifestyle, freedom of choice.” (Lefebvre, 2001, p. 58)

“Social marketing aims for aggregated behavior change – priority segments of the population or markets, not individuals, are the focus of programs.” (Lefebvre, 2001, p. 58)

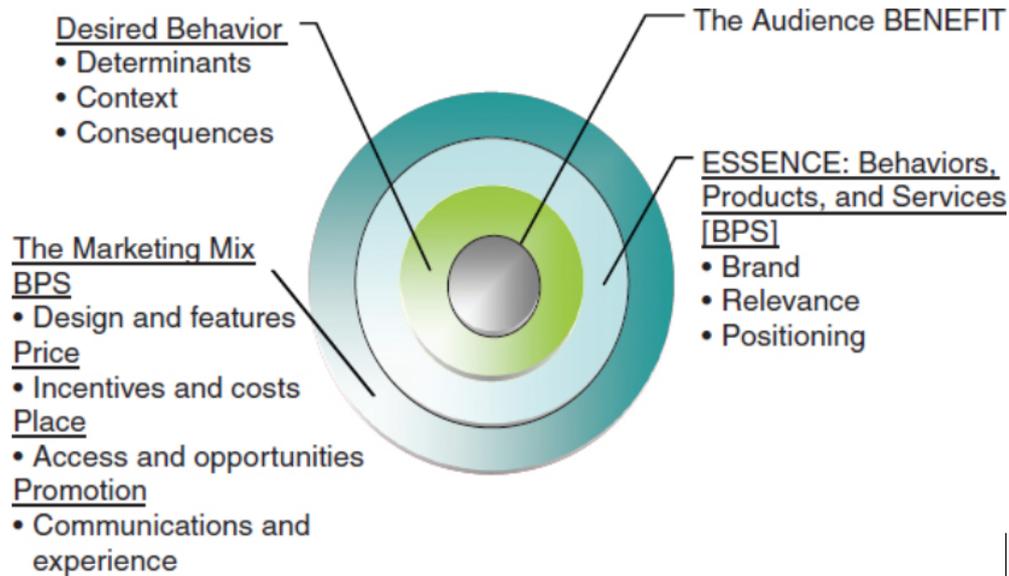


Figure 8 "Integrated social marketing idea" (Lefebvre, 2001 p. 59)

These statements are together with the previous section what he lays as a foundation for the integrative model, see Figure 8. The model shows four aspects or tasks as Lefebvre (2001) says, which are intended to focus on a potential benefit for the consumers, preferably a target group or segment within the society. Customizing the four aspects to offer the consumers an undeniable benefit is what differs social marketing from the marketing concepts and also other communicative programs that target issues related to social change (ibid).

The first part is the audience benefit. Kaufman (2010) says that the benefits of the audience are not tangible things, instead they only appear on an intellectual level within the consumer audience. By finding the essential essence of a proposition, it is possible to satisfy what can be a hidden and elemental motivation for the target segment or group (ibid). A simple example of this is when Kansas tried to reduce the use of fossil fuels in homes. Instead of promoting and pushing the usual issues about climate change and thereby trying to influence the consumers, they decided to do it the other way around, thinking; “why not identify issues that motivated them instead of getting stuck on something that did not?” (Kaufman, 2010). By motivating the consumers to reduce their use of fossil fuels in ways that were more socially committed, this project was a huge success, even without little or almost no focus on communicating things about the climate. Rangan et al. (1996) adds on to this by saying that the vitality of focusing on the audience personal benefit is often an issue. Creating concrete, quick results, and other direct outcomes is what could be game changer but that this is often difficult to do and a barrier in the pursuit of social change.

The next part involves the target behavior. Social marketing often centers changing a population's behavior, and although this is applicable in many situations where behavioral change is the goal it should not be the main result (Lefebvre, 2011). Focusing on the other measures such as the consumers use, response and content may be of more value. As proposed in the integrated figure there are three components which must be taken into consideration, determinants, context and consequences, see Figure 8. Lefebvre (2011) says that embracing and understanding these aspects is what sets a good social marketing agenda, but surely these three aspects need to be from the audience point of view in order to be adequate as a framework. Social marketers also need to determine and recognize how community and social variables can be included within this as it may make great difference in the development of changing a behavior (ibid). The vitality of not changing only the individual but address the contexts where social and community variables play an important role is high, since changing and increasing the wellness of social conditions of the society could be more effective (Lefebvre, 2011). The author also states that assessing what consequences and possible other behaviors there are of the modus operandi, can be a foundation to create a stimulus to enable consumers to change. The discourse of this involves consequences such as penalties and or incentives or some other kind of practical reward, and understanding what drives consumers in their day to day life should be especially vital in creating social marketing (Lefebvre, 2011).

For the next part of the model the BPS (behaviors, products, and services) is in focus. However, the BPS, shows that simply aiming at offering products and services is not sufficient specifically when it comes to changing or improving behaviors or health (ibid). If sales of products decrease this does not immediately mean that a behavior has changed, and the outcome should be a behavioral change which only can be achieved by making it relevant to the consumers. Lefebvre, (2011) suggests that social marketers need to find motivations that are of relevance to the consumer's life and their reality to begin with, since theories of research do not pinpoint what is necessary in the process of change. According to Lefebvre, (2011) if the desired behavior does not fit or is applicable to the consumer's day to day life, social marketers may find that the consumers do not think that the proposed solution is relevant, which means that the strategy has failed (ibid). It is explicitly vital to also create an understanding for the unwanted side of the behavior, but also making the consumer feel like they are doing it willingly not by force, and include this in a social marketing program. Branding and building so that the desired behavior means something to the consumer, will support the behavioral change, and Boss (2008) claims that this is a major aspect in social marketing. Smaller groups of our population hold certain opinions and characteristics, that then determine what will be in the marketing mix (ibid). This small group is the basis of what will aid behavior change, however it includes more than communication and also necessitates what are the beneficial areas of the targeted behavior, the features of services and products e.g. price, places/distribution, and promotional aspects (Kreuter et al., 2000).

5 Results

In this chapter we aim to present our final result from our focus groups. The data is meant to serve as the foundation for further analysis in relation to the previous theoretical chapter. The result has been structured in the same way as the literature review to give the text clarity. The results will be presented in themes, where the discussion of that theme from each focus group will follow, in order to easily see the similarities and differences.

5.1 Consumption

5.1.1 Focus group 1

The moderator presents the first theme, which is consumption. The group is asked how they define consumption and a brief discussion follows. P1A begins the discussion by explaining how consumption is a wide definition and that it probably does not only apply to what first comes to mind. As follows the group continues and they have additional thoughts, and they mention that it includes everything that we consume in our society from an economical aspect, but that the consumption then also continues after the actual transaction. The transaction is agreed upon as a defining moment in which they think consumption is about. P5A suddenly says that the first thing that comes to mind, is that consumption has a negative manor since it for P5A means buying something and the disposing of it when it gets old or unwanted. The participant also says firmly:

“I would never say out loud that I like to consume, but I definitely would say that I like to go shopping, since it is more positively associated.” (P5A)

The moderator then moves on to the next question and asks how they would describe their own consumption. P5A directly says that it is too much, whereby P3A continues shortly after by claiming that it is the opposite. It has changed over the recent year, because of the P3As’s own experience with how people consume, and that this has had an impact on her. P1A also relates her current consumption with the experience from earlier, and has consumed less in recent years due to the never ending waves of trends that hit the stores, which has created a sort of disgust contributing to her increasing awareness of her consumption. This has also led to her widening her options and ways of consuming.

P1A expresses that she is more selective nowadays and that even second hand has become an option that she often turns to avoid the fast fashion stores. P4A takes her turn, and for her it is more an economical question, since getting older also comes with more responsibilities and with that more bills. Her consumption is now more based on what is explicitly necessary to buy, and delays unnecessary consumption to the end of the month if there is any money left.

The discussion then moves on to the question if they ever think about consuming differently. P2A initiates the response by saying that she has over the past year gone through a thought process, trying to shift her consumption practices. It began with food but became a bigger thing and also spread to consumption of fashion. The process involves her taking an actual pause to think about what she really needs and if it is worth it e.g. what are the benefits and what the hidden costs behind the actual cost is. P2A also says:

“If I know that this item only costs 50 kr, I also know that there must be someone else

suffering the cost, but still its feels so good?!” (P2A)

The group say that finding a balance is difficult and an ongoing battle, knowing what choices to make and when. P5A then says that of course she would like to consume differently, but that the thought usually comes at the end of the month when it is obvious that the money probably should have been spent on other things or events. She also says that the way of thinking that the rest of the group displays is unfortunately not the way she thinks, and that it is more of just buying what she likes without any further thought. But overall, all of the participants do think about consuming different but based on various reasons such as, lack of money, wanting to be more responsible and consume less, or realizing that their current consumption is not viable in the long run.

Moving on the moderator gives the group the question if there is anything that determines how they consume. P3A says that for her it can be affected by her way of awarding herself, findings way in her daily life to validate her consumption. But for P4A it also includes the satisfaction of looking good, which is not long lasting though and has to be replaced with more satisfaction e.g. buying something new.

Carrying on the group is presented with two questions, would they consume less if it was directly beneficial for them and if they associate their consumption with any feelings. The spontaneous first reaction is a big yes. PA3 says that choosing to not buy something, is a benefit for her since it saves her money, but has a hard time imagining what other benefits could come from consuming less. P4A then directly says that:

“If I knew that me consuming less would be directly beneficial for me, regardless of the benefit, I would.” (P4A)

P2 then expresses the concern of what is it then that she is compromising. Since something being directly beneficial for her is highly likely to take make or take something else less beneficial. The group agrees on that it is intricate to decide, but that them being favored by consuming less is definitely worth the thought at the least. The feeling which they associate with they consumption are mainly positive and P1A says:

“Money can't buy happiness, but hey come on it certainly can sometimes.” (P1A)

5.1.2 Focus group 2

The second group also begin their discussion of what consumption is to them and how they define this term. At first thought they voice how it must be all that can be bought and then used till no longer usable, no matter what item. P1B is amazed by how consumption in her opinion never seems to end and extracts a tough saying:

“It’s weird how we can buy something and then the next minute hear about a new product, to then instantly feel the urge to consume again.” (P1B)

Forwarding to the next question regarding their own consumption and how it plays out, P2B says that it changes and has changed through the years of her growing older. P1B claims that her consumption is probably excessive, even though it can take on slower episodes from time to time. Since realizing and understanding what trends not to follow and finding a personal style P4B mentions how her consumption has become less agile and more determined. Buying random likings is not an option anymore. P5B shares how consuming has become more based

on personal interests, workplace etc., and less about spontaneous shopping. Most of her buying have purpose, even though personal interests such as hiking also has shown to have trends that trigger a buying instinct, but that she tries to control it.

Pursuing the next question, the group is asked if they ever think about consuming in a different way. P4B directly initiates the discussion and declares:

“For me it's like a constant bad consciousness, like a bad and good angel on each shoulder both advocating for what is right or wrong.” (P4B)

Even though this is an everyday challenge she says that she is more aware now. Continuing she adds that this could be because it is a current must to try to think differently since any other way is unsustainable, causing even more pressure. But overall the pressure is positive making her question and consider her consumption. P2B finds the whole thing absurd and always has in the back of her mind the changes she could make. Even though she is rather thoughtful in her consumption, at this point it could still be less and definitely needs more consideration. She says:

“I feel ashamed when I buy something new, that I know has not been made under fair conditions or promotes unsustainable business.” (P2B)

This is what mostly triggers her to think about consuming in a different way, but also adds that one should not have to feel ashamed when buying something new. This is a natural think in our society, but to feel good about it would be rewarding if more products were sustainable.

For the next question the group discuss if there is anything that determines how they consume. At first they are a bit embarrassed but majority of the group agree at times it has been the price, however this may have changed and still progresses as they all grow older and also have access to more money than before. For P4B it can be a question of quality and material. There is no reason to buy something that will not last and paying more and more seldom to get the best out of it, is what serves has her variables. She also adds:

“Finding and choosing the right equation of price, quality, and sustainability is tricky, but worth it in the long run.” (P4B)

P5B has the opinion that the frequency and content of information is a major variable in what determines how she consumes, as during times when she is met by a lot of valuable and content rich information it has direct influence over her. She does not have any other specific aspects that affect her as much and sees this as the biggest influence or determination for her consumption. She promptly wants to add:

“During and after my interaction with this information I find myself on a good path, but then as it slowly fades out it can be hard not to go back to your previous way, which is why I need to be bombarded with information all the time.” (P5B)

The group shares their thoughts on if they would find it in themselves to consume different if it was directly beneficial for them, which seems to be intricate question to wrap around their minds. Initially P5B shouts out:

“Absolutely!!!! But what would the benefit be?” (P5B)

P2B chimes in on this saying:

“Of course, the only thing is that I would like this benefit to be measurable in some way, a result or something that really shows.” (P2B)

Again P5B has a thought and begins to discuss that consuming less would be directly beneficial for her from an economical side, but simply doing that does not seem as an incentive since she has not used it as a tool to reduce her consumption at all. The incentives up to this point have been more of I should not buy it because it would set me of on a guilt trip, due to already owning so many things, not to save money. The rest of the group agrees with this, and have hard time imagining the benefits that could emerge or be offered. Nonetheless they discuss how it would have to be substantial in some way as reducing their consumption also means that they will have to neglect one of their interests, since fashion and trends has become an interest of theirs. But then the discussion turns to the thought of buying in to a lifestyle. They convey that if consuming less would be a part of a lifestyle package or sort of person that they are striving to become, then they could definitely see themselves do so. The asserting of consuming less would then be easier for them as it brings them closer to self-fulfillment and satisfaction.

The moderator then moves on and presents the next question up for discussion. The discussion that follows concerns if they associate any feelings with consumption. They immediately all say absolutely, and claim that it connects with the previous question of striving to become something or someone and the satisfaction that this could give through altering or changing their consumption. P4B interrupts and adds to the discussion:

“It is a whole range of emotions, anger and feeling upset over not making good consumption choices, to pure happiness of finding the perfect item, it’s a non-stop rollercoaster of emotions.” (P4B)

The group agrees upon that feelings do have an impact on their consumption, but that it can definitely be for the bad and for the good. It can also affect the decision of even buying since a good mood bring tightens their will to shop and a bad mood can put a stop to it for the moment at least.

5.1.3 Focus group 3

P2C starts by describing consumption as the purchase, enjoyment, use, and disposal of a product, service or what that may be but she wants to put emphasis on the use itself. The discussion moves on by continuing to the next question, on how they would describe their consumption habits and P5C starts the discussion and says firmly:

“I consume way too much, but I have become better at my fashion consumption because I know it now. By work, education and all the conscious people around.” (P5C)

As follows the group continues and has additional thoughts about their consumption habits, they mention that their consumption habits have become better over time. P2C replies that she has become better in thinking through her purchases and if a product can be used several times. The moderator then asks the group if they could move on to describe their consumption of fashion. The discussion begins with P2C saying that she has become a better fashion consumer, but still has needs for something she has seen on a blog, then she uses it once and is no longer of interest. She continues by saying:

“I’m also very bad at consuming, because I do not question where things are from, buying at a big retail store such as H&M.” (P2C)

P4C replies and continues the discussion by questioning the morality in that and the corporation's responsibility. She believes that just because you buy cheap fast fashion, it does not mean that it is worse than you buy something more expensive. P1C associates her fashion consumption with impulse on a low budget and expresses some kind of anxiety around the phenomenon. The group then agrees that the economic factor is an issue when consuming fashion. The discussion continues by P4C replying:

“the economic factor can be an important one, everyone’s factor is not the environment, everyone has their own personal agenda. It is more of a social excitement, where you will consume less fashion for the environment, but it’s good for your wallet too. I'm driven for selfish reasons.” (P4C)

The moderator interrupts by asking if the group thinks about consuming differently. P2C starts the discussion by saying that it happens when getting inspired by friends that consume differently, and everyone in the groups seems to agree. When a friend is good then it is inspiring, she continues. P4C continues the discussion by saying:

“I would like to come up with good ideas on how to consume differently or alternatively, rather it is a constant struggle to unleash your way from or slavish following trends.” (P4C)

The moderator continues by asking if there are any determinants for how each of the participants consumes? In which P5C says:

“You legitimize your consumption; I also think that it lies something in what others think. You assure that you consume for yourself, but it also underlies unconscious choices.” (P5C)

I always find a reason, right now for my newly purchased house, P1C continues. There is always something that makes you want to consume, conscious or unconscious. The group further share some determinants for consuming, such as occasions when you want to push or reward yourself. The moderator continues by asking if they would consume differently if it was directly beneficial to them. Something beneficial, or that would increase the profitability of life, is something that all of the participants agree with. Beneficial does not only mean to be given something economical in return or incentives from stores, P5C wants to point out. It seems that the participants have a hard time grasping the question and narrow it down, whereas P2C says confirmed:

“As if the state were to jump in and say that now you get higher tax due to your high consumption, yes I would have kept the money. A luxury tax on consumption.” (P2C)

PC1 concludes by saying that something beneficial would be a proof that my quality of life would increase, then I would change my amount of consumption.

5.2 The millennial mind and values

5.2.1 Focus group 1

The next part of the discussion begins and the moderator starts by asking what is of importance in their life. The group begins to point out together things that they agree upon, the most important things being, family, friends, the feeling of well-being, feeling happy and content. P4A answers by claiming that there are actually not a lot of things that actually are important in the private life, but that there are minor things and changes that affect what makes her feel well and that this is very important to her.

Continuing to the question if there is anything that they value higher than the things or aspects in life. The first suggestion that comes up is health. P3A says that if her health is not on top, it affects all of the other aspects in her life, making it an extremely vital focal point. But they all also say that their own health must not overshadow their families or friend's health. Pressing forward the discussion now concerns the question how important it is for them to live by their life values. It seems as the majority of the group has the opinion that is very important, but at the same time all struggle to do so. There is a willingness to do so, although it can be overwhelming at times, causing a strain which then transcends in it all falling through.

This connects to the next question, if their values reflect in their consumption in any way. P2A initiates the responds by saying that often she feels that it does, but that at the same time it is alright to not put too much pressure on oneself and feel that it at times is ok not to do so. P1A also says that if she can it tries to keep up as much as possible, though it can be difficult from time to time based on an economical aspect. She also says that often is no in between, causing her to have to choose between one thing or the other, also contributing to the times where she cannot live by her life values. P5BA explains how in her life it comes and goes, mainly for the reason of her lack of knowledge and how she can apply these values into her daily life appropriate and manageable.

The last question to discuss is given to the group by the moderator stating what their thoughts are on fashion and sustainability. P3A says instantly that for her it means to be able to have clothes that are durable and can last over a longer period of time, and that this is something that she. thinks connects the two. This is a thought that has developed over the recent years for her and makes her reflect more of what the relationship between fashion and sustainability is.

The group then discuss that fashion and sustainability is difficult to combine for them, since they think it is so much easier to not think about it. But at the same time they highlight that fashion and sustainability are not only attached to responsibilities that the consumer must take, but that the companies have a huge responsibility. This makes the relationship of fashion and sustainability more nuanced and cannot only be directed towards a single direction, but involves so many more aspects.

P1 also says that she mainly wants to think about fashion and sustainability in combination with local genuine companies, and believes that all fast fashion which involves themselves with sustainability are highly questionable.

5.2.2 Focus group 2

Moving forwards in the discussion we now begin with the next theme, which is the millennial mind. The moderator gives them the first question to talk about, aimed at what in their life is of importance to them? P2B prompt says;

“Health, friends, family and happiness.” (P2B)

Everyone in the group find different ways of expressing this, and begin to highlight how having physical and mental health affects everything. Putting yourself first is vital for them even if it may seem selfish, but in the end they feel that prioritizing themselves will gain their family, friends and the relationships which they have with them.

The next question is connected to the prior asking if there is anything that they value more than the things in life. They find their way towards discussing how the priorities in life have changed from their younger years until now. Earlier they were more attached and concerned with what other people thought and let this control big parts of their lives, whereas to now when the importance lies within what they themselves really care about. So the importance for them for this questions funnels down to controlling your own choices and putting themselves first their own wellbeing. They also add that they need to do this to nurture the parts of their life, and have seen how doing so pays off in the long run. the moderator here interrupts and moves on to the next question asking them to briefly chat about how important it is for them to live by their life values? From the focal point they say that is highly important, since it reflects their personality and character but P1B then adds;

“This is a constant conflict for me, since it is very difficult most times to actually apply what you know and fulfill this into an action, but it is definitely a life goal of mine, but at the moment I am not even close.” (P1B)

Following this the discussion brings up that it is a journey and that even if they are not there yet, is a learning process and that it is interesting to see how they change from year to year. However, they find it vital to not put too much weight on it as it may break oneself if too much pressure is applied. P1B finally adds;

” I hate quotes that aim to remind me of values, but at the same time they’re a good eye opener and daily reminder of the things that may slip my mind every now and then.” (P1B)

P6B agrees with this by saying;

“It does not take much of content of information to change your mindset, but I need to see some kind of practical evidence or result as to why it is worth it, no matter the size.” (P6B)

The moderator then guides them towards the next question asking, if their values reflect in the way they consume. Again they begin to discuss how this is so intricate and that even though they would want their values to reflect their consumption, the journey to that point is ongoing. However, they agree upon that they value how they on a daily basis learn how to push forwards and turning learning into actions.

The next question concerns how and what their relationship with fashion is. P1B says;

“For me it changes all the time, but there is an ongoing interest triggered by trends that come and go, and then the opportunity to use something old that has become a statement piece again.” (P1B)

She also adds;

“It’s so much fun to have things that you can wear and use at different locations and time and thereby create a back -history with gives it even more sentimental value.” (P1B)

The group talk about how creating a storyline and choosing great quality over quantity to have a special piece of fashion for as many years as possible, is highly enticing. They wish to become individuals that have the ability to make good fashion choices, both to look good but also promote sustainability and durability. P2B claims;

“My whole identity can be reflected in my outfit, but then I think it's not that important what I wear but then I think again, it does matter.” (P2B)

P4B chimes in and says;

“For me it's an important part of my life, some may say that they don't bother and that me being expressing interest in fashion is vain, but hey come on, don't all people care to some extent, it’s outrageous that I need to defend an interest of mine, just because it happens to be fashion.” (P4B)

5.2.3 Focus group 3

The group is asked to discuss what they think is important in life. P1C begins with saying that she values her family, friends, the ease of life and wealth, easy in mind both physically and mentally. The group continues the discussion by naming basic needs as important, also mentally ones such as happiness and safety for those who they hold dear. P2C continues by saying that building a career is not that important, as long as she has health and fun with her occupation, money becomes not that big of a deal.

The moderator then questions whether the participants find themselves valuing something higher above other things, and they all agree upon that family is the most important one. P2C explain that family is a word that constitutes many things, such as health and is surrounded by love and people. The discussion moves on to talk about how they feel about living life by values, P5C brings up values such as the environment or be against violence as to live by. P2C thinks that if the value is important enough, you can live by it. P5C interrupts by saying;

“and if you fail in living after your values, it would make you look bad.” (P5C)

P3C adds that values about the environment are always attractive values to live by, but common a charade. She continues by saying that she thinks it is a paradox, a scale of sacrificing in what you do for living by your values.

The moderator then asks if their values reflect their consumption, whereas P5C replies first and says that it may not reflect her consumption to the fullest but that she is more aware now. I have to make sure that the things I buy I will use in a certain way and take responsibility, she says. P2C agrees and adds that you should take responsibility for your own typical patterns, if you know you want to shop then make sure it is done nicely.

The discussion moves on and the relationship between fashion and history is brought up and they all share their knowledge surrounding the emergence of the phenomena. P4C continues the discussion by saying;

“Fashion is much more than just clothes; it is also the way of expressing some kind of identity.” (P4C)

Some of the participants agree with that they consume or build their relationship with fashion in line with a perception of self or wanted self. P5C continues by replying;

“I consume in that direction towards a person I want to be.” (P5C)

She continues by saying that she wants a relationship with fashion that will positively reflect her relationship in the future, make smart decisions regarding consuming fashion that will be durable for a longer time.

5.3 Communicating sustainability

5.3.1 Focus group 1

The third theme of the discussion is sustainability marketing and we begin with the moderators first question. It regards what sustainability marketing means to the participants. P4 explains that most of her time she finds it confusing, based on that it is often not clear what the marketing really means by sustainability or sustainable. P1A then adds saying that companies that naturally have sustainability marketing in their brand are what she sees as the meaning of sustainability marketing. She adds;

“Never should it be something that is forced, sustainability marketing should be the example rather than the exception.” (P1A)

We then move on to if there are any aspects of sustainability marketing that are important, and if they can be portrayed in a word or sentence. The participants chime on that credibility, transparency and being genuine about a cause and sustainability. This is for them often not even visible in marketing, since the companies who do possess these qualities do not have to use marketing for those reasons. Majority of the participants agree that this is what they would like to see more of and find important aspects.

The moderators next question is if they can describe their first encounter with sustainability marketing, and what their initial thoughts were. P6A describes when she first bought a dress that was from a conscious collection. P5A also remembers that certain collection, and adds;

“I am not sure if it was interesting because of it being more or less sustainable, it could just as well been more for the reason that the collection was very beautiful.” (P5A)

P2 also agrees and is not even sure that she knew what it really meant by being a sustainable collection and was not able to connect the dots. We continue on to the question if this first encounter affected their consumption in any way. They immediately say no altogether, grounded in that it was more of trendy thing to do or buy. It seemed as a way of consuming that was more for a certain type of consumer group, which they did not identify with and this still resonates today in the back of their minds. P3A states;

“if it becomes more hip or trendy, or is a way of consuming that would be more widely discussed, it would probably be easier to convert to.” (P3A)

The first encounter did not have any impact in that way for them, but as P3A said, making it

more á la mode could probably push them towards a change.

The next question is if they could see their own values reflected in sustainability marketing, do they believe that this would create a willingness in them to reduce their consumption. P4 says that her spontaneous reaction and answer is yes, although it may not be as easy, the marketing would then have to be really well communicated. P5A suggests that if it would, maybe it needs to have a more creative way of communicating, because simply changing the message also will get old over time. So being creative and really pushing the right buttons would be of essence to get her to reduce her consumption.

We move on to the next question stating what form of marketing is applicable for sustainability marketing to reduce consumption in their opinion. The discussion gets going and P2A claims that if it aims to be reliable her first option is independent documentary marketing that does not seek to "buy" her to get her to buy something else. Then of course companies have to market themselves but that sustainability marketing ought to be more information driven than initiating a buying behavior, without adding too much information that would be hard to digest. P6A says she also need information but compressed, so she can create a basic understanding for this wide subject. Although this would be best conveyed in form of documentary feeling. The contribution of creating a feeling is also important. Informational marketing, trustworthy sources and switching between different channels is what the group agrees upon.

5.3.2 Focus group 2

The group start of by explaining what sustainability marketing means to them. P5B finds it to be;

"My first thought is that it would be something that promotes and presents a healthy and sustainable lifestyle." (P5B)

P4B here also says;

"If it promotes sustainability then the actual sustainability and what that could give, is what should be in focus and nothing else where the product comes second, that is what it should be to me." (P4B)

The main opinions for this question center in that sustainability marketing is a and should be a concept for them, it does not matter what color the product has. The focal point for sustainability marketing needs to be first sustainability and the benefits that to it could bring to one's life. They also share the opinion of that sustainability marketing could be great of the right aspects were highlighted since making the sustainability part a second priority not conveys trust. After this we discuss it can be portrayed with a sentence or a word. They begin slowly to suggest words that are important such as, trust, credibility, consciousness, and durability. The group say that important aspects of sustainability marketing is that it should never feel forced.

Moving on from this they briefly discuss their first encounter with sustainability marketing. P1B says;

"I'm not even sure that I could distinguish what is sustainability marketing or normal marketing if I saw it, since all marketing is marketing in my eyes." (P1B)

The group agrees upon that most marketing they encounter is confusing or too difficult to

understand which often leads to the them simply consuming more. They mention greenwashing as an example. Connecting to this the moderator also asks the group if their first encounter with sustainability marketing affected their consumption in any way. They all together agree that they never felt any impact from what they have seen up until today.

Proceeding they are asked if seeing their values reflected in sustainability marketing could create a willingness within them to reduce their consumption. P6B say;

“If I could see for instance values or thoughts that I myself aspire or identify myself with, then it would definitely make an impression in my mind and I could easier accept and adapt I think.” (P6B)

P5B adds;

“If there was anything stating that if you do this or buy this way, then you will be a step closer to becoming the person you strive to be then I would feel like it was a personal benefit for me even if it means consuming less.” (P5B)

The next question for this theme is what form of marketing they find applicable for sustainability marketing to reduce consumption. The main thought is that it cannot promotional it needs to come from more” normal people” or in a non-forced way. P6B says;

“Maybe more documentaries that are subtler than if communicated in-store, I don't want it thrown in my face, I want it to feel like I am educating myself rather than someone lecturing me.” (P6B)

Connecting to this the next question states if there are any approaches of message that speak to them more than others. P3B says;

“The approach of authenticity is vital.” (P3B)

The group then chime in on this and say that again the approach should of practicable value for them in order to be acceptable for them. Even statistics is something they would find applicable in this situation. Creating a concept in combination with both statistics and practical concrete examples is what they finally find most suitable.

5.3.3 Focus group 3

The moderator asks the participant what sustainability marketing means to them and P1C replies, all marketing that involves promoting something that has to do with the environment. PC4 explains that she thinks of some kind of marketing that strives to perhaps not encourage the huge amount of consumption, or encourage consumption in a sustainable way. The discussion continues and P2C agrees with that sustainability marketing is something that holds good associations, she thinks that sustainability marketing is something beneficial for the society, the world at large. It is marketing that creates an overall perspective, not just promoting just one product, what is behind the product. It's not just about the environment, or the company it is everything around, P5C thinks out loud. Marketing that leads to a greater thought, the concept should be used by all.

The moderator continues by asking the group if there are any important aspects of sustainability, and if these aspects could be portrayed with one sentence. Transparency, P1C says. It is

important to show concrete examples of how to consume or how people consume, P5C adds.

When asked about their first encounter with sustainability marketing, some of the participants refer to a conscious campaign, due to the green tags on the garment but everyone was unsure what that really meant. P5C says;

“there was nothing inside me that told me to buy this because of the organic material or the environmental friendliness in the product.” (P5C)

There was nothing special about it she continues, despite being trendy and wanting the collection due to you wanted to be someone special. I even recall buying what was left of the collection just to have it but did not use it, she ends.

The moderator then asks, if their first meeting with sustainability marketing affected their consumption. They all agree upon that their first encounter with sustainability marketing did not changes their consumption behavior.

The moderator asks if the group would see their values reflected in sustainability marketing and if so would that reduce the willingness to consume. P2C starts by saying yes if someone showed me a graph of my consumption, showing how it is harmful to me in some way. A measure of how much you are damaging the environment and you get on black and white what a villain you are. You want to see the outcome before you change anything P1C replies.

The moderator question whether there is any form of marketing that is applicable for sustainability marketing to reduce consumption and P2C answers quickly that branding would be applicable. P1C replies that transparency is important, businesses should be like an open book that you can always see and then ends by saying;

“If they are to make money on me, I actually want to know what I'm buying.” (P1C)

The participants share their opinions about what they think sustainability marketing is not able to reach out to the big masses and how today's social marketing is not sustainable. P5C would like to see some kind of history, like a backstory a documentary maybe. She wants to know who did the garment and reteach feelings towards it not just the excitement of purchasing. She wants to know the garments emotional journey and then says;

“garments are alive, or I want to make them alive so I can attach feelings and create a history with it.” (P5C)

P4C thinks marketing that journey would contain too much information, in which P5C replies but there must be away to collect moments from that journey and be able to show it. She says that she would also like to see the afterlife of that journey as well, were one must decide between two sliding doors and behind them are the different outcomes.

The moderator then asks if there any approaches of messages that speak to the group more than others. P5C quickly respond by saying flash mod, TV, parties! She continues, I want to come home and feel that something happens, get a feeling that will affect me on the street or at home. That will strengthen my identity, it's not about in which category of people I want to belong, but it's a better version of myself, she ends

6 Analysis and discussion

The following section will present an analysis of the empirical findings applied on the theoretical framework on mindful consumption, value fulfillment theory and social marketing. Concluding every part, a brief discussion will highlight the findings of analysis.

6.1 Applying the approach of mindful consumption

Accordingly, to our focus group participants, consumption holds a negative manner which relates with that consumption has a negative relation with life satisfaction (Belk 1984; Frey 2008; Jackson 2009; Layard 2005; Whybrow 2005). The participants struggle to define consumption and find it hard to balance in the practice of consuming. The justification of choice in consumption show mostly negative arousal and the self-reflection they wanted are not achieved. In which is reflected upon that happiness is not always contained by consuming or to consume more (Sheth, Sethia and Srinivas, 2011). The focus groups also show that their consumption has become less agile and determined and that they are more aware in not excessively consume. Despite their efforts of thought of temperance, there are still an attitude of remorse towards consumption “For me it's like a constant bad consciousness, like a bad and good angel on each shoulder both advocating for what is right or wrong” (P4B, 2018).

The participants also give a description of being a more self-interested fashion consumer, were their consumption habits as a way of an expression. In which they also express the need of asserting values into what they consume (Lury, 2011). They are also driven and shaped by their social surroundings, driven by “fashionable and identity” drivers for consuming in a way to reinforce meaning about themselves. “You legitimize your consumption; I also think that it lies something in what others think. You assure that you consume for yourself, but it also underlies unconscious choices” (P5C, 2018).

The participants show that their mind-set guides and shapes their consumption behavior and that it is characterized by core attributes of caring towards the self, community, and nature. Caring for the self and well-being is an important thing for the participants in whatever manner, they would also likely consume differently if it would be directly beneficial for them, which corresponds with caring for the self. The focus groups all agree upon that a financial reward would be a key benefit for consuming less which show that caring about the economics was also important mind-set when discussing benefits of changing a female millennial consumer's behavior. But how the participants interpret economics differ from Sheth, Sethia, and Srinivas (2011) interpretation, were caring for the economic has a self-reflection approach and consumption represents increased economic status or welfare in front of others. Focus group 3 questions what is financial security and happiness and to them money to consume more does not create happiness. Responding to caring for community, the participants express a frustration in doing good for the community and consuming in a fashionable manner, they all find happiness in social contexts but there is a disturbance in how to convert their values into action. When they interpret their consumption habits in relation to caring for the environment, it becomes evident that the participants are aware that their values are not being fully transferred into consuming sustainably, despite the concern for the environment and perception of conserving this earth so it is still useful and healthy for humans.

All focus groups wanted a motivator of change to consume in a better manner, in how they care for the self, environment and their economics. The well-being of the self and the community

are highly important.

Though the participants show great environmental care, all of the participant's consumption habits can be connected to the description of figure 5 behavioral propensities. Some of the participants admit that they consume way too much and acquiring things that they after a second thought do not need. Showing that they are practicing an acquisitive and repetitive consumption behavior. Some of the participants find excitement in buying and giving themselves a reward by consuming. When asked if there were some determinants for how and when the participants consume, many participants agree that they either consume in a way to fit their identity at work or their perception of themselves, PC2 explains that she consumes fashion by the influence from social media. This shows that the participants want to keep up with the Joneses, in which they are allowing themselves be influenced by third party in how to consume, showing tendency for aspirational consumption.

As MC advocates, temperance must be reinforced by one's mind-set of caring towards the self, community, and nature. For those participants that show a lot of care for the environment and practice consumption with patience and consciousness, share meaning about feeling injustice and question the morality in producing something that is unethical while promoting people to buy it, and for those who take a responsibility, how far should one commit to sustainable consumption and where does the corporation's responsibility start? Accordingly, to Sheth, Sethia, and Srinivas (2011) this mind-set characterizes a consumer that is practicing temperance but in order to sustain a temperate consumption there is a need for intrinsic and extrinsic rewards. This indication of not feeling appreciated for consuming less, is when their values are not aligned with the female millennial self-interest in the separation from an unrewarding and unsustainable pattern of consumption. Many participants agreed with wanting proof or rewards for their participation in reducing their consumption, some even gave examples of rewards or incitements for choosing the reduced consumption. This would indicate that those participants that hold a caring mind-set need incentives to reinforce their action and sustain temperance in their consumption behavior.

As the discussion follows the focus groups show that they are not unfamiliar with sustainable consumption, in fact, many of them say that they want to transform their consumption behavior to include temperance. Price, quality, material, and duration is still a big issue and an important value for consuming sustainably. "Finding and choosing the right equation of price, quality, and sustainability is tricky, but worth it in the long run" (P4B, 2018).

Nonetheless, by reducing consumption the participants feel that they also need to neglect one of their interest or something that they value. Temperance in consumption is viewed as something that is good but involves a sacrifice and should be communicated as part of a lifestyle package, which could alter feelings of self-fulfillment and satisfaction. This analysis also shows that information would like to be more accessible and was not sustainable fashion items should not be offered, it has to be easier for the female millennial consumers to learn about reducing consumption. The female Millennial also needs a reward to sustain temperance in consumption but also an evidence of their participation. These consumers will need to be given proper information in order to increase caring for the self in relation to societal and environmental welfare. Those people who do not care about the environment, or simply do not care of the consequences of an excessive consumption need more than just information and this analysis has also shown that these consumers are requiring a force-based approach. The female Millennial consumers cannot hold the responsibility; it is up the government or regulators to mandate consumption limits. At the same time, excessive consumption behavior needs to be

shameful and thereby demarking would be a possible approach.

The focus groups want to be part of a community, thriving for an identity that will alter their personality and self. Meanwhile, the excitement of consuming need to stop and consumption with temperance needs to be highlighted as a reward, commitment and increased welfare for the self, community, nature and economic. According to Sheth, Sethia, and Srinivas (2011) these mindsets needs to be facilitated in order to reinforce and encourage a reduced consumption behavior.

6.2 The value fulfilment theory with the millennial mind

Values may differ from individual to individual which in this case is the female Millennial. However, we often inhibit core values that we share and find more important than other. As Tiberius (2014) discusses values are much alike desires but values are more deeply rooted within us, and we often find an emotional attachment to them. The values we do have is what we form our lives around and the common goal is to fulfill these values in order to feel well-being. Our focus groups all agree upon that family, friends, and health are the main things or aspects in life which they value. Tiberius (2014) confirms this as he says that common values that we do have often tend to be one or all of the earlier mentioned, and that almost the society as whole shares this basic foundation. Even though the focus groups all seem to value the same things, they most likely value them in slightly different ways, depending on one's psychology and identity. Some values may also be more important than others and it shows in our result that the majority value their family the highest, and that aspects of money and work fade in comparison. However, they mention their own health as priority as well, as they need to feel well and be happy to be able to take care of their other relationships e.g. family. As the value fulfillment theory explains, this is a dilemma where not fulfilling one value can cause distraught in attending to other things that are directly attached with what is valued (ibid). One of the focus groups finds that their values has changed over time, but when hearing this we assume that earlier they might have had desires. These desires were most likely affected by their social environment but then they formed values of their own as they grew older and could speak more for themselves.

When the focus groups talk about the importance of living by their values, they all recognize and say that is very vital to them. But they do find it somewhat frustrating since some values are harder to fulfill than others. Peattie (2001) discusses the attitude-behavior gap showing how it is not easy to transform an attitude or value into a behavior. Plc says "This is a constant conflict for me, since it is very difficult most times to actually apply what you know and fulfill this into an action, but it is a definitely a life goal of mine, but at the moment I am not even close"

As mentioned values are not always backed up with enough motivation, or fulfilled with attitudes which can cause a strain in the attempt of fulfilling a value (Tiberius 2014). It is understandable how the focus groups do feel frustration over not being able to achieve these goals of theirs, as values easy turn in to a goal. So if a value is not fulfilled, the aspects linked to this value will be things that are of frustration, which could mean that the person discards it totally. The value fulfillment theory constitutes that values that are fulfilled are a direct measure of how well your life is going (ibid). And when the discussion turns to the question of values and how they reflect the focus groups consumption, they all seem to be trying, but are not quite there yet. Here it is notable that consuming less may not be female Millennials initial value, as they do have attitudes about it, but then also are not fully motivated to change. But as Peattie (2001) explains it could be so that they do not even understand what is necessary to change and are satisfied with their current attempt.

For the last part of the discussion the focus is on the relationship between fashion and sustainability and them, and the focus groups show high interest in fashion. They see it as a way of expressing themselves and P5C says “I consume in that direction towards a person I want to be”

However, they also express confusion on what sustainability is in relation to fashion and seem to associate it with durability. But also with that it is the marketer’s responsibility as well to enlighten the consumer about sustainability, and not only for them to figure out how to connect the two. Based on this part of the analysis, it is notable that female Millennials do have the desire to reduce consumption, but lack the motivation to do so. Creating and realizing reduced consumption as a value, is what is the main use here and we reflect over how this can be done without causing any ill feelings on along the way, as doing so may drive female millennials to never chaining this change. Motivating the female Millennial to see reduced consumption as an aspiration also could enhance this, and seemingly they need to find some kind of emotional attachment to reduced consumption in order to create a core value.

6.3 Communicating sustainability through social marketing

Defining and understanding what sustainability marketing is seemingly difficult, thereby we find our focus groups explaining how it means honesty and credibility to them in adverse ways. Not only is this one of the main thoughts of their, there is also the opinion of that it should not involve the product first but how it can contribute to a more sustainable lifestyle. This connects to a statement made by Lefebvre (2001) on social marketing stating “Social marketing is focused on people, their wants and needs, aspirations, lifestyle, freedom of choice.” (Lefebvre, 2001). P5B says” my first thought is that it would be something that promotes and presents a healthy and sustainable lifestyle.” (P5B, 2018)

This points to how the communication of sustainability goes well handedly with social marketing as it aims to focus on for example lifestyle and aspirations as a main goal. Even though the focus groups mention aspects of trust and credibility it is notable that social marketing is in line with this according to Boss (2008) who says that branding and building are major aspects to consider and is essentially what is the foundation for creating trust and credibility. Gilaninia & Sharif (2011) discuss how products should be changed in to propositions which we can see reflected in what P4B says “If it promotes sustainability then the actual sustainability and what that could give, is what should be in focus and nothing else where the product comes second, that is what it should be to me.” (P4B, 2018)

We find this interesting as many marketing efforts do center the product, and do not use social marketing models to enhance and communicate sustainability to the female Millennial consumers. It is easy to see that Gilaninia & Sharif (2011) suggested social marketing mix has a point here, as presenting a proposition also hints towards that a behavioral change could be made, relating well with what communication of sustainability aims towards, and also what the focus groups discuss about creating a greater thought. When the focus groups confer over their encounters with sustainability marketing, the one thing that seems to be an issue is the lack of target audience described by Lefebvre (2001). All the groups mention greenwashing and campaigns that have not focused on the consumer, just making them buy again. Lefebvre (2001) suggests how social marketing can help to target the audience benefit and thereby motivate the female millennial by reaching them on an intellectual level rather than using tangible items. Since all of the groups conveyed mistrust or simply their consumption increasing or remaining the same, we refer back to the statement of Kaufman (2010) saying “why not identify issues

that motivated them instead of getting stuck on something that did not?”.

It is clear that their first encounter did not have any reducing effect on their consumption, and that motivating them in a social manner could be more effective especially aligned with social marketing programs. Since their first encounter was ineffective maybe both the theory of Kaufman (2010) should be applied, as the first impression of something often is what is remembered and therefore sticks. This may be one of the reasons female Millennials do not easily reduce their consumption as it does not motivate them enough.

When discussing if the focus groups' personal values could create a willingness to reduce their consumption, e.g. if the values were a part of sustainability marketing, the consensus is that it sure would. Connecting to that social marketing focuses on consumer's lifestyle and what they value (Lefebvre 2011), again also finding what is of relevance for the female millennial consumers in their life, the reality of using social marketing as a framework for this is excellent. Since the product will not come in first place, instead as Gilania & Sharif (2011) suggest using social marketing during sustainability marketing to focus on aspects that are of vitality to them such as their strive to live up to their values, is a suitable attraction during the quest of reducing consumption. The groups also mention how the communication of this then would need to be really well executed, and the modified marketing mix of social marketing offers this as the promotion is replaced with social communication aimed at building relationships with the consumer, creating an interaction of value for the consumer (ibid). The authors even suggest that quick results and outcomes could be a game changer, and in focus group three we understand that they want a concrete result of what they are doing wrong now or what the new outcome will be for them to indulge in what reduced consumption holds.

As proposed by Boss (2008) branding and building relationships as a part of social marketing is highly recommended, and in relation to sustainability marketing this may be difficult to make authentic. The focus groups are of various opinions on what kind of marketing is applicable for sustainability marketing, however the overall most include forms that show applicable information and create a more visual journey as for instance documentaries and snapshots from reality. Since the groups think that it is intricate to grasp sustainability marketing, they want simple communication for a not so simple cause. Kaufman (2010) finds that not focusing on the bigger cause, can take away the strain that many forms of sustainability marketing holds. This is one of the bigger assets that social marketing has and again Rangan et al. (1996) thought of theory is aligned with the focus group as they both voice how outcomes of the different choices is the kind of marketing that can push you to pursue a social behavioral change. Based on Lefebvre, (2011) earlier quote about social marketing and freedom of choice he also mentions how making the consumer feel like they are reducing their consumption willingly is important and the focus groups also show interest for this thought by making following statement: “Maybe more documentaries that are subtler than if communicated in-store, I don't want it thrown in my face, I want it to feel like I am educating myself rather than someone lecturing me.” (P6B, 2018)

For the last part one of our focus groups connected the following question, which was if there are any approaches of message that speak to them more than others. They do not add anything new to the discussion but the other two groups highlight how they want it to be an approach that is associated with happiness. They also attach authenticity as an important thing and both of these thoughts resonate well with the core of social marketing as traditional aspects are replaced with more soft values to accommodate and understand who in this case is the female Millennial further to reduce consumption (Gilania & Sharif 2011).

Based on the result and the connection drawn in the analysis, there seems to be a consensus with the majority of the questions and groups. None of the groups displayed differentiated thoughts, and as seen in the analysis we have been able to connect and highlight how the result can be used in comparison to the theoretical framework. The result can be probably be interpreted with a different angle, which we also welcome as it has a nuanced outlook on the subject and the focus groups do display a lot of soft values and thoughts based on their social environment. The most common reaction is that sustainability marketing needs to be more simple in all aspects and that what they see now is either too complicated or just not enough for them to even care. It seems as they would like sustainability marketing to be something that they can associate more with happiness and ease, attaching it as a part of their aspiring lifestyle, as a choice of their own. The product does not come first and the result shows this as the groups often highlight how they want to be motivated, create feelings or just have some concrete results of possible outcomes. It is interesting to see how the focus groups result goes well in hand with what constitutes social marketing and we find it to have potential for further research within the area of how to merge sustainability and marketing.

7 Conclusion

The concluding chapter of this thesis will present our final thoughts and consideration. It will also propose a foundational model to answer the research question and purpose of this thesis.

The ways of marketing of sustainability have not been totally successful in communicating sustainability marketing. And since the way marketing is communicated has control over what consumers do and think, we have gained insight in how important it is for marketers to finally identify what can be changed in order to reduce consumption. As this research has explored determinants of interest to this issue, we must also acknowledge that our conclusions drawn upon this may not be the only way to go. However, we will propose and offer what we believe can be of vitality in a promising step towards reaching a distant goal, which is reduced fashion consumption.

The consumers are on a daily basis conflicted with what they want and what they need to consume. This is an ongoing cycle that never ends and many female Millennials do feel that reducing their consumption would demand that they had to neglect or reject something else that they about care and value. Their feeling of having to sacrifice something can be replaced by focusing on what it has to bring to their life as a whole. Since it may trigger a perception of self-fulfillment. Not only should the communication try to focus on how life fulfilling and satisfactory reducing consumption can be to them. But for the female Millennial to understand and feel that engaging in a behavior that includes reduced consumption, they crave more. For instance, we understand that caring for the self, the community, nature and economics (were caring for the economic has a self-reflection approach and consumption represents increased economic status or welfare in front of others) are aspects that they seek. Additionally, to this we also conclude that female Millennials mind, when it comes to consumption necessitates communication that sustains and rewards a behavior that includes reduced consumption in connection with applicable information. We here assume that to do so communicating sustainability needs to facilitate, reinforce and refrain from over marketing. Based on that the segment does want information but tailored to their own mind and abilities in order to grasp and immerse in reduced consumption. As we see this they need these aspects as part of the daily communication of sustainability, and the outcome of this should be combined with what we conclude to be the main aspects of what drive female Millennials to understand reduced consumption as a value.

We find that female Millennials values tend to be of the usual core values that most people inhibit. Their desire of applying reduced consumption as a part of their life to become a core value, is as we understand disrupted by the lack of emotional attachment to the issue. We assume that they do not have this emotional connection. Due to that sustainability is confusing and that the communication is not tailored to apply to their lives, is what we understand to be the main reasons for this. To create value realization for reduced consumption, female Millennials want to see that it attends to their overall well-being as they value their own health and mind as a major foundation for all things in life. With this in mind we consider reduced consumption to be reachable if the motivation is high. This motivation can be extracted from what we earlier have concluded as caring for the self, the community, nature and economics. By combining the motivations and insights of what female Millennials struggle with in terms of valuing reduced consumption, we regard that it can create and motivate reduced consumption to become a core value.

As we have researched theories of social marketing we have found that it's intent is well suited when changing behavior is the focus. It also more effective when applied to a target group or segment, which is why it conforms well with our thought of using female Millennial. We have found social marketing to be focused on what people want and need, aspirations, lifestyle and freedom of choice, and as this was been confirmed by our female millennials as vital determinants, we presume that moving in the direction of social marketing would be beneficial. As the female Millennials have shown to not react well to the current sustainability marketing, we find that the overall audience benefit is a very vital aspect to consider and include. We acknowledge that the communication of sustainability should not only be a one-way street, but instead establish a form of social communication, which creates value for the segment and also accessibility to emerge in the communicated message. Reflecting back to how female Millennials are driven by what they value, we conclude that a social benefit program based on values would be applicable way of reaching the audience. However, we do recognize that doing this requires a very detailed and well analyzed program in order to fully function.

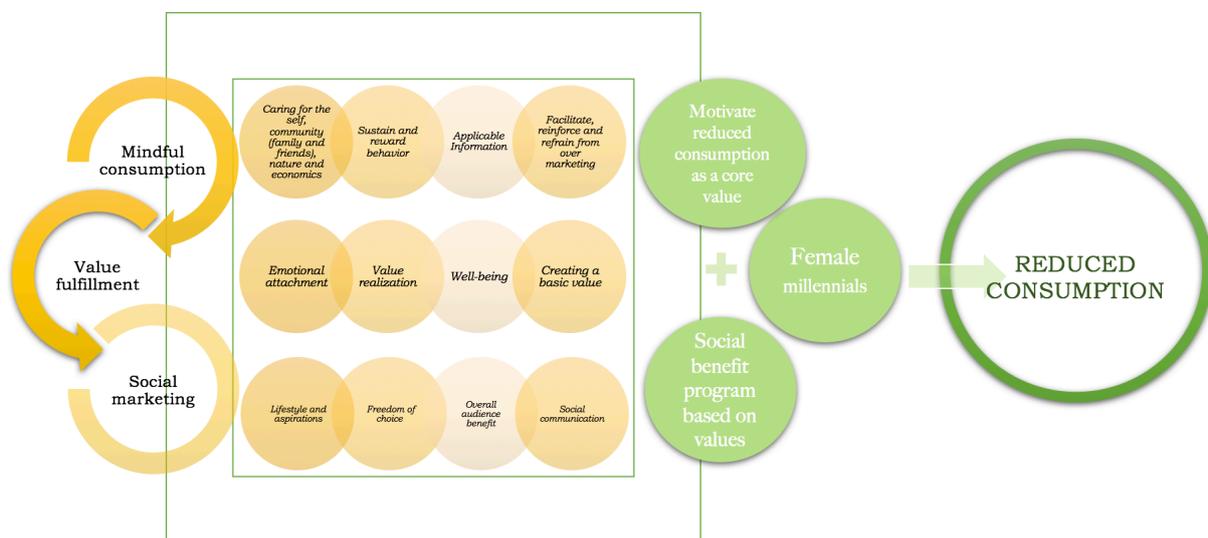


Figure 9 "Foundational model of communicating sustainability to reduce consumption" authors own interpretation, 2018.

To tie together all of elements which we have considered we propose a model which can serve as a foundational model on the path of communicating sustainability to female Millennials in order to initiate reduced consumption, see Figure 9. If we combine what can create and motivate reduced consumption to become a core value and a social benefit program based on values, we have distinguished in what we hope and believe to be the essential components for how communication of sustainability can be performed. By exploring the mind and values of female Millennials we have shown what the possible determinants are, which can be used as a foundation when communicating sustainability. Then pushing this even one more step forwards by applying a social benefit program, we conclude that they can be used in this as a form of social marketing. Finally, we believe that not only should this program be based on female Millennials, but as said before also be the target segment for this social benefit program. We find this to be important as we have highlighted in our research that female Millennials do bare within themselves to have more sustainable intentions and also have shown to be more prone to consider reduced consumption.

Concluding this we are of the opinion that our research and proposed model, is a first step

towards the initiation of reducing consumption. By having a nuanced look upon the issue and quoting Kaufman (2010) stating: “why not identify issues that motivated them instead of getting stuck on something that did not”, we agree with this but with the knowledge that it is easier said than done.

8 Future research

This study has focused on exploring the female Millennials, communicating sustainability and reducing consumption, however we find that this would be of value and of interest to put in real practice. Investigating if our proposed foundational model can really be carried through, both to female Millennials and possibly on other segments would be intriguing. Hence it is notable that the determinants may change if they are applied on another segment. Since this study also only complies to the Swedish communication of sustainability it would be attractive to further investigate if the same result would be obtained in another country.

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Appendix

Appendix 1: Spreadsheet participants

Focus Group	Code	Age	Gender	Profession	Study Background
Focus Group 1	P1A	26	Female	Buying assistant	MSc Marketing
Focus Group 1	P2A	25	Female	Lawyer	Law Degree
Focus Group 1	P3A	28	Female	Assistant Store Manager	Unknown
Focus Group 1	P4A	26	Female	Sales Advisor	MSc Social Science
Focus Group 1	P5A	26	Female	Radio Broadcasting	Bachelor in media and communication
Focus Group 1	P6A	29	Female	Banking consultant	Bachelor in economics

Focus Group	Code	Age	Gender	Profession	Study Background
Focus Group 2	P1B	28	Female	Broadcast researcher	Bachelor in Media
Focus Group 2	P2B	25	Female	Sales Advisor	Bachelor in sociology
Focus Group 2	P3B	27	Female	Sales Advisor	Bachelor in Business economics
Focus Group 2	P4B	29	Female	Communication manager	Unknown
Focus Group 2	P5B	26	Female	Brand Specialist and Manager	Bachelor in Economics
Focus Group 2	P6B	25	Female	Visual Merchandiser	Unknown

Focus Group	Code	Age	Gender	Profession	Study Background
Focus Group 3	P1C	26	Female	Sales Advisor	Bachelor in Social Science
Focus Group 3	P2C	29	Female	Store Manager	Bachelor in economics
Focus Group 3	P3C	27	Female	Sales Advisor	Bachelor in global studies
Focus Group 3	P4C	28	Female	Brand Manager	Bachelor in economics and marketing
Focus Group 3	P5C	27	Female	Assistant Store Manager	Unknown

Appendix 2: Information sheet



FOKUS
FOKUS
FOKUS





Genomförande av fokusgruppsdiskussioner kan avslöja hur individer i grupper tenderar att se problem som de konfronteras med, och därmed kunna utforska olika fenomen djupare.

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Hållbarhets marknadsföring, konsumtion och mode. Tre komplexa begrepp som alla har sin egna fördelar och nackdelar. Då vi nu ser vår värld utvecklas för varje dag som går, bör även vi som konsumenterna göra det samma. Den genomsnittliga konsumenten köper runt 13,5 kg kläder varje år (The Swedish Environmental Protection Agency, 2017), och konsumtionen av mode ökar drastiskt för varje år som går. Genom att kombinera de tre begreppen hoppas vi med er hjälp kunna initiera vad vi tror kan leda till en minskad konsumtion av mode, samt även kunna stödja hållbar utveckling och modebranschen i stort. Ni har alla valts ut baserat på er tillhörighet till generation Y, även benämnd som Millennials, och det faktum att ni alla är kvinnor vilka har påvisats vara mer benägna att konsumera hållbart. Den här studien stöds av Textilhögskolan i Borås och kommer att agera underlag för vår pågående uppsats, som kommer att presenteras senare under våren.



Hur går en fokusgrupp till?

Fokusdiskussioner går till som så att man möts i en grupp där normalt 1-2 personer håller i diskussionen. Vi har delat in diskussionen i 3 olika block som berör de beståndsdelar vi vill att du ska reflektera över, vilka presenteras på kommande sida. Målet med att utföra gruppdiskussioner på detta sätt är att utifrån gruppens diskussion vidare analysera hur gruppen definierar och reagerar till de frågor som ställs. Det är därför väldigt viktigt att du ska känna dig trygg i att kunna prata fritt och svara i enlighet med dina egna åsikter. Det finns även plats att själv föra diskussionen vidare och ställa följdfrågor till sina diskussionskamrater. Diskussionen kommer att börja med att vi alla presenterar oss för varandra för att sedan börja diskussionen som inleds med en fråga som ni i grupp får tackla själva.



* Det är också viktigt för oss att påpeka att ditt medverkande i fokusgruppen är helt frivilligt och att det du säger kommer hanteras med försiktighet. Ditt deltagande är anonymt vilket betyder att det du säger kommer inte att kunna kopplas till din identitet. Fokusintervjun spelas in med syfte för att minska risken för manipulation av dina åsikter, det inspelade materialet kommer inte att publiceras utan transkriberas endast för vårt eget syfte..

FEATURED II

The Future of Marketing:



Det vi vill att du funderar över de kommande dagarna är marknadsföring och konsumtion av mode. Hur du väljer att definera marknadsföring, konsumtion och mode är helt upp till dig! Hur skulle du beskriva din konsumtion och på vilket sätt påverkar det ditt liv? Reflektera över dina intryck av marknadsföring och i vilken utsträckning du är mottaglig. Vi ses på söndag, vi ser fram mot att träffa dig och höra dina åsikter!

BLOCK 1

Konsumtion

BLOCK 2

Generation Y's värderingar

BLOCK 3

Hållbarhets marknadsföring

Appendix 3: Focus group guide

Introduction

- Introduce yourself briefly
- What are your main leisure activities?
-

Consumption

- Discuss what defines consumption.
- How would you describe your overall consumption habits?
- How would you more specifically describe your consumption of fashion?
- Do you ever think about consuming differently?
- Are there any determinants for how you consume? What are they? Discuss
- Would you consume different if it was directly beneficial for you, why? follow up question, what is important for you to see in sustainable marketing in regards to changing a behavior?

The millennial mind

- What in your life is of importance to you? Discuss
- What do you value highly in your life?
- How do you determine what is more important?
- How important is it to live by life values?
- Should your values reflect your consumption?
- What is your relationship with fashion?

Sustainability marketing

- What does sustainability marketing mean to you?
- Are there any important aspects of sustainability? If so can they be portrayed with on sentence?
- Describe the first encounter with sustainability marketing? What were your thoughts?
- Did the first meeting with sustainability marketing affect your consumption patterns in any way?
- Do you believe seeing your values reflected in sustainability marketing could create willingness to reduce consumption?
- What form of marketing is applicable for sustainability marketing to reduce consumption in your opinion?
- Is there any approach of message that speaks to you more than others?

Swedish

Introduktion

- Presentera dig själv kortfattat, ålder jobb/studier etc.
- Vad specifikt är det du studerar/jobbar?
- Vilka är dina huvudsakliga intressen?

Konsumtion

- Diskutera vad som definierar konsumtion?
- Beskriv er konsumtion överlag?
- Hur skulle ni beskriva er konsumtion av mode?
- Funderar ni någonsin på att konsumera annorlunda?
- Är det något som avgör hur du konsumerar? Isåfall vad? Diskutera
- Skulle ni konsumera annorlunda om det var direkt fördelaktigt för er? follow up question, what is important for you to see in sustainable marketing in regards to changing a behavior?

Millennials värderingar

- Vad ser ni som viktigt i era liv?
- Finns det något ni värderar högre än annat i livet?
- Hur viktigt är det att leva efter sina värderingar?
- Anser ni att era värderingar reflekterar ert konsumtionsmönster?
- Vad har ni för förhållande och syn på mode? Även hållbarhet

Hållbarhets marknadsföring

- Vad betyder hållbarhets marknadsföring för er?
- Finns det några viktiga aspekter av hållbarhets marknadsföring? Kan de beskrivas med en mening?
- Beskriv ert första möte med hållbarhets marknadsföring? Vilka var era första tankar?
- Påverkade ert första möte med hållbarhets marknadsföring ert sätt att konsumera?
- Om ni kunde se era värderingar reflekteras i hållbarhets marknadsföring, tror ni att det skulle skapa en vilja till att minska er konsumtion?
- Vilken typ av marknadsföring är visuellt applicerbar för hållbarhets marknadsföring för att reducera konsumtion enligt er åsikt?
- Finns det något tillvägagångssätt som tilltalar er mer än and

Appendix 3: Effort agreement



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Effort agreement

Indicate your individual contribution to the project in the table below and attach this as an appendix in your report.

Name	Contribution (%)	Signature
Stefanie Forsgren	50 %	<i>Stefanie Forsgren</i>
Sandra Berntsson	50 %	<i>Sandra Berntsson</i>

In case of different contribution, indicate here who has contributed with what. For example: Who has written the text, who did the presentations, who did the interviews etc:

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