

Communication of sustainable fashion

**– To communicate sustainable
fashion through the label**

Thesis – Master

Textile Management

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Abstract

Purpose and research questions - The purpose in this thesis is to analyse which information about the sustainable impacts in fashion supply chain is the most important for the consumer. To find out how the eco-label can be designed with information and messages about the sustainable producing process, and to make the consumer more safe and satisfied with the fashion industry's communication about sustainability and their sustainable products.

- How to define sustainability in fashion supply chain?
- What information about eco-labeled clothes does the fashion consumers require?
- What are the conditions for creating and designing sustainable messages on the clothing's eco-labels?

Theoretical framework – In the theoretical framework there are discussions about the definition of sustainability in the fashion supply chain. The chapter continues with a presentation of recent research about consumers' perspective and the eco-label. The chapter continues with descriptions of sustainability marketing and visual communication. The chapter ends with theories of how to create messages to reach the consumer with the right significance and a summarising model of the theory chapter.

Method - The used method in this research is a hermeneutic approach, to get a better understanding about how the consumer were responsive to the performance of the eco-labeled products. The data collection was consisted of semi-structured interviews, to get an interpretation of the contents of peoples' underlying view of the society when it comes to sustainability.

Empirical findings – In this chapter there are a compilation of the interviews that presents the respondents' shopping experiences and their thoughts about sustainability. 21 respondents did answering the questions. (Questioner is in Appendix A, and the entire interviews are in Appendix B)

Main result – In the final definition of sustainability according to this study, the focus falls on four distinctive expressions, which are, good working conditions, profitability, comfort and human needs. To explain this further, the good working conditions and the human needs have to do with wellbeing and health for the consumer and workers. Profitability has to do with the economy for both companies and consumers, and comfort is something both consumers and workers strive for. So the finally definition of sustainability in this thesis is to strive for better health, economy and comfort for all people.

The information about eco-labeled clothes that the consumers require, have actually nothing to do with sustainability. However, the consumers require information about price, quality, and comfort. Moreover, if the product would be eco-labeled, the consumer should wish to get reliable information about the working conditions and chemicals, which gives the consumer a chance to know what they are paying for.

To be able to create a message the focus should be on significances that increases the consumers self-interests, which in this case would be long lasting quality, health and price. These significances are similar to the earlier presented definition of sustainability, which is to strive for better health, economy and comfort for all people. Here comfort can be a part of the long lasting quality or a part of the good working conditions in the supply chain. Therefore, a sustainable message with reliable information about price and quality should be the symbol that explains how it affects the health, economy, and comfort for both the consumers and the employees in the fashion supply chain.

Keywords- Sustainability, Eco-label, Marketing, Visual communication, Message, Fashion supply chain, consumer behaviour

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1. Introduction

The introduction part present problems about the communication of sustainability in the fashion industry, and addresses information and gaps. The chapter continues with a discussion about consumers' perception of companies' communication through the eco-label. Finally, the purpose and research questions for this thesis are proposed.

1.1 Background

The work for sustainability in the supply chain has become a sensitive issue in the fashion industry. In this thesis it is analysed what sustainability is and how the fashion industry can communicate sustainability to make the fashion industry less sensitive about the issue. To be clearer about what it means with a sensitive issue in the fashion industry, here comes an explanation. The fashion industry have a great capacity of constantly creating new trends and execute intense production processes which causing high usage of both chemicals, land and water (De Brito, Carbone and Blanquart, 2008). Because of these impacts of the environment, the fashion industry has to find more sustainable methods to work with (Chan and Wong, 2012). The fashion industries do have great opportunities to success with the development of new sustainable strategies in all sections of the supply chain (Goworek, 2011). However, even though that fact clarifies the fashion industry's environmental impact, and its opportunities to develop sustainable strategies, the issue about sustainability still is sensitive in the fashion industry, which makes it difficult to get information. Therefore, it was important to find out why this was the case and find a possible solution for it. In this thesis, it examines what sustainability stands for and how to communicate it.

1.2 Consumers' perception

The general perception of sustainability in the fashion industry seems to be condescending, but there is also a gap between the consumers' expressed attitudes to sustainable products and their real behaviour when it comes to the purchase of sustainable products. According to Luchs, Naylor, Irwin, and Raghunathan (2010), 40% of the consumers say that they will purchase sustainable products but only 4% actually buys them. The consumers seem to understand the importance of that fashion industry has to be more sustainable to conform to the society's requirements. However, when it comes to the purchase it does not seem that important. According to Cervellon and Wernerfelt (2012), the consumers does no longer see the companies that express their work for sustainability as green washers, but when it comes to sustainable clothing, the consumers require information that they can rely on. This may include transparent

information about sustainable products (Yan, Hyllegard, and Blaesì 2012), or about the sustainable attributes of the products (Moon, Lai, Lam, and Chang 2014). However, to be able to provide this to the consumer, it is important to know what this means for the consumers, and how to communicate it so the consumer can perceive the information.

1.3 Communication to the consumer

Chan and Wong (2012) indicate that it is not enough to only produce sustainable fashion but also improve the communication to the consumer in the store area. The power of information dissemination in the society can also help the fashion industry to maintain the development the working process in a sustainable direction (Cervellon and Wernerfelt 2012). There is a suggestion that fashion stores should satisfy the consumer by making companies' work for sustainability as visible as possible in the store area. Moreover, make the sustainable clothes more available to make it convenient for the consumers to shop sustainable fashion. Yan et al. (2012) also considers that the marketer should use messages that are more reliable when it comes to sustainable products to ensure a better understanding from the consumer. However, there is a lack of knowledge when it comes to what information about the companies' work for sustainability that should be communicated. There is also a lack of knowledge about how to reach out to the consumer with the information. Therefore, it is important to find out how the marketer can create messages that will increase the consumer's understanding about the sustainable clothes and how to express messages to create a positive attitude to the information about the sustainable clothes.

1.4 The Eco-label

One of the today's most common ways to communicate sustainability in the store is by eco-labels, which is a tool that has the potential to guide both consumers and producers in the supply chain to a more sustainable direction (Bratt, Hallstedt, Robèrt, Broman, and Oldmark, 2011). The eco-label is supposed to reduce the information gap between the consumers and producers (Schumacher 2010), and have probably been the most prominent action to facilitate the sustainable production and consumption (Dendler 2014). The eco-labels' common purpose is to help the consumer to be able to identify sustainable products. Today there are many eco-label programs and systems with different information and expressions. According to Larsson¹ there is yet another new upcoming eco-label program, where some of the great practitioners in the fashion industry are involved in, to increase their sustainability communication to the consumer.

¹ Jonas Larsson Senior Lecturer Borås University, Seminar Borås, May 22, 2015

However, there are for now an amount of eco-labels that makes the consumers confused because they do not know which eco-labeled product that are the best (Edsner 2009). Still, the environmentally conscious consumer requires more eco-labeled products on the market and the number of this kind of consumer increases sharply (Schumacher 2010). According to Bratt et al. (2011), it is possible to develop the information on the eco-label a lot more than it is today. Today an eco-label alone does not guarantee that a product is sustainable (Edsner 2009), because the large number of different eco-labelling programs that have been carried out by different operators in recent years have made both producers and consumers confused (Dendler 2014). Schumacher (2010) also consider that there are problems with the diversity of eco-labels and according to Bratt et al. (2011) there are weaknesses in the development of the eco-labels that prevent the eco-labels' effectiveness in communication from producers to consumers. Dendler (2014) consider that the eco-labels' design and communication format can differ and express different symbols that can create different understandings from the consumers. According to Bratt et al. (2011); De Brito et al. (2008) there is a need for more fact about the performance of the eco-labels. It seems to be difficult for the consumers to interpret and relay on the information about sustainability (Luchs et al. 2010). Therefore, it would be interesting to find out what it is on an eco-label that can make the consumer less confused, and what the eco-label actually should contain. Because it seems that, there is not enough knowledge about what information people needs around sustainability and how to communicate it to make the consumer relay on the information. Therefore, it is important to find out how to communicate sustainability that make the consumers feel more satisfied with the information about sustainable fashion products.

1.5 Problematization

Nyilasy, Gangadharbatla, and Paladino (2012) consider that communication about sustainability actually can be a damage for the companies and for some companies it could be better to work in silence when it comes to the development of a sustainable supply chain. This is because that the communication of sustainability can affect the companies' image. In turn, it makes the consumers perceive sustainable companies as less powerful than the conventional companies (Luchs et al. 2010). However, according to Cervellon and Wernerfelt (2012) it is clear that companies need to follow the development of society by being more transparent when it comes to the development of a sustainable supply chain. The fashion companies need to inform the consumers more about sustainable fashion and promote the benefits with sustainable consumption. The most important consistency for the managers of the companies is that

sustainable marketing does not automatically increase positive attitudes to the companies or alleviates the negative perceptions about companies (Nyilasy et al. 2012). According to Dendler (2014), the message about the product can differ when it comes to the degree of information and design. For example, when the message communicates sustainability, it is difficult for the receiver to recognize the degree of the product's sustainability. Therefore, it is important to find out what sustainability is and how to communicate it. This problem is not just a sustainable problem but also a financial problem for the companies that may take the risk to reduce the perception about their brand image when they communicate the work for sustainability (Nyilasy et al. 2012). Bratt et al. (2011) argue that if the communication about sustainability continues to be a problem for the companies, it can inhibit creativity for the future and thereby create barriers for sustainable innovation. The great diversity of eco-labels is a problem and makes it difficult to assess the actual quality of the product. In turn, this can reduce consumers' belief in the use of eco-labels (Schumacher 2010). According to Marsden, Kimble, Nellthorp and Kelly (2010) these problems can be reduced by a clearer definition of what sustainability really means. This must be a clear priority for further research but also for implementation of the communication of a sustainable fashion supply chain. When sustainability is the goal, the definition of the word sustainability has to be clear (Bratt et al. 2011). This demonstrates that there are gaps when it comes to the communication of sustainability in the fashion industry and it is clear there is no clear definition of the word sustainability. What is clear for the moment is that there is a lack of research about what sustainability means and how to communicate it in the fashion industry (Goworek 2011).

1.6 Purpose

Even though the fact that the fashion industry's environmental impact is clarified and it is clear that there are great opportunities to develop sustainable strategies in the fashion supply chain, the issue about sustainability still is very sensitive in the fashion industry. The meaning of sustainability is causing problems because there are many different opinions about what it means. Today the consumers general view is that the fashion industry do not care about sustainable issues at all and do not try to increase more sustainable strategies in the supply chain. However, there is not enough to provide sustainable clothes, it is also important to improve the communication to the consumer then the power of information dissemination can help the fashion industry to maintain the development of a sustainable supply chain. When it comes to sustainable clothing, the consumers requires a lot of information that they can rely on. One of the today's most common ways to communicate sustainability is by using eco-labels.

The eco-labels common purpose is to help the consumer to be able to identify sustainable products. Today, there is an amount of eco-labels with different information about sustainability, which makes the consumer very confused and they do not know which ecolabeled product that is the best. One eco-label alone does no longer guarantee that a product is sustainable. It is important to understand how the messages should communicate sustainability to create a positive attitude to the information about the eco-labeled products. Moreover, there are needs for more information about the performance of the eco-labeled products and it has to comply a clearer definition of what sustainability means.

The purpose in this thesis is to analyse which information about the sustainable impact in the supply chain is the most important for the consumer. To find out how the eco-label can be designed with information and messages about the sustainable producing process, and to make the consumer more safe and satisfied with the fashion industry's communication about sustainability and their sustainable products.

1.7 Research Question

Based on the background and purpose, questions have been created that should lead to a result and suggestions for improvements in communication of eco-labeled fashion.

- How to define sustainability in the fashion supply chain?
- What information about eco-labeled clothes do the fashion consumers require?
- What are the conditions for creating and designing a message on the label for sustainable clothing?

The idea of the first question was to discuss different opinions about what sustainability means. The reason for this approach was to be able to find out how to define sustainability in fashion supply chain. Here, resent researchers perceptions about consumers and companies thoughts' about sustainability are analysed together with the empirical findings. This will then contribute to a conclusion. Here it was particularly important with the consumers' perception of sustainability. Because, it is the consumers that finally should accept the concept about sustainability and pay for the sustainable purchase. This leads to the next question, where the definition and the consumers' requirement for information were important. Because these requirements leads to the third question which is about the creation of a sustainable message that should provide the most important information in a way that reach out to the consumer, and makes the consumer feel satisfied and willing to receive the message.

2. Theoretical framework

In this chapter, there is a discussion about the definition of sustainability. There are presentations of recent research about consumers' perspective on sustainability and about the eco-label. The chapter continues with a description of sustainability marketing and visual communication that describes theories about creating and designing a message to reach the consumer with the right significance. Finally, there is a summary of the chapter, and a model describing the connection between the theories.

2.1 Definition of Sustainability

According to De Brito et al. (2008), the interpretations of the communication on different product labels is one of the most important challenges, in order to increase its effectiveness to facilitate the sustainable communication to the consumer. To be able to reduce misunderstandings in a sustainable message, a clear definition of sustainability is necessary. There are different opinions of what sustainability stands for. Chan and Wong (2012), describes the development of sustainability as a strategy to help fashion companies provide the products and packages that can be recycled and meet the fashion consumers' progress to a more sustainable behaviour. However, sustainability can also mean to increase more sustainable working processes and routines for the employees in the fashion supply chain (Chan and Wong, 2012). According to Bruntland and Hägerhäll (1988), sustainability is the humans' capability to make developments that for sure meets human needs of today without compromising the ability of future generations to meet their future needs. For the companies in the fashion supply chain, the profitability is important. Therefore, the companies' sustainability principal often focuses on use of water, chemicals, energy, and raw materials, because it will not only reduce the waste of the environment but also reduce the waste of financial resources in the company (De Brito et al. 2008). When it comes to the sustainable consumer, who have the knowledge about the sustainable issues in the society, sustainability means to focus on the sustainable attributes on a product, like material, production process, logistics, use of chemicals and possibilities of recycling (Moon et al. 2014). According to Cervellon and Wernerfelt (2012), sustainable behaviour is about the whole production process, material, transport, distribution, recycle, reuse, and redesign. A deeper definition of sustainability is to make limitations in the human activities to reduce the bad effect of the biosphere, and to give all people the possibility to meet their ambitions for a better life (Bruntland and Hägerhäll 1988).

Complex social problems do not get solved by just doing things; things have to be done well. This requires effort, intelligence, cultural and ethical sensitivity, resources, and institutional support. The design response to a social problem cannot be conceived as the production of a few posters and flyers that tell people what to do and what not to do.

(Frascara, Bernd, van Toorn, and Dietmar 1997 p. 147)

2.2 Recent research

2.2.1 Consumers' perspective

If the consumer perceives a certain behaviour when it comes to the companies' work for sustainability, for example pollution of the environment, the consumer may develop a cognitive explanation of why the company are behaving like this. For example, if it is because they feel concerned for the nature and human or if it is for the own interest or for business only (Nyilasy, Gangadharbatla and Paladino 2012). According to Ellen, Webb, and Mohr (2006), the consumers are reacting on to what extent it feels relevant when the companies are working for, and communicating about sustainability compared to the companies' actual business. If the relevance is high, the consumers are more positive to the eco-labeled products. If the relevance is low, the consumers' believes that the company engagement for sustainability only is to meet the consumers' demand, which leads to a lower confidence for the company.

When the consumer observes the companies' communication in relation to what the companies actually does, the consumers will see if the companies are truthful in their communication. In this context, the consumers are not only interested of the companies' image and attitude when it comes to the work for sustainability; they are also interested of the reason for the environmental actions that the companies are exercising. These factors can increase a sceptical cognitions and a negative attitude from the consumers' perspective (Nyilasy et al. 2012). Another factor that is affecting the development of sustainability is that fashion often is a hobby, especially for the young consumers who like to shop new trendy clothes at affordable prices (De Brito et al. 2008). According to Hustvedt and Bernard (2010), the consumers are only willing to pay more for the clothes if there is reliable and explicit information about the labour conditions that shows the real value about the production of the garment. Luchs et al. (2010) also consider that if the marketer uses reliable information about the strength in the products and ensures the ethical manufacturing process it can mitigate the consumers' negative expectations on sustainable fashion. The fashion companies spends a lot of money and energy to create a better and more informative store environment for the reason to express more

reliable information about the sustainable fashion supply chain. However, the consumer may still react negatively on too high prices (Chan and Wong 2012). A sustainable product can be valued for other attributes like design, colours, quality, and price (Luchs et al. 2010; Yan et al. (2012); Foreh and Grier 2003; Wei, Lee, Kou, and Wu, 2014). The strengths of these attributes on an eco-labeled product can increase the chances to purchase, but it can also lead to a purchase of a conventional product where these attributes may be stronger. Consumers sometimes think that they only have to pay more for the eco-labeled product to financially support the education for the fashion company's personnel so they can learn more about sustainability and the fashion company's environmental management practices (Chan and Wong 2012). Cervellon and Wernerfelt (2012) suggest, that the consumers are interested about the fact that fashion can be sustainable, more than how eco-labeled clothes can be fashion. Therefore, the core business in fashion companies' still has to be fashion.

2.2.2 The eco-label

An eco-label is a tool that should communicate the whole companies' strategic policies and goal, but also contribute to the sustainability together with the society's political initiative. Many organisations are working to increase the sustainability in the fashion supply chain, but there are still a lot of weaknesses in the control of the work for sustainability because of the high costs. When it comes to the communication of the work for sustainability, some of the actors in the supply chain want to have focus on the coherent intelligibility on the eco-label, but other actors want to mobilize the eco-label for marketing. While mobilizing knowledge, traditional regulations and charismatic logics have been shown that the circumvent of some of these procedures and the resulting conflicts to facilitate passive adaptation to a label instead, have been also proven to be anything but good (Dendler 2014).

Price competition and fast fashion trends are also a factor to why it is difficult to control the practical work for sustainability. For example, smaller size of deliveries and shorter lead-times may cause a larger amount of transports and in turn emit more emissions. Another principal to use in the work for a sustainable development is innovations like technical textiles with new functions and quality standards that have a good influence on the environment (De Brito et al. 2008). Therefore, it is important that the information on the eco-label is clear in the communication of the company's policies, goals, and initiative to increase the effectivity of the eco-labels purpose (Bratt et al. 2011).

Marsden, Kimble, Nellthorp, and Kelly (2010), considers that there are needs for clear instructions when it comes to the development for sustainability in the fashion industry. These

instructions need to be consequent and be determined in every scale where new strategies are developed. Eco-labels should provide consumers a trustworthy signal of the product's social and environmental credentials. However, in these credentials the different labels can signal different aspects, one label can communicate the working conditions for farmers, another communicates the method of transportation, and a third label communicates the use of chemicals in the production process and so on.

There are four factors that ensure the effectiveness of sustainability communication; the first one is to define standards for processes, performance, and measurements and codify requirements clearly. The second is to inform about capacity building, expertise, relationships, infrastructure, and networks. The third is to provide assurance by independent third parties that a product, process or service conform to relevant standards. Moreover, the final factor is to identify wants, needs among buyers, and provides claims that indicate conformance with the standards (Watanatada and Mak 2011). One step forward would be to introduce a generic standard for eco-labels that provides consumers a possibility to recognize the norm or benchmark of it (Schumacher 2010).

Yan et al. (2012) consider that fashion marketers are able to build a more positive attitude to specific brands and eco-labeled products. Through communication with more reliable information, marketers can increase the awareness and knowledge about the benefits that are associated with the brand and product. They have to increase the consumers' confidence to ecolabeled fashion products and in different ways stimulate the consumers' purchasing decisions (Chan and Wong 2012). It is clear that there are many important variables that affect the sustainability issues, for example, the consumers' purchase intention, satisfaction, and product preferences, which makes the topic quite complex. According to Schumacher (2010), some of the companies meet the criteria for eco-labeling but do not have an eco-label; this makes the consumers uncertain which can get them to purchase products that are conventional instead. The consumers might believe that the company is producing conventional products just because their products not have an eco-labeled. This also leads to fewer incentives for companies to dare to invest in the work for sustainability in such highly competitive market structures, with large costs for adopting sustainability strategies.

2.3 Sustainability marketing

According to Carbonaro and Votava², marketing communication have for a long time tried to create a type of hedonistic culture, but the consumers are seeking for a kind of transparency that can reconnect them with their sense of self. The consumer wants to find a product that is compatible with the needs of relationship, trust, and well-being. The product should also be suitable in to their own philosophy of life. According to Iyer and Bannerjee (1993), there is something called rational appeals that are directed to the consumer's self-interest, this means that communication can provide the product as a healthier or economical product. The consumers have less interest by promotional campaigns and have more interest by quality and price. Carbonaro and Votava² say that nowadays the consumer wants to develop their individual perspective against the various brands, retailers, and products. It is important that the marketers communicate genuine sustainability business, that just saying nothing else but what the product really is. This is a way for the marketer to show that they are taking the consumer seriously. According to Iyer and Bannerjee (1993), a marketer also can make emotional connections with consumers by connecting benefits with sustainability strategies. For example, they can show how sustainable products can create advantage for people from poorer countries. However, according to Carbonaro and Votava² the marketer should not only communicate what the companies are doing right, but also what they are working for to do better. They have to show the consumer the real quality for the real price. Another way to communicate sustainability is to engage with people's sense of right and wrong. In the case of sustainability, this can be by creating a feeling of duty to protect the environment or put an end to poverty (Iyer and Bannerjee 1993). However, According to Rose, Dade, and Scott (2007) a marketer should avoid using messages that contains implications and asks the consumer to change something in their behaviour nor invoke critical judgements. The message should not lecture people up or take too much time from the consumer. A message should instead refer to local, visible, negative changes involving loss or damage and create offers, which are above all easy, cost-effective, instant, and painless. A message should attract people by being big and colourful and give people something positive. It is also important to make the message personally relevant like a positive self-image. However, it is also important that the messages are interactive, entertaining, and informative. To be able to do this, according to Carbonaro and Votava² marketers should dedicate themselves more to analyse the consumers' needs and they should start with the

² Prof. Simonetta Carbonaro and Dr Christian Votava, TENDENSDAGEN - Sveriges Marknadsförbund Stockholm, October 14, 2009

consumers' latent needs. The marketers have to learn how to understand the effective sociocultural forces in the society. To be successful with this, it is helpful to observe the humanities, and the happenings in the world of art.

2.4 Visual communication

In advertising messages, there is the message that connects the transmitter and receiver. In the process of the message, the receiver usually is the one that defines the final content of this specific message. When creating the content in a message, it is important for the marketer to figure out which problem it would solve for the consumer, what emotions it should create, also, which needs and dreams that can satisfy the consumer. Something else the marketer should figure out is if the message should be dramatically, passionate, rational, or emotional. In a message, signs, materials, and images works as symbols that can provide organised information if it is displayed in an illuminating way (Noble and Bestley 2011). Even intelligent selection of colour palettes and combinations of colours can be employed to create designs that are aesthetically pleasing to the perceiver (Bergstöm and Carlsson 2012).

2.4.1 Semiotics

Semiotics is the study of signs and symbols that are used as a strategically method in the development of graphical brands, logos and messages. By deconstruct interpretations by texts and images it can show a certain significance (Noble and Bestley 2011). Texts and images comes from the same origin which is the signs and figures, that tells us about each other's thoughts and reflections but also informs about knowledge, ideas and warnings (Bergstöm and Carlsson 2012). The society is today constructed by semiotics to make it easier for the people to communicate to each other and to get a better understanding for different things (Noble and Bestley 2011). When it comes to semiotics there is something called the semiotic triangle, which includes the Icon, which depicts an object, for example a man. Then there is the index, which may describe the characteristics or a property of the object, in this case if the icon is a man the index may be a tie. The finally part of the semiotic triangle is the symbol, which is an understanding, agreement, or description of what it means. Here letters can be used to create a word that would explain the significance of the icon and index together (Baldwin and Roberts 2006).

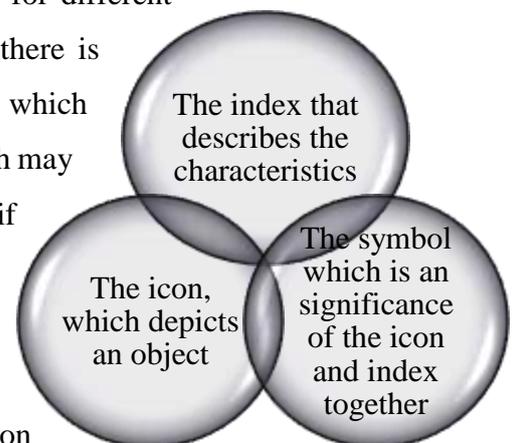


Figure 2:1 The semiotic triangle

2.4.2 Semantics

Semantics addresses the relation between signs and symbols and the sense it represents. (Noble and Bestley 2011). It is also important that the perception of the message is consistent with the transmitter’s purpose of the message. The consumer strives to create a context of all impressions that they get from advertising and other experiences in life. For example, the consumer may see what they think is interesting, however, they also delete what they see but do not think is as interesting so it will fit in to the personal values and prejudices. Memories and experiences are often the basis for the consumers’ interpretations (Bergstöm and Carlsson 2012).

2.4.3 KTH

KTH is a combination of perceiver’s reactions that can affect the finally decision-making. The K stands for the Swedish word “Känsla” which describes the feelings that occurs by the perception of colours and significance. The T stands for the Swedish word “Tanke” and represents for the perceiver’s thoughts that are created by the just experienced feelings. Here the perceiver may have thoughts about if the message is trustworthy and if they can get something out of it. H stands for the Swedish “Handling” and means in this case the perceiver’s acting based on the new founded feelings and thoughts. H is then the result of K and T together (Bergstöm and Carlsson 2012).

2.4.4 Colours

Colours are important for the human and can have an important function in visual communication. In visual communication the colour are used as a tool to create

attraction, information, structure, mood, but also give some education. However, the colour can have different significance depending on which creation and context the colour is used. When it comes to the choice

of colours in a message, it is important to imagine the perceiver’s perception. (Bergstöm and Carlsson 2012). According to NCS colour circle, the elementary colours are yellow, red, blue, green, white, and black. The colours’ blackness and Chroma determines the shade between the elementary colours. Blackness is how dark the colour is, and the chroma is the strength of colour.



Figure 2:3 Model of KTH

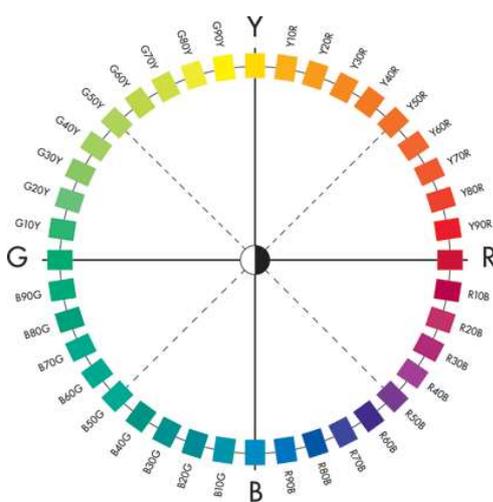
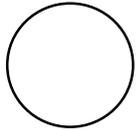


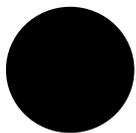
Figure 2:2 NCS Colour Circle

2.4.5 The significance of colour

The colours can have many different meaning depending on whom you ask, and in what context the colour is used. However, here comes an explanation that gives a better understanding of what the elementary colours may express. (Bergstöm and Carlsson 2012; Baldwin and Roberts 2006; Arnheim 1974)



White stands for clean, fresh, comfortable, clear harmonious, honest, hopeful, innocent, bright, peaceful, protective, cleanliness, quiet, reflective, spirituality and security. But it can also be a symbol for clinical, cold, loneliness, sterility and icy



Black stands for anger, anonymity, deep, elegant, erotic, high quality, luxury, magical, majestic, mysterious, noble, power, prestige, security, secret, serious, sexual, sophisticated and silence. But can also express bad luck, death, depression, angriness, evil, isolated, loneliness, sadness and tragedy



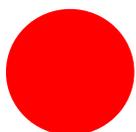
Blue stands for acceptance, authoritative, balanced, soothing, caring, gentle, clean, cold, cautious, flexible, free, hopeful, infinite, intelligent, logical, lonely, loyal, peaceful, powerful, protective, calm, rational, responsible, confident, sensitive, honest and stable. But also depressed, icy, boring, isolated, lonely, melancholic, nostalgic and sad



Green stands for adventurous, analytical, forward-looking, clean, faithful, honest, free, fresh, friendly, generous, happy, harmony, healthy, lazy, natural, neutral, prosperous, peaceful, relaxed, confident, honest, stable, powerful and young. But can also express bitter, jealous, guilty, ignorant, inexperienced, jealous, melancholic, poisoned, sick and uneducated



Yellow stands for active, bright, cheerful, communicative, confident, energetic, expansive, expressive, extroverted, friendly, golden, idealistic, imaginative, intelligent, inspiring, intuitive, lively, logical, optimistic, philosophical, playful, happy, spontaneous, stimulating, shiny, thoughtful and young. But can also express careful, coward, defeated, dishonest, jealous, traitor and warning



Red stands for active, ambitious, glowing, attractive, brave, brilliant, charming, courageous, dominant, dynamic, eccentric, emotional, energetic, erotic, hot, impulsive, vivacious, love, happiness, angriness, passion, patriotic, powerful, revolutionary, sensual, sexual, strong and successful. But also aggressive, angry, dangerous, annoyed, embarrassed, evil, humiliated, impatient, and violent

Figure 2:4 the significance of colours

2.5 Summary of theoretical framework

The many different interpretations of sustainability communication on different product labels are one of the most important challenges when it comes to increase the effectiveness of sustainable communication to the consumer. To be able to reduce misunderstandings in the sustainability message, a clear definition of sustainability is necessary. According to recent research, the markets also have to provide the benefits and advantage with sustainability and the eco-labeled products. When it comes to the consumers' perception of eco-labeled products the consumer wants respect, honesty and get real quality for the real price. Therefore, it is important to use transparency in the marketing of eco-labeled products, not only communicate what the companies are doing right, but also what they are working for to do better. It is also important to not lecture people up with information but be serious and refer to local, visible, and negative changes involving loss or damage that may be personally relevant for the consumer. The marketer should have focus on emotional connections, feelings, latent needs and health but also being big, colourful and give people something positive, interactive, entertaining, and informative.

In advertising messages, it is the message that connects the transmitter and receiver. When creating the content in a message, it is important for the marketer to figure out which problem it would solve for the consumer, how to create the right emotions, which needs and dreams can be satisfied. For this are signs, images, symbols, and colours used.

Semiotics means that texts and images comes from the same origin which is the signs and figures that tells us about each other's thoughts and reflections but also informs about knowledge, ideas and warnings. When it comes to semiotics, there is a model called the semiotic triangle, which includes the Icon that depicts an object, for example, a man. Then there is the index that may describe the characteristics or a property of the object, in this case if the icon is a man the index may be a tie. The finally part of the semiotic triangle is the symbol, which is an understanding, agreement, or description of what it means.

But it is also important that the perception of the message is consistent with the transmitter's purpose of the message then the consumers may see what they think is interesting but also delete what they see but do not think is as interesting so it will fit in to the personal values and prejudices.

KTH is the Swedish combination of "Känsla", "Tanke", and "Handling" which describes the feelings, thoughts, and acting that occurs by the perception of colours, shapes contrasts, and

significance. H is then the result of K and T. Colours uses as an important function in visual communication to create attraction, information, structure, mood, but also to give education. However, the colour can have different significance depending on which creation and context the colour is used, the colours can have many different meaning depending on whom you ask. In the choice of colour, it is therefore important to imagine the perceiver’s perception of the message and colour. The elementary colours are yellow, red, blue, green, white, and black.

2.5.1 Description of the Model of theory chapter

The model of theory chapter shows what information an eco-label should contain according to the theories and resent research. The sustainable message on an eco-label is in this model recommended to contain reliable and explicit information that includes a significance that is true to the consumers’ perceptions of values, feelings, and thoughts. This model is to facilitate the analysis out from the empirical findings. Moreover, to find conditions for designing an ecolabel that may increase a better understanding and interest for sustainability and sustainable fashion products. The analysis is about how the consumer perceives their shopping experiences and how they are thinking about fashion and sustainable clothing.

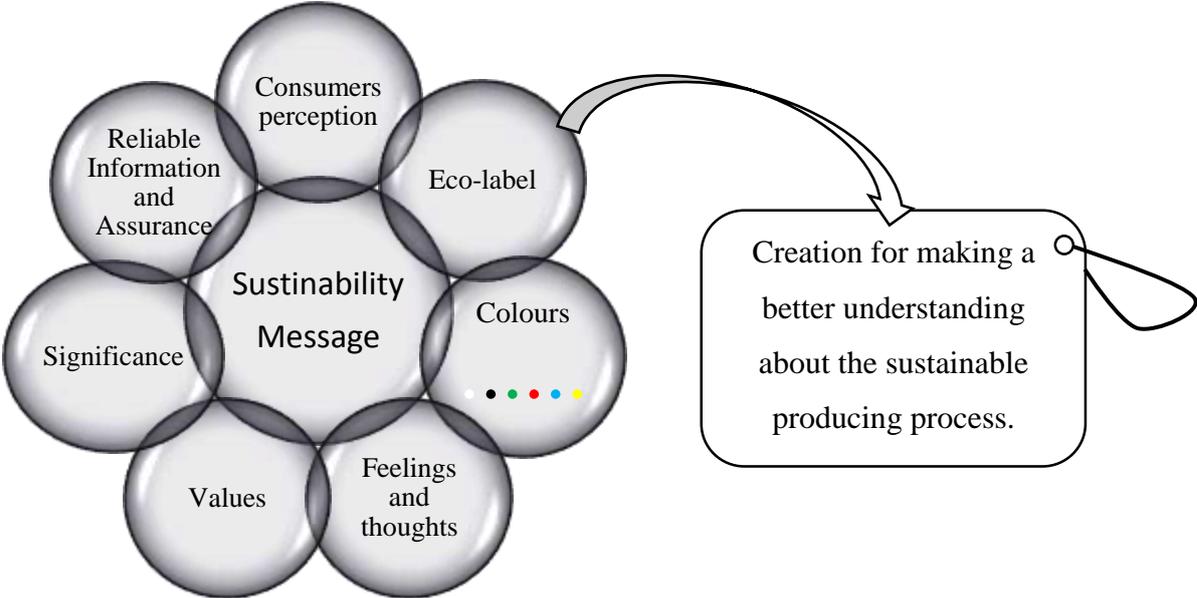


Figure 2:5 Model of theory chapter

3. Method

This chapter presents the methods used in this thesis. The chapter begins with a description of the hermeneutic approach, which describes how the data is analysed. The chapter continues with a description of the method for interviewing and choice of respondents. Then the chapter highlights the effort to strengthen validity and reliability and. Finally, the chapter ends with delimitations and ethical approach.

3.1 Hermeneutic approach.

This research began with searching for an understanding of what sustainability means and how to communicate the messages about sustainability, to create a positive consumer attitude to the information about the eco-labeled products. To be able to analyse the information it was also important to have a better understanding about how the consumer were responsive to sustainability and the performance of eco-labeled products. The purpose with the data collection was to get an interpretation of the contents of peoples' underlying view of sustainability and their shopping behaviour. In addition, to get an understanding of what information that actually makes people satisfied and positive to eco-labeled products. This kind of approach is described in terms of a hermeneutic approach (Bryman 2012). To find out how to design the eco-label with information and messages about the sustainable producing process, the conditions for designing an eco-label also were examined in relation to graphic design. This indicates the knowledge about readability and colouring (Noble and Bestley 2011). In this study, it was important to understand that there would be the author's interpretation and understanding of the signification of the empirical findings. Which in turn was the respondents' interpretation of their shopping experience that would be the basis for the conclusion. Therefore, this study was a hermeneutic approach. In a hermeneutic approach, it is important to see people as meaning-seeking human beings, for example, to find out what impact a specific phenomenon have for a specific group of people. Therefore the epistemology in this research was constructivism where the reality or knowledge and perception of it were subjective (Bryman 2012).

3.2 Selections of respondents

The interviews were formed to find underlying information about consumers' shopping behaviour and their perception of sustainability in the fashion industry, but also how and if they were searching for information about eco-labels and sustainability. 21 fashion consumers in ages 16-35 were randomly selected as respondents for these interviews, the choice of these ages was because they were considered to be the main fashion consumers (De Brito et al. 2008). The

easiest way to find respondent in these ages was to visit or contact the students in secondary schools, universities and randomly selected individuals in society.

Resp. no.	Age	Gender	Professional/Education	How and when
1	21	Woman	University student at the Social educator program	E-mail 2015-03-31
2	24	Woman	University student at the Social educator program	E-mail 2015-03-31
3	25	Woman	University student at the Social educator program	E-mail 2015-03-31
4	35	Woman	University student at the Social educator program	E-mail 2015-03-31
5	24	Woman	University student at the Social educator program	E-mail 2015-03-31
6	23	Woman	Gym instructor and University student at the Social psychology program	Face to face interview 2015-04-02
7	34	Man	Driver to an asphalt pavers	Face to face interview 2015-03-31
8	26	Man	Teacher	Face to face interview 2015-03-31
9	32	Woman	Teacher	Face to face interview 2015-03-31
10	17	Woman	Secondary high school student at the Finance program	Face to face interview 2015-04-10
11	18	Man	Secondary high school student at the Social science program	Face to face interview 2015-04-10
12	18	Woman	Secondary high school student at the Finance program	Face to face interview 2015-04-10
13	19	Woman	Secondary high school student at the Finance program	Face to face interview 2015-04-10
14	18	Man	Secondary high school student at the Finance program	Face to face interview 2015-04-10
15	17	Woman	Secondary high school student at the Engineering program	Face to face interview 2015-04-10
16	18	Woman	Secondary high school student at the Technology program	Face to face interview 2015-04-10
17	19	Woman	Secondary high school student at the Finance program	E-mail 2015-04-09
18	18	Man	Secondary high school student at the Social science program	E-mail 2015-04-09
19	18	Man	Web developer and Secondary high school student at the Engineering Program	E-mail 2015-04-09
20	17	Woman	Secondary high school student at the Finance program	E-mail 2015-04-09
21	17	Woman	Secondary high school student at the Engineering Program	E-mail 2015-04-09

Table 3:1 Participating respondents

3.3 Data collection

The data collection, made by Semi-structured interviews. Either by face-to-face interviews or by e-mail depending on the geographical distance to the respondent. The language used in the data collection interviews was Swedish, which carefully was translated in to English by the author of this thesis. To make it easy for the respondent to answer the questions as freely as possible, the questions were in Swedish and the respondents' were allowed to answer in Swedish, which was the respondents' main language. The purpose with the interviews was to make the respondent talk as freely as possible about the asked questions (Gadamer 1997). It was important to have an open approach and avoid leading questions or notes that were full of unthinking prejudice, because these approaches would make it more difficult to discover new interpretations (Bryman 2012). However, it was still important to guide the respondent in the right direction to make sure that information and understandings about specific events, patterns, and behaviour was completed (Bryman 2012; Teorell and Svensson 2007). To be able to stay focused during the interviews there was a prepared questioner used, with seven questions (Appendix A). The interviews lasted for about 20 to 40 minutes each, depending on how much the respondent had in mind and how much knowledge and thoughts they had about the topic. The only information the respondents got before the interviews was that this research was to investigate the possibilities about sustainability communication in the fashion industry. The developed questions was not just about sustainability because it was important to find out how the respondents were thinking during their shopping, and to find out if there were other important attributes that was important for the respondents. One question was about the purchase of the latest fashion; this question was used because of the fact that fashion as a hobby that can affect the development of sustainability (De Brito et al. 2008). There was no specific question about the eco-label, because the investigation was to find out the underlying view of the consumers shopping behaviour, out from that information get an interpretation about the consumers' perception of shopping and sustainability, which in turn contributes to the information in a message on the eco-label.

3.4 Analysis approach

When the interviews were finished, the material was read, and listened to several times to get an overall possibility to interpretation (Ödman 1994). Then the material was carefully translated from Swedish to English in a way to keep the content of the text as similar to the original as possible. The materials from the interviews presents as a compilation in the empirical findings. Then the whole interviews, exactly as the respondent have answered the questions presents in

(Appendix B). During the analysis, the focus was to find similarities in the respondents' way to think and behave when they shop. These similarities were compared to the recent research about sustainability, the consumers' perspective, and the eco-label. The empirical findings were also analysed together with the different ways to communicate to a consumer through visual communication and messages. In the analysis, it was important to use the recent research and the theories about visual communication as a way to illuminate a new possible interpretation of the empirical findings. In addition, to try to investigate what these findings seem to signify (Gadamer 1997).

3.5 Validity and reliability

To increase the validity in the research process it was important to present the essential parts of the process for the reader. It was important to be clear with all information about the studies and data collections, which was interviewing the respondents. Then the readers get the chance to get such a critical reading as possible (Bryman 2012). The choice of respondents have been described in detail and their' background like age, gender and profession or education have also been clearly presented to increase the credibility of the result, (Table 3.1). To be as transparent as possible when presenting the empirical findings but still make it easy for the reader to see the information, the respondents answers are divided in sections for each question that the respondent have answered. Below each section, a table presents which respondent who thought what, more clearly. These tables' gives the reader the possibility to easier analyse the answers from one respondent in relation to another respondent, but also see and compare the different thoughts one specific respondent had. These tables make it also easier to analyse the answers with the respondents' background presented in (Table 3.1).

According to Ödman (1994) there are a risk for trivial interpretations in a hermeneutic approach, therefore it is important to try to avoid the speculative and unreasonable interpretations. To be able to do this in the analysis, the clearest patterns compares with details that seem to be important for the result. By doing this, the clear patterns could be contested and an understanding for the phenomenon could be created. However, to increase the validity in the new founded interpretations it was also important to try to find some counter arguments in the empirical findings, these arguments could identify possible gaps and then create an overall interpretation of the founded interpretations (Gadamer 1997). To be able to do this the most visible patterns from the empirical findings was highlighted and compared by the recent research and then questioned by the details that was founded in the empirical findings. It was also important to try to invite to new interpretations for further research (Selander and Ödman,

2005). When it comes to the result's possibilities to further transferability, a description of for who and under what condition the results are applicable. To make the research as reliable as possible a recorder was used during the interviews (Bryman 2012).

3.6 Delimitation

This research have been delimited to consumers in Sweden. This is because the fact that the perspectives of sustainability, fashion and colours can be very different in different cultures (Baldwin and Roberts 2006). By doing this, delimitation it can also contribute to a better depth and quality in the result then the source of data is not too broad. Many of the respondents in this research are students and a majority of them are belonging to two different schools which may had an effect on the result.

3.7 Ethical approach

To keep the ethical approach in the work with data collection the interviewed respondents were anonymous. Only the age, gender and profession or educations of the respondents were presented in the method chapter and in (Appendix B).

4. Empirical findings

This chapter presents a compilation of the interviews. The interviews are about the respondents' shopping experiences and their thoughts about sustainability in fashion supply chain. 21 respondents have freely answered questions that can be founded in appendix A. The complete interviews with the respondents are in appendix B.

4.1 Respondents' shopping experience

The respondents who have answered the questioner are in the age between 16 and 35. There are 15 woman and 6 men. Eleven of those who have answered are students at secondary high schools, seven of them are students at the University, and three of them are working in different industries. The respondent has answered the questions as freely as possible so the result can be as honest as possible.

4.1.1 Purchase and thoughts about materials, price, origin, and brand

When it comes to the respondents' thoughts about their own consumptions habits, there are many similarities between their answers. Many of respondent remembered what they bought in their latest purchase. The clothes that they bought were sweaters, trousers, tank tops, T-shirts, a cap, shorts, coats, and jeans in different colours. The stores that the respondents had visited were H&M, BikBok, Stadium, Axel and Ebba, Nudie Jeans, Jack and Jones, and Lager 157. When it came to the choice of materials, the respondent did reflect in different ways. Many respondent did not had much thoughts' about the material at all. However, another majority of the respondent thought that the material was important in different aspects like how the material feels, if it was comfortably enough, suitable for the body and if the quality was durable enough. Respondent seven thought that Swedish produced garments raised the value of the product. Six of the respondent said that they did not have any knowledge or concerns about the producing process at all. The respondents' selections of materials were mainly based in personal bases. The respondents did not consider the producing process but one thing that appeared to be very important for the respondents was the price. The majority of the respondents were reflecting over the price. Mainly, the price should be as low as possible; otherwise, the quality should be more durable. When it came to the respondents thoughts' and feelings, a big part of them felt happiness after their purchase because of good shopping experiences, good service and suitable clothes. However, respondent 10 felt a bit concerned and sorry about the working conditions for the manufacturers that produces the clothes. These thoughts made the respondent feel sorry and uncomfortable instead of happiness, but the respondent made the purchase anyway. Three

respondents said that they do not think or remember that much about feelings from their shopping experiences. To provide more explicit information about feelings, the respondents mainly felt happiness and that they had enjoyed the purchase. One of the respondents expressed it, as she got happy throughout the whole body. The things that created this happiness and entertainment was that they found comfortable and stylish clothes that would suitable for their body, or clothes that they had been looking for a long time. Another thing that made the respondents happy was the services in the stores, which gave them a good shopping experience.

Table 4:1 presents more specific which respondent who answered what to the question in section 4.1.1.

1, 2, 4, 5, 7, 8, 11, 12, 13, 15, 16, 18, 19, 20, 21	Yes	Remember their purchase
3, 6, 9, 10, 14, 17	No	
1, 2, 5, 13, 16, 21	No Thoughts	Material and producing process
1, 2, 4, 15, 16	No Knowledge	
2, 4, 6, 9, 10, 11, 12, 14, 17, 20	Important	
1, 2, 3, 4, 5, 6, 8, 9, 12, 13, 15, 18, 20		Reflecting over Price
1, 3, 4, 9, 11, 14, 17, 21	Happiness about good shopping experiences	Feelings
10	Concerned about working conditions	
1, 2, 9	Do not remember	

Table 4:1 Purchase and thoughts about materials, price, origin, and brand

4.1.2 Ecological and social sustainable production of clothes

When it comes to the thoughts about ecological and sustainable production of clothes. Many of the respondents did not have any knowledge about it and they were not thinking that much about it either. However, there were also respondents that thought it was an important topic. Respondent one and seven thought that sustainable clothes were a more expensive choice. The majority of respondents thought that ecological and sustainable production of clothes were when previous materials can be reused and recycled for new products. Moreover, when the transportations were shorter to reduce emissions and when there were good social working conditions. Respondent seven thought that ecological and sustainable productions of clothes are a well-established brand that knows what they do. Respondent eight thought that ecological and sustainable production of clothes is a modern compromise to the today's extreme consumption. On the other hand, to retain the comforts of today but without consequence that someone or something needs to pay an unsustainable price for it in the future. Five of the

respondents said that they do not care about ecological and sustainable production of clothes when they are shopping, which made them feel uncomfortable. Four respondents thought that good quality are a good option of ecological and sustainable productions of clothes because they are durable and more long lasting which would reduce the consumption of clothes. The respondents believed that well-established or more expensive brands are more long lasting and in that way a more sustainable choice. However, a sustainable choice could also be a more expensive option than conventional products but not signify better quality. One respondent thought that ecological and sustainable production of clothes could be a complicated task for many companies because of the financial risks. Seven respondents did not know much about the underlying producing process, and did not care about it either. 14 respondents have heard about how the producing process may work in some circumstances, and felt a bit guilty, but it did not affects the purchase. The respondents found ecological and social sustainable production as an important topic as far as it is possible, and that it can be good for themselves and their health to wear clothes that do not contain chemicals. Six respondents were reflecting over sustainability when they were shopping, for example, that second hand clothes sometimes look like new. However, 15 respondents never thought about sustainability during the shopping.

Table 4.2 shows what each respondent answered to the question in section 4.1.2

1, 4, 5, 6, 9, 10, 17, 18	No thoughts or knowledge	Thoughts about ecological and sustainable production of clothes
1, 4, 5, 6, 13, 18, 21	Important	
7	An expensive choice	
2, 3, 4, 9, 10, 11, 12, 14, 15, 16, 19, 20	Reusing, recycling, shorter transportations, and god social working conditions	
7	A well-established brand that knows what they do	
8	A compromise of the todays extreme consumption	
5, 6, 10, 18, 21	Did not care and got failing confidence	
12, 16, 17, 20	Good and durable quality	

Table 4:2 Ecological and social sustainable production of clothes

4.1.3 Information searching

When it comes to the information searching, a large group of the respondents did not search for any information at all when they were shopping. Respondent two sometimes uses apps and websites to find specific information. Respondent six search for price, material, care instructions, and country of origin. Respondent seven were searching for the quality and function of the garment. Five respondents felt a bit guilty for not searching for any information,

especially when it came to information about sustainability, and respondent 12 is the only one saying that she had noticed that some stores actually labeling the clothes that are produced with good working conditions and with respect for the environment. However, a majority of the respondents only looks for information that is for their own self-interests. For example durability, quality and function. Other things are size, country of origin, washing instructions and shipping costs. For many of them the price is the most important information. One respondent were searching for a possible review from previous consumers about a specific store or brand. However, the rest of the respondents did not search for any special information about sustainability production and did felt a bit conscience because of that. Another pattern that are clear among the respondents were that those who were younger than twenty years old implied that they did not thought about or were looking that much for information about sustainable clothing. However, they knew they should and they thought it was important with sustainability. Those respondents, who were older than twenty years old, mostly viewed clothes with good, long lasting quality as a sustainable choice.

Table 4:3 presents what specific respondent have answered to the question in section 4.1.3

1, 3, 4, 5, 9, 10, 11, 12, 16, 19, 21	Did not think about it	Not searching for information
1, 6, 12, 15, 16	Felt bad about it	
2	Specific information on websites and apps	The kind of information they searching for
7	Quality and function	
3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 15, 17, 18, 19, 20	For their own self-interests, e.g. washing instructions, shipping costs durability and function	
5, 9, 10, 11, 17, 18, 19, 20, 21	Price	

Table 4:3 Information searching

4.1.4 Requirements on the fashion brands

Many of the respondents said that they do not have any requirements on the brands and respondent 10 had some bad conscience because of that. Another large group of respondents had requirements about good quality. Respondent one and seven thought that products that are more expensive should also have better quality. However, respondent seven do not think that sustainable clothes are in better quality even if they are more expensive. Respondent 10 are trying to avoid clothing stores where the prices are super low with poor durability and quality and four respondents require good prices. Eight respondents would which that the clothes would be produced in good circumstances both when it comes to the use of chemicals and working

conditions. The mainly requirements were that the clothes should be durable and have good quality in material and colours. Ideally, it should be good quality to a good price. Two respondents believed that they had no requirements on a brand at all, and six respondent believed that they did not have any requirements but they considered that maybe they should have. Other requirements were things like exchange policies and shipping costs. Most of the requirements were for the respondents’ self-interests.

Table 4:4 shows the respondents’ specific answers in section 4.1.4.

6, 10, 12, 15, 16, 17, 19, 20	Do not think about it	Do not have any requirements
10	Got bad conscience	
1, 2, 3, 4, 5, 6, 8, 9, 11, 13, 14, 17, 18, 21	Good quality	Good quality
1,7	Expensive clothes should have better quality	
7	Sustainable clothes are expensive but do not have better quality	
10	Avoiding super low prices because of the bad quality	
2, 4, 6, 8		Good prices
3, 6, 10, 11, 12, 17, 19, 20		Wishes for now chemicals and good working condition in the producing process

Table 4:4 Requirements on the fashion brands

4.1.5 The latest fashion

A majority of the respondent said that they do not purchase the trendiest clothes. Three respondents did bought the latest fashion sometimes and only respondent 17 loves to purchase the latest fashion. According to the majority of the respondents, the main factors to a purchase were that the clothes appeals to the respondent’s taste, filled a causal function, felt comfortable and suitable, and looked good. The respondents’ interest for the latest fashion did not appear to be that big. Only one respondent that would love to buy the latest fashion if she could afford it. The other respondents did only buy the latest fashion if they would find something that they would like or if it would be suitable to their lifestyle, but there were no active choice of the latest fashion or the trendiest clothes.

Table 4:5 presents what specific respondent have answered to the question in section 4.1.5.

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 14, 15, 16, 19, 20	No	Buys the trendiest clothes
11, 12, 19	Sometimes	
17	Yes	
1, 4, 5, 11, 12, 13, 14, 15, 16, 19, 21	Taste, function, comfort, and look	Main factors that leads to a purchase

Table 4:5 The latest fashion

4.1.6 Lifestyle and choice of clothing

Six respondents had never thought about if their lifestyle affects their choice of clothes. Another six respondent were sure that their lifestyle affects their choice of clothes. According to a large group respondents, the most important factors that made the clothes fit in to their lifestyles was when the clothes were comfortable, suitable and looked good with the right colours. Three respondents said that their economy affects their choice of clothes. For respondent two it is important to be able enjoy life more and feel more happy and social in the clothes. Respondent 16 wanted few clothes that she could use in many ways, and respondent 17 thought that the Swedish climate that were affecting her choice of clothes. A group of six respondents did choose clothes to express a specific lifestyle or working style. Five other respondents said that they were students, which affects their economy and lifestyle, which may affect their choice of clothes. The respondents were looking for clothes that appeals to their taste, the clothes should be comfortable, practical, fill a casual function, and look good. Most of the respondents did choose their clothes to express personality out from the clothing style. Two of them had for example working clothes, which expressed a specific style.

Table 4:6 shows what specific respondent have answered to the question in section 4.1.6.

5, 6, 7, 8, 9, 21	Yes	If the lifestyle affects the choice of clothes
1, 4, 10, 11, 12, 18	No	
1, 2, 3, 4, 12, 15, 16, 18, 21	Comfortable, suitable and good looking clothes	Factors that make the clothe fit in to the lifestyle
16	Possible to use in different outfits	
6, 7, 8, 9, 13, 14	Express a specific lifestyle or working position	
1, 5, 16	Economy	Factors in lifestyle that affects the choice of clothes
2	Social life	
1, 2, 3, 5, 17	Student life	
17	Climate	

Table 4:6 Lifestyle and choice of clothing

4.1.7 Pay more if there was more information

A majority of the respondents said that they probably would pay more for the clothes if they got more information about the garment's background. However, for seven respondents it was important what information it is and if the garment really is something they want. Respondent 3 and 14 wanted information about the garment's quality. Respondent 12 wanted information about chemicals. Respondent 20 and 21 wanted information about the whole producing process. Six other respondents would not pay more for a garment with more information and some of them would not care if there were more information about the garment. Another three respondent said that their decision depends on their economy. Finally, eight respondents would get a better conscience if they knew that they could get good information and actually buy clothes from companies that can provide better circumstances for environment and employees.

Table 4:7 presents each respondents answers to the question in section 4.1.7

1, 2, 3, 7, 9, 11, 12, 14, 15, 16, 17, 20, 21	Yes	Pay more for more information
4, 5, 6, 8, 13, 18	No	
1, 2, 7, 8, 9, 10, 19	Depends on what information and which product	
4, 16, 17	Depends on the economy	
3, 14	Quality	
12	Chemicals	Wishes for specific information
20, 21	Producing process	

Table 4:7 Pay more if there were more information

5. Analysis

This chapter presents an analysis of the empirical findings and the recent research. The chapter includes sustainability, consumers' perspective on information, the eco-labeled product, sustainability marketing, and visual communication. Finally, there is a summarising section and answers to the research questions.

5.1 Sustainability

The respondents' thoughts about sustainability were when previous materials are reused and recycled, for example second hand clothes. They were also thinking that shorter transportations to reduce emissions were a sustainable behaviour, for example, when the production of clothes is located in Europe. Other thoughts the respondents had was about clothes production without chemicals and clothes with good quality and durability that makes the clothes be lasting for a longer time. These thoughts are similar with Moon et al. (2014) theories about the sustainable consumer who mainly focuses on the sustainable attributes on a product, like material, production process, logistics, use of chemicals and possibilities of recycling. Moreover, to Cervellon and Wernerfelt (2012) theories, which is that sustainability is about material, transport, distribution, recycle, reuse, and redesign. However, according to one respondent the development of sustainability could be a complicated task for many companies. These complications can according to De Brito et al. (2008) depend on the fashion companies' focus on profitability. The companies' principals for sustainability are focused on the use of water, chemicals, energy and raw materials, because it will not only reduce the waste of environment but also reduce the waste of financial resources.

Five of the respondents believed that well established and more expensive brands provide clothes that are more durable and are because of that are a more sustainable choice. However, the respondents also consider that sustainable clothes are a more expensive option than conventional products but may not always signify better quality even if they are more expensive. These thoughts are conformed to De Brito et al. (2008) theories about that price competition and fast fashion trends are a factor to why it is difficult to control the practical work for sustainability. For example, smaller size of deliveries and shorter lead-times may cause a larger amount of transports, which will increase higher costs for the companies and in turn emit more emissions and higher prices even for sustainable clothes. But seven respondents states that good quality is a sustainable option, but they do not mention the brand or price, so here, the quality is the most important attribute.

According to the respondents, the employees in the fashion supply chain should have good working conditions and have good payments. These thoughts are similar with Chan and Wong (2012) opinions about the sustainable producing process, which is to increase more sustainable working processes and routines for the employees in the fashion supply chain. The respondents also had some societal thoughts about sustainability, that sustainability is a modern compromise to the today's extreme consumption. Alternatively, a way to retain the comforts of today but without consequences that someone or something needs to pay an unsustainable price for in the future. This is consistent with a part of the definition of sustainability from Bruntland and Hägerhäll (1987), which is about the humans' capability to make developments that meet the human needs of today without compromise the ability of future generations to meet their future needs

5.2 Consumers' perspective on information

According to the empirical findings, eight respondents thought they would get a better conscience if they knew that they could get more information and actually buy clothes from companies that provide better circumstances for the environment and the employees in the fashion supply chain. These thoughts are conformed to Hustvedt and Bernard (2010) theories about how the consumers only are willing to pay more for the clothes if there are reliable information about the working conditions in the fashion supply chain. Moreover, for products that shows information about the real value of the garment. Even Luchs et al. (2010) considers that the consumers' negative expectations on sustainable fashion can be mitigated if there is reliable information about the strength of the product that also ensures the ethical manufacturing process.

Seven respondents was thinking that their purchase depends on which information they will get and if it is reliable enough. This is consistent with Webb and Mohr (2006) theories about how the consumers are reacting to the relevance of the companies' work for sustainability compared to the companies' actual business. This is also conformed to Carbonaro and Votava² theory that the companies not only should communicate what the companies are doing right, but also what they are working for to do better. Six respondents are sure that they would not pay more for the products, even if they would get more information about the production of the garments. This behaviour can according to Nyilasy et al. (2012) depend on the fact that the consumer may develop a cognitive explanation of why the company is working for sustainability, for example, if it is because they feel concerned for the nature and human, or if it is for its own interest or only for business. When the consumers observe the companies' communication in relation to

what the companies actually do, the consumers will see if the companies are truthful in their communication. In this context, the consumers are not only interested in the companies' image and attitude when it comes to the work for sustainability; they are also interested in the reason for the environmental actions that the companies are exercising. However, according to the empirical findings the respondents may only care about their own self-interests and are mainly focusing on what they can get for an affordable price. Mainly, the price should be very low, or if the price is a bit higher than the garment should be in good quality, for example if the garments are suitable to their body and if the garments are in the right colour and material to the right price.

According to De Brito et al. (2008) fashion often is a hobby, especially for the young consumers who like to shop new trendy clothes at affordable prices. However, according to the empirical findings the respondents' interests in the latest fashion does not appear to be that big. Almost all of them only buy the latest fashion if they find something that they like or if it fits in to their lifestyle. The clothes should appeal to their own taste, be comfortable, practical, fill a casual function, and look good. Cervellon and Wernerfelt (2012) also suggest that the consumer thinks that fashion should be sustainable, more than how eco-labeled clothes should be fashion. However, as mentioned before, the respondents do not choose their clothes because it is fashion; they choose their clothes to express personality and personal style. This may strengthen Carbonaro and Votava² theory about that it is important for the companies to learn how to understand the effective socio-cultural forces in the society and to observe humanities and what is happening in the world of art.

According to Chan and Wong (2012) the fashion companies spend a lot of money and energy to create a better and more informative store environment for the reason to express reliable information about sustainable fashion. But the consumer may still react negatively on too high prices. This argument is consistent with the fact that the respondents' requirements on the brand are that the clothes are durable and have good quality in material and colours. Ideally, it should be good quality to a good price, if there are two similar garments the prices are compared. Six respondents said that they are students and have to think of their economy, which affects their choice of clothes and makes them require clothes that are to an affordable price.

5.3 The eco-labeled product

An eco-label is a tool to communicate the companies' strategic policies and goals, and to contribute to the society's political development of sustainability. However, some of the actors in the supply chain want to have focus on the coherent intelligibility on the eco-label, and others want to mobilize the eco-label for good marketing. Mobilizing knowledge have been resulting in conflicts and facilitate passive adaptation to eco-labeling and it have been proven to be anything but good (Dendler 2014). According to the empirical findings, the respondents are sceptical to more information about the product than they do not know if the information is reliable enough. According to Schumacher (2010), there are companies that meet the criteria for eco-labeling but do not have an eco-label, this makes the consumers unsure, and then they buy conventional products instead. This reduces the motivations for companies to invest in the communication for sustainability. Only one of the respondents had made the reflection that there actually are eco-labels that provides more sustainable information about the garment. This can also be an explanation on why the companies not want to invest in the use of eco-labels.

According to the empirical findings, the respondents had thoughts about how the garment was produced and if there was chemicals in the material, but they just felt some guiltiness and bought the garment anyway. Their purchase depends much on how the material feels; if it is stretchy, thin, thick, warm, or durable. The choice of material was mainly on very personal bases and had not much with sustainability to do. This behaviour is similar to Luchs et al. (2010); Wei et al. (2014) theories about that the sustainable products also are valued for other attributes like design, colours, quality and price. The strengths of these attributes on an eco-labeled product can therefor increase the chances to purchase.

According to the empirical findings the respondents did not had a lot of knowledge about the underlying producing process. 14 respondents have heard about how the producing process may work in some circumstances. According to Chan and Wong (2012), consumers sometimes thinks that they only have to pay more for the eco-labeled product to financially support the education for the fashion company's personnel so they can learn more about sustainability. According to Foreh and Grier (2003), the scepticism for eco-labeled products can be reduced by using information that highlights the benefits of the product.

According to Yan et al. (2012), they can emphasize the value of the product with attributes like brand, comfort, and quality to reduce the consumers concerns about the high prices that is

associated with eco-labeled fashion. These theories are conformed to the empirical findings where the quality and comfort of the garments are two important factors for the respondents.

5.4 Sustainability marketing

According to the empirical findings, the respondents did not search for any information except for country of origin, durability, brand, washing instructions and price. This information is the most common information that is available on the clothing-labels today. The respondents would like to get reliable information from the companies, but they are only looking for the information that they know is available but not for information that they not know exists. This is conformed to Marsden et al. (2010) theory, which considers that an eco-label should provide a trustworthy signal of the product's social and environmental credentials, today the labels indicates different credentials; one label can for example only communicate the working conditions for farmers and so on. Moreover, according to Bratt et al. (2011) it is important that the information on the eco-label is clear in the communication of the company's policies, goals, and initiative to increase the effectiveness of the eco-labels purpose. However, according to the empirical findings, this is not anything that the respondents have experienced. Only one of the respondents were sometimes checking for information at the homepage or apps and one were searching for a possible review from previous consumers about a specific store or brand and one respondent reflected over the eco-labels in the store. This is conformed to Schumacher (2010) theory about the needs to introduce a generic standard for environmental labeling that provides consumers with a comprehensive information that are easy to recognize. According to Watanatada and Mak (2011), four factors ensure the effectiveness of sustainability communication. The first one is to define standards for processes, performance, and measurements and codify the requirements clearly. The second is to inform about capacity building, expertise, relationships, infrastructure, and networks. The third one is to provide assurance by independent third parties that a product, process or service conform to relevant standards. The final factor is to ensure the effectiveness of sustainability by identifying wants and needs among consumers and provide claims that indicate conformance with the standards. According to the empirical findings the wants, needs and feelings that the respondents like to have after the purchase are happiness and that they had enjoyed the purchase. One of the respondents expressed it, as she got happy throughout the whole body. The things that created this happiness and entertainment was that they found comfortable and stylish clothes that would be suitable for their body, or if they founded clothes that, they had been looking for a long time. Another thing that made the respondents happy was the services in the stores, which gave them

a good shopping experience. They also consider that clothes that are more expensive should provide better quality and durability. Other requirements were things like exchange policies and shipping costs. Most of the requirements were for the consumers' self-interests. This is conformed to Carbonaro and Votava² theories about that the consumers are seeking for a kind of transparency, which can reconnect them with their sense of self. The consumer wants to find the product that are compatible with the needs of relationship, trust and well-being and that fits in with their own philosophy of life. According to Iyer and Bannerjee (1993) there are something called rational appeals, which are directed to the consumer's self-interest and involves products that can be communicated as healthier or more economical products. This theory fits with the respondents thoughts about that ecological and social sustainable production are important as far as it is possible, and they thought that it could be good for themselves and the health to wear clothes that do not contain chemicals. Moreover, they also thought that quality and durability was good for both economy and the environment.

According to Chan and Wong (2012) it is important to increase the consumers' confidence to eco-labeled fashion products and in different ways stimulate the consumers purchasing decisions. It is clear that the effect of sustainability issues are affected by many important variables like the consumers purchase intention, satisfaction and product preferences which makes the topic quite complex. This is conformed to the empirical findings were the six of the respondents believed that they have no sustainable requirements on a brand at all, but they think that maybe they should have. One of the respondents says that they have no requirements but they would wish that the brand should have clothes with no chemicals and good working conditions for the employees. Therefore, the requirements that the respondents had did not have anything to do with sustainability. 13 respondents considers that a more expensive brand should provide clothes with better quality and durability which is conformed to Carbonaro and Votava² theory about that consumers are more interested by quality and price.

According to Carbonaro and Votava² the consumer wants to develop their individual perspective against the various brands, retailers, and products. It is important that the sustainability communication just saying very plainly what the product is and nothing else. According to Iyer and Bannerjee (1993) the emotional connection with the consumers are important. According to the empirical findings the respondents' feelings was mostly happiness about the services in the stores and a good shopping experience.

Another way to communicate sustainability is to engage with people's sense of right and wrong. By creating feelings of duty to protect the environment or put an end to poverty, it can engage

people's sense of right and wrong. (Iyer and Bannerjee 1993). A few respondents did for example thought about the working conditions of those who are manufacturing the clothes. These thoughts made the respondents feel sorry which gave them falling conscience instead of happiness. According to Rose et al. (2007), this kind of communication should be avoided. The message should not lecture people up or take too much time from the consumer. A message should attract people by being big and colourful and give people something positive. It is also important to make the message personally relevant like a positive self-image. However, according to the empirical findings the respondents did the purchase despite the falling confidence.

5.5 Visual communication

When creating the content in a message, it is important for the marketer to figure out what emotions that should be created (Noble and Bestley 2011). The consumer strives to create a context of all impressions that they get from advertising and other experiences in life. For example the consumer may see what they think is interesting but also delete what we sees but do not think is as interesting so it will fit in to the personal values and prejudices (Bergstöm and Carlsson 2012). According to the empirical findings, the respondents were reflecting over sustainability during shopping, as for example that second hand clothes can sometimes look like new. The respondents were also thinking that clothes with good quality is good for the environment because then they do not have to buy new clothes that often. However, many respondents never had thoughts about sustainability during their shopping, or did not remember what they were thinking during the purchase.

However, according to Bergstöm and Carlsson (2012) memories and experiences are two of the basis for the consumers' interpretations. In addition, Semiotic is a strategically method in the development of graphical brands, logos and messages and are interpreted to show a certain significance (Noble and Bestley 2011). Texts and images tell us about each other thoughts and reflections but also informs about knowledge, ideas and warnings (Bergstöm and Carlsson 2012). According to the empirical findings, the respondents did not mention any symbols or visual communication that expresses sustainability. Some of them were looking for brands that also express this visual communication, in this case the respondents were reacting on the significance of price. Like for example, a more established brand or a more expensive brand would have a better quality. One respondent had the thought that a garment with a symbol that expresses sustainability would be more expensive and have lower quality. When it comes to semiotic there is something called the semiotic triangle, which creates an understanding,

agreement, or description of what a message means (Baldwin and Roberts 2006). To create these messages signs, materials, and images can act as symbols that displays information in different illuminating ways. Even an intelligent combination of colours can help to emphasize hierarchies, structures, and relationships (Noble and Bestly 2011). However, the colour can have different significance depending on which creation and context the colour is used. (Bergstöm and Carlsson 2012). Moreover, it is very important that the perception of the message is consistent with the transmitter's purpose of the message. According to the empirical findings, the respondents had perceptions about that a specific brand can be a more expensive choice and have better quality, which may be exactly the purpose with the message, when the brand created it. However, the respondents also had this perception that sustainable products also can be a more expensive choice, which may not be what the purpose with a message about sustainability was from the transmitter's perspective.

KTH is a combination of the perceiver's reactions that can affect the finally decision-making in a purchase. It describes the feelings that occur by the perception of colours, shapes contrasts, and significance, which affecting the perceiver's thoughts, which may lead to a specific behaviour. The use of colours is for example a tool to create attraction, information, structure, mood, but also give some education (Bergstöm and Carlsson 2012). According to NCS colour circle, the elementary colours are yellow, red, blue, green, white, and black. According to the empirical findings, the feeling that the respondents had after the purchase was happiness and that they had enjoyed the purchase. According to Bergstöm and Carlsson 2012; Baldwin and Roberts 2006; Arnheim (1974) the colours green, yellow and red can express happiness in a message. Another thing that the respondents wanted to feel when they were shopping were convenience and according to Bergstöm and Carlsson 2012; Baldwin and Roberts 2006; Arnheim (1974) the colours white and green can express a comfortable and relaxed feeling. The respondent also wanted to have quality, loyalty and feel confident and the colours that expresses these feelings are black that stand for quality and blue that stands for loyalty and confidence (Bergstöm and Carlsson 2012; Baldwin and Roberts 2006; Arnheim 1974).

5.6 Summary of Analysis chapter

The respondents' thoughts tell that sustainable production of clothes can be reusing and recycle previous materials, shorter transportations that reduce emissions, production without chemicals and clothe with good quality that makes the clothes be durable. These thoughts are similar with resent research where the sustainable attributes on a product are about the material, production process, good logistics, no chemicals, and recycling. One respondent thought that sustainability

was a complicated task for many companies because of the profitability. According to recent research, the companies focus on the use of water, chemicals, energy and raw materials, because these will not only reduce the waste of environment but also reduce the waste of financial resources. The respondents believed that well established and more expensive brands provide more long lasting clothes and are because of that a more sustainable choice. However, the respondents also consider that sustainable clothes are a more expensive option than conventional products but may not signify better quality even if they are more expensive. According to recent research, smaller size of deliveries and shorter lead-times may cause a larger amount of transports, which will increase higher costs for the companies and in turn emit higher prices for sustainable clothes. The respondents' states that good quality is a sustainable option and the most important attribute. Good working conditions were also important, which are conformed to the recent research. The respondents thought they would get a better conscience if they got more information about the background of the garment. This is conformed to recent research where the consumer would pay more if they got reliable information about the garments' producing process. However, it also depends on which information they will get and if it is reliable enough. According to recent research, companies should not only communicate what the company are doing right, but also what they are working for to do better.

Some respondents were sure that they would not pay more for the products, even if they would get more information about the production of the garments. According to recent research, this can depend on the consumers' uncertainty for the companies' actual interests of sustainability. However, the respondents may also only care about their own self-interests by focusing on what they can get for an affordable price. According to recent research, fashion often is a hobby, but the respondents' interests for the latest fashion does not appear to be that big. The clothes should appeal to their own taste, be comfortable, practical, fill a casual function, and look good. The respondents did not think about the garments' producing process during the shopping and if it was chemicals in the material, but they just felt some guiltiness and bought the garment anyway. Their purchase was depending on attributes selected on very personal bases and had not much to do with sustainability. This is conformed to recent research where the sustainable products also are valued for other attributes like design, colours, quality, and price. Many respondents did not have a lot of knowledge about the underlying producing process and according to recent research, the consumers do sometimes not know what they are paying for when they purchase eco-labeled clothes. However, the respondents did not search for any information except the

most common information that can be founded on the clothing-labels. This is conformed to recent research that certifies that information should be clear in the communication of the company's policies, goals, and initiative to increase the effectiveness of the eco-labels purpose. According to the empirical findings, this is not anything that the respondents had experienced. According to the empirical findings the wants, needs and feelings that the respondents like to have after the purchase are happiness and that they had enjoyed the purchase. The things that created this happiness and entertainment was that they found comfortable and stylish clothes, good services, and experiences. Most of the requirements were for the consumers' self-interests. This is conformed to recent research about that the consumers are seeking for a kind of transparency, which fits in with their own philosophy of life. Like for example healthier or more economical products. The respondent thought that it could be good for themselves and the health to wear clothes that do not contain chemicals. They also thought that quality and durability was good for both economy and the environment. According to recent research, emotional connection with the consumers is important; the message should not lecture people up, it should attract people by being big and colourful and give people something positive. According to recent research, semiotics is a strategically method in the development of graphical brands, logos and messages and are interpreted to show a certain significance and tells us about each other thoughts and reflections The respondents were looking for brands that were reacting on the significance of price. One respondent had the thought that a garment with a symbol that expresses sustainability would be more expensive but had lower quality, which should not be the significance of a sustainable message. According to recent research, the semiotic triangle creates an understanding, agreement, or description of a message; here an intelligent combination of colours can emphasize hierarchies, structures, and relationships. However, the colour can have different significance depending on which creation and context the colour is used. KTH is a combination of the perceiver's reactions that can affect the finally decision-making in a purchase. Here the colours are can create attraction, information, structure, mood, and education. The feeling that the respondents had after the purchase was happiness and that they had enjoyed the purchase, according to recent research the colours green, yellow and red can express happiness. The respondents also wanted to feel convenience and according to recent research, the colours white and green can express a comfortable and relaxed feeling. The respondent also wanted to have quality, loyalty and feel confident and the colours that expresses these feelings are black that stand for quality and blue that stands for loyalty and confidence.

5.7 Response to research questions

The research questions in this thesis were;

- How to define sustainability in the fashion supply chain?
- What information about eco-labeled clothes do the fashion consumers require?
- What are the conditions for creating and designing a message on the label for sustainable clothing?

Below there is the presentation of the response to the research questions.

5.7.1 How to define sustainability?

To answer the question about how sustainability in the fashion industry can be defined, the consumers' thoughts are an important contribution, because, it is the consumer that finally should accept the concept about sustainability in the end and pay for the sustainable purchase. The respondents' thoughts about ecological and social sustainable production has therefore been analysed together with recent researchers' thoughts about sustainability. According to recent research, the sustainable attributes on a product are the material, production process, shorter transportations, no use of chemicals and possibilities of recycling, reuse, and redesign. These attributes are matching with the respondents' thoughts about sustainability. The only differences are that the respondent also may see good quality that makes the clothes more long lasting as a sustainable product attribute. Something that the respondents are associating with good quality is the well-established brands and more expensive clothes. However, when it comes to sustainable clothes they associate it to an expensive choice but lower quality, which is an important detail to reflect on. The respondents' thoughts about good working conditions for the employees are also conformed to recent research. This can be a complicated task for many companies then they are focus on the profitability, according to recent research, the companies want to less use of water, chemicals, energy, and raw materials as a way to reduce the waste of financial resources, but still work for sustainability. According to the respondents, sustainability is a modern compromise to the today's extreme consumption and, a way to retain the comforts of today but without consequence that someone or something needs to pay an unsustainable price for it in the future. This is consistent with recent research about sustainability, which is about the humans' capability to make developments that for sure meets the human needs of today without compromising the ability of future generations to meet their future needs.

To summarize how to define sustainability in the supply chain according to this study, focus falls on four distinctive attributes. These attributes are good working conditions, profitability, comfort, and human needs. To explain this further, the good working conditions and the human needs have to do with wellbeing and health for the consumer and workers, to be able to achieve better health it is important that the environment also being pampered. Profitability has to do with the economy for both companies, employees and consumers and it is important that everyone have enough economy to be able to live a reasonably comfortable life. Because comfort is something both consumer and workers are striving for, comfort should also remind people about the fact that sustainability is something good and nothing that should be demanding. So according to this study, the sustainability in fashion supply chain is to strive for better health, economy and comfort for all people

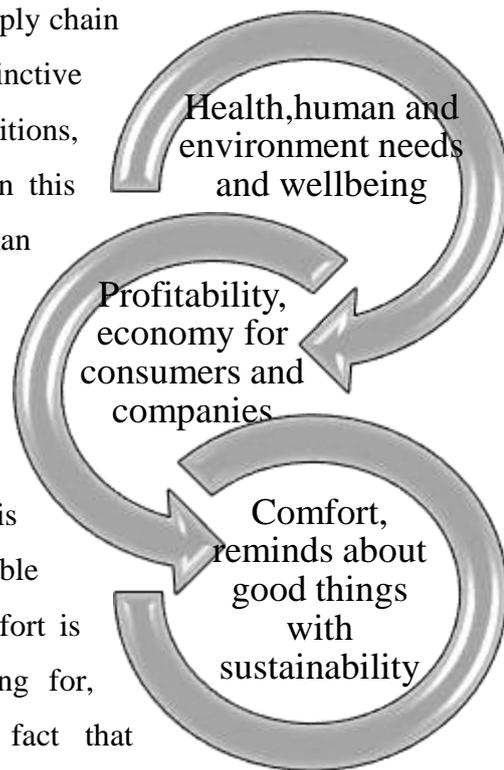


Figure 5:1 Defining sustainability in fashion supply chain

5.7.2 What information about eco-labeled clothes does the fashion consumers requires?

To answer the question about what information about the eco-labeled clothes the fashion consumers require there have been investigated what information the respondents want or searching for when they are purchasing clothes. These findings have been analysed together with the resent researchers' thoughts about the consumers' perspective on information, the ecolabeled product, and sustainability marketing. According to recent research, the consumer wants reliable information about the working conditions, the real value, and strength about the production of the garment. An assurance for this information can also reduce the negative expectations on sustainable fashion. The respondents want reliable information the feels relevant and that gives better conscience.

According to resent research, the relevance of information the consumer may find when the information is compared to the companies' actual business then mobilized information and passive adaption to sustainability may lead to a sceptical consumer. Just one of the respondents made the reflection that there actually are eco-labels that provides more information about the

garment. The respondents that had some thoughts about how the producing process and chemicals in the material, just felt some guiltiness but bought the garment no matter what. The respondents do not have requirements about sustainability on a brand, but they think that maybe they should have. The consumer do not always know what they are paying for when it comes to the eco-labeled garments and do not want to pay more if they not know why and what they are paying for. These findings make it clear that the respondents need reliable and trustworthy information about the underlying producing process.

The respondents do not searching for any information but country of origin, durability, brand, washing instructions and price. They are only looking for information that already is available and information that they know tend to be there. Otherwise, they are not searching for information that they not know exists.

According to resent research, the information that should be provided are about capacity building, expertise, relationships, infrastructure and networks, which has a lot to do with the working conditions in the supply chain. Independent third parties should also certify this information. The information should also highlight the benefits with the product and emphasize the value of the product by using attributes like brand, comfort, and quality, which are important factors for the respondents. It is also important to explain very plainly what the product is, nothing else. The respondents' main requirements are to get good quality to the right price and other requirements are things like exchange policies and shipping costs. Most of the requirements are for the consumers' self-interests. Material, long lasting quality, durability colour, and price are important attributes for the respondents' self-interest. When it comes to the material, the respondents want to know how it feels, if it is stretchy, thin, thick or warm. Products that can be communicated as healthier or more economical products can also increase the respondents' self-interest.

To summarize the answer of what information about eco-labeled clothes, the fashion consumers require. The answer actually is that they do not require any information about eco-labeled clothes. However, they require information about price, quality, and comfort. Moreover, if the product would be eco-labeled the consumer should wish reliable and trustworthy information about working conditions and chemicals so they know what they are paying for.

5.7.3 What are the conditions for creating and designing sustainable messages on the clothing's eco-labels?

To able to answer the question about the conditions for creating and designing a message on the label for sustainable clothing, the respondents' thoughts have been analysed together with resent research about sustainable marketing and visual communication. Here the theories have been used to highlight the empirical findings and analysis.

It is important to make emotional connections with consumers and increase the consumers' confidence to eco-labeled fashion products. The respondents' feelings were mostly happiness, which they got from services and good shopping experiences, which made them enjoying the purchase. Other things that created happiness were to find comfortable and stylish clothes to the right price that was suitable to their body and lifestyle. One way to engage people to a marketing message is to use the sense of right and wrong. In the case of sustainability, this can be by creating a feeling of duty to protect the environment. For example, the respondent was thinking about the working conditions for those who manufactured the clothes, and was wondering how those were doing. These thoughts made the respondents feel sorry and it gave them falling conscience instead of happiness. According to resent research these kind of messages should be avoided, the message should not lecture people up.

A message should attract people by being big and colourful and give people a positive self-image. In this case, the respondent wanted to feel happy and comfortable with their purchase.

To return to the figure about KTH which is the combination of the perceiver's reactions that can affect the finally decision-making. The K describes the feelings that occur by the perception of colours and significance. The respondents got feelings from quality, price, and comfort. According to resent research, colours can help increase feelings. The T stands for the perceiver's thoughts that are created by the just experienced feelings. The respondents wanted to feel happiness and comfortably, which in this case, occurs by quality, price, comfort, and colours. H means in this case how the perceiver acts based on the new founded feelings and thoughts. The figure to the right shows a message where the significance is quality, price, comfort, and with help from colours, it can make the consumer happy and confidence about their purchase.



Figure 5:2 Suggestion to the use of KTH

- Comfortable
- High quality
- Loyal and confident
- Happy, Healthy, Relaxed and Confident
- Confident and Happy
- Happiness

Figure 5:3 the significance of colour

As mentioned earlier, the use of colours can create attraction, information, structure, and mood, but also give some education. When it comes to the choice of colours in a message, it is important to imagine the perceiver's perception. The feelings that the respondents felt after the purchase was happiness and that they had enjoyed the purchase. According to recent research, the colours green, yellow, and red can express happiness in a message. Another thing that the respondents wanted to feel when they are shopping was convenience and according to recent research, the colours white and green can express a comfortable and relaxed feeling. The respondent also wanted to have quality, loyalty and feel confident and the colours that express these feelings are black that stands for quality and blue that stands for loyalty and confidence.

However, the colour can have different significance depending on which creation and context the colour is used. Semiotics is the study of signs and symbols and are used in the development of graphical brands, logos and messages. Texts and images can then be deconstructed and interpreted to show a certain significance, which tells about different thoughts and reflections. The respondent were reacting on the significance of price, quality and more expensive brands. Like for example, a more established brand or a more expensive brand would have a better quality, which may be exactly what the purpose with the message was when it was created. Alternatively, that a sustainable product would be expensive but have lower quality, which may not be what the purpose with a message about sustainability are from the transmitter's perspective.

According to the empirical findings and the recent research, it was clear that the consumer want to know what they are paying for when it comes to the sustainable products. Something that appeared to be important when it comes to sustainable clothes was health and economy. To be able to create a message the focus should be on significances that increases the consumers' self-interests. In this case, these significances are long lasting quality, health, and price. These significance are similar the earlier presented attributes that defines sustainability in fashion supply chain, which were to striving for better health, economy and comfort for all people. Therefore, a sustainable message with reliable information about price and quality should be

the symbol that explains the health, economy, and comfort for both the consumers and the employees in the supply chain. In turn, this leads to a sustainable development of the fashion supply chain. To the right, a figure of the semiotic triangle describes this possible theory of a sustainable message. Here the symbol is an agreement of what the Icon and Index means together. The figures about visual communication presented in this thesis are the way to answer the question about the conditions for creating and designing a message on the label for sustainable clothing. Then those have been tools to highlight theories and thoughts about the sustainable communication in the fashion industry. In addition, how to use these thoughts in a message. To reconnect to the citation in the theory chapter, it is not just to create a message, it has to be done well.

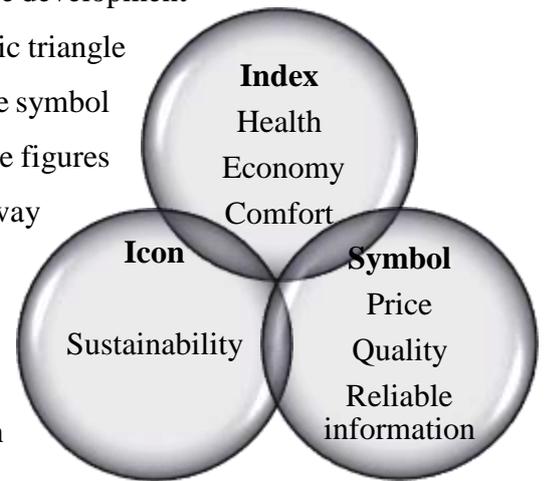


Figure 5:4 a theory of a sustainable message

6. Discussion

In this chapter, there is a discussion about the most evident interpretations. The chapter also includes reflections that are interesting for the topic and result

One of the subjects in this investigation was to get an understanding of what sustainability means, and about how the consumer were responsive to the performance of the eco-labeled products. The data collection was semi-structured interviews where the respondents freely answered to questions about their shopping experience.

According to the perception of the empirical findings, the respondents roughly knew that sustainability in the fashion supply chain was about good working conditions and clothes without chemicals. In addition, clothes with good durability and quality would reduce the consumption and in turn be good for the environment.

The respondents also said that sustainability was something that they should pay more attention to, but they did not. In the analysis of the respondents' requirements, it discovers that the respondents wanted to find comfortable clothes with quality that was durable and suitable to the body and style. These findings created an interpretation of the fact that the respondents did not want the latest fashion, they just wanted to feel comfortable in their durable clothes. However, the respondents had wishes about clothes with no chemicals because they were thinking of their health. The final interpretation of this was that the respondents' perception of sustainability was similar to their perception of their own self-interest. Because when they talked about sustainability, they talked about good comfort for the employees, clothes without chemicals and durable clothes, which can reduce the consumption. When it came to the respondents' self-interest, they talked about comfortable shopping and clothes, and durable clothes without chemicals. Then the price was an important topic for the respondents. This will make the reliable information about sustainability and eco-labeled clothes important because the consumer wanted to know what they were paying for.

The only information the respondents got before the interviews was that this research was to investigate the possibilities about sustainability communication in the fashion industry. This information could have affect the respondent's answers, for example that they tried to express more about sustainability than they normally should do. Another thing that may have affect the respondents' answers, are that many of them were students and may not have economy to buy clothes to the extent that they would like. Another pattern that were clear among the

respondents, were that those who were younger than twenty years old implied that they did not thought about, or were looking that much for information about sustainable clothing. However, they knew they should look more for sustainable clothing and they thought it was an important topic. Those respondents, who were older than twenty years old, mostly saw clothes with good and durable quality as a sustainable choice. This was interesting then different generation in this investigation had different perceptions of sustainable clothes.

In this thesis, it was founded that reliable information about sustainable clothes was important for the reason that the consumers wanted to know what they were paying for. However, the respondents did not have any specific requirements when it came to sustainability. Some of them had wishes for more information about the working conditions and chemicals but that was not a requirement. According to the resent researches, it was important to highlight attributes like quality and comfort even on the eco-labeled clothes, which is conformed to the respondents' self-interest. Therefore, even if there is information about sustainability it shall not be forgotten that the attributes that captures the consumers self-interest also has to be presented on the sustainable message.

About the conditions for creating and designing a message on the label for sustainable clothing, there were different theoretical strategies used to highlight the information from the empirical findings. This made it possible to make different interpretations about the creation of the message and to make it possible reach the consumer with the significance of a message. The final perception of the analysis chapter was that the most important arguments in a sustainable message were quality, comfort, price, and reliable information. The strongest colours that according to the analysis were the most effective in a sustainable message was green, blue, white and black, which together represents high quality, confidence, comfort, happiness, health and loyalty. These are the arguments that would give the consumer a good impression of a message. However, if the colours only should increase a recommended feeling, the blue and green represents confidence, happiness, health, and loyalty.

7. Conclusion

This chapter presents the conclusions from the analysis and discussion. There are also recommendations to companies and to further research.

The purpose in this thesis was to analyse which information about the sustainable impact in the supply chain is the most important for the consumer. To found out the conditions for designing and creating an eco-label with information and messages about the sustainable producing process. To make the consumer more safe and satisfied with the fashion industry's communication about sustainability and their sustainable products.

The first conclusion that can be viewed are that the information the consumer think is the most important about sustainability in the supply chain are about the working conditions and the chemicals that are used in the clothes. When it comes to the information on the eco-label, it is important that this is about the working conditions and chemicals are reliable and explicit. However, to be able to make the consumer satisfied with the communication it is also important to highlight attributes like quality, comfort, and price.

7.1 Recommendations to companies

The analyses of resent research, theories, and empirical findings have resulted in suggestions about what the sustainable message should include. To return to the model of theory chapter, there are some suggestions about how to provide the sustainable message on an eco-label. To start with the circle in the middle which advocates the sustainable message, according to the analysis the sustainable message are suggested to include the definition of sustainability which is; better health, economy and comfort for all people. To continue with the circle at the top, which advocates the consumers' perception, here there it suggests to reduce the consumers' perception of that the sustainable products are expensive and have low quality. Then the circle leftward that should present reliable information and assurance are suggested to be filled with information about working conditions and use of chemicals, which also should be insured by a third part. Significance is what the next circle provides which should stand for quality, health comfort, and price. Because, these are the significances that increase the consumers' self-interests. The circle that provides values should be filled with self-interest and trust-worthiness, because, these are the values that increased the consumers' interest for the product. The circle that presents the consumers' feeling and thoughts should provide happiness and confidence. This leads us to the next circle, which provides colours for creating and increase the consumers'

feelings. The last circle is the eco-label, which presents the suggestion in the label with colours that increase the right feelings, which are confidence, happiness, health, and loyalty. Then the strongest arguments for a sustainable message, which are quality, comfort, price, and reliable information.

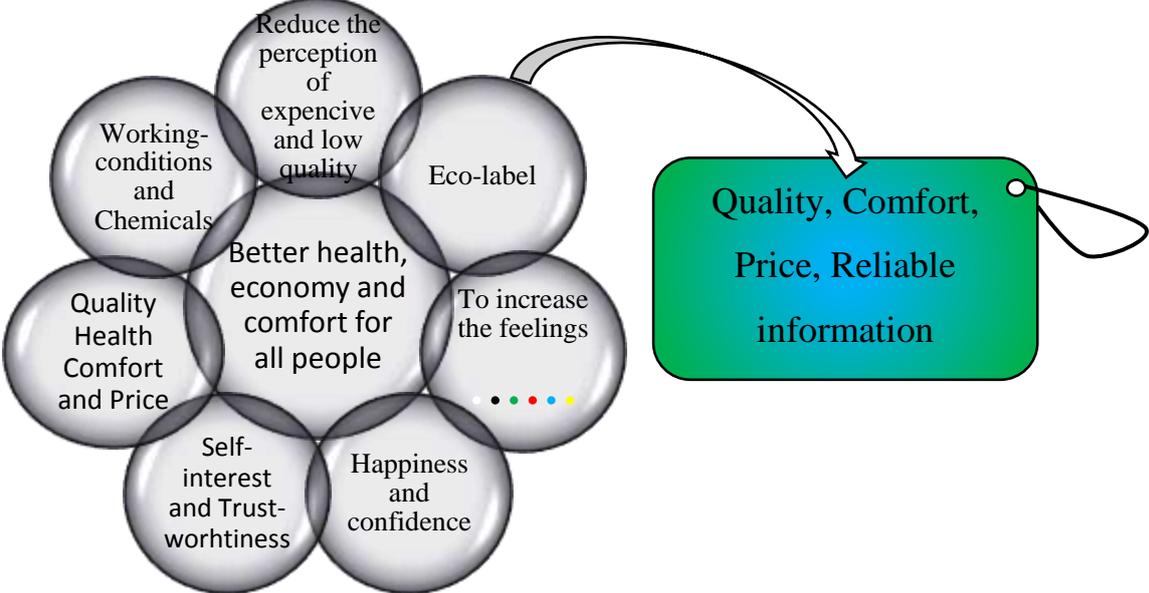


Figure 7:1 Developed model of theory chapter

7.2 Recommendations to further research

This thesis did provide a deeper understanding about sustainability and about how the consumers are reflecting over eco-labeled clothes. It also increased the interpretations about how to think when creating a message about sustainability, and the hope that it actually is possible to reach the consumer with a sustainable message has grown in the author’s mind. However, there are still topics to explore in a deeper level. For example, this suggestion of a sustainable message is just a theoretical investigation and is not tested in reality, which can be a topic for further research. This thesis has also given the impression that different generation reacts differently on the topic sustainability, which also can be a topic for further research. The respondent did not appear to be that interested of fashion and trendy clothes in the investigation, which can be interesting question to study furthermore. This thesis explores the consumers’ own perception of their shopping behaviour, but it would also be interesting to know if the result would be similar in a research where someone has observed the consumers’ real behaviour.

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Appendix A

Questions to the consumer.

- Tell us about your latest clothing purchase, which thoughts you had about materials, price, origin, and brand. Please answer as freely as possible about the thoughts and feelings that arose during the shopping experience.
- What does ecological and social sustainable production of clothes means for you?
- What information are you looking for when it comes to the clothes you plan to buy?
- Do you have any specific requirements on the fashion brands' where you buy your clothes?
- Do you buy the latest fashion?
- Does your lifestyle affect your choice of clothing?
- Would you pay more if you will get more information about the garments background?

Appendix B

Respondent 1

Age: 21

Gender: Woman

Profession/education: Student at the Social educator program

- To answer the question about my recent purchase of clothing, I bought a sweater. I did not have any thoughts about the materials, background, or brand. I think that I have too little knowledge about these things and no time to spend on getting the knowledge that I need. I checked the price tag to decide whether it is worth the price or not. I thought the price was okay and then I did not thought further about that. The thoughts and feelings that I had was probably mostly that it felt fun to buy a new sweater and I felt happy afterwards. However, I cannot remember what more I thought or felt.
- When it comes to the question about ecological and social sustainable production, I have not been thinking of that much. However, I always consider that ecological production is good as far as it is possible. For me as an individual consumer, I think it may mean a more expensive option which may not always be the best because the fact that I am a student, and do not have the economy to purchase too expensive clothes right now.
- To answer the question about if I am searching for any information about sustainability or producing processes, I can only say that I am not searching for information at all, which of course is very bad.
- I have no specific requirements on the specific fashion brands. Durability and quality are the only requirements I can think of when it comes to the purchase of clothes. I may sometimes choose a more expensive brand if I know that their products provide better quality, which may be lasting for a longer time instead of ripping out many clothes with poor durability and quality.
- I do not buy the latest fashion, I buy what I need, and those clothes that appeals to my taste and me. I do not look for fashion when I shop but I shop very often.
- I do not know if my lifestyle affects my choice of clothing. Not so much I think, because I am a student it does not require any outfit, and in my future professional they usually have working clothes, which means that I buy the clothes I am

comfortable in and like to wear. Maybe my economy as a student is affecting my choice of clothes a bit. Otherwise, I never considering my choice of clothing.

- I may pay more if there were more information about the garments. I depend on what garment it is and which information there is.

Respondent 2

Age: 24

Gender: Woman

Profession/Education: Student at the Social educator program

- To answer the question about my latest purchase, I will first point out that I rarely buy clothes because I do not have much money left over as a student. However, my most recent purchase was a pink sweater from H & M, one white t-shirt from BikBok and a pair of dark blue trousers from Stadium. I tend to spend a long time in the stores when I am shopping and I like cheap and sporty clothes. I do not remember much of my latest purchase, but I do remember that I tried the various items over and over again for a long time. I do not reflect that much over the material but it is important that the clothes are comfortably and not too tight, like cotton. I do not care about the brand that much but the price is important and when it comes to where the clothes are produced, I am never considered.
- When it comes to the question about Ecological and social sustainable production, I think it is when previous materials are reused, and recycled to create new products. In addition, when the transportations are shorter to reduce emissions. Social sustainable production, I think is when those who make the clothes are able to work under good social conditions and not being utilized. They should also have a good payment for their work.
- To answer the question about how and if I am searching for information, my answer is that, I am using mobile apps or visit the clothing company's website to find information about how the clothes are produced.
- I have no direct requirements on the brand; however, maybe it would be good to have better information of the industry behind the clothes and brands. The only requirement I have right now is that the clothes should have good quality to a good price.
- I never focus on buying the latest fashion. I purchase clothes that I feel comfortable in because it affects me positively when I am with friends. I can be myself and I enjoy life more and can be more happy and social.
- If there is really, good information about the garments background I may pay more for it. Then the garment should be something I really want.

Respondent 3

Age: 25

Gender: woman

Profession/Education: Student at the Social educator program

- To answer the first question about my latest purchase, I am always looking for garments that are on sale, as I am a student and have less income. I have no major concerns regarding the producing process or materials of the garments.
- When it comes to the question about Ecological and social sustainable production, for me it means clothes that are reused, and constructed from durable materials. And clothes that I can keep it for a long time, which is good for both the environment and me.
- When it comes to information searching, I am not searching for any special information. The garment should just be and feel durable so I can use it for a long time.
- My requirements are that the material should be durable and affordable and if it is possible, it should be in materials produced with respect for the environment.
- I do not purchase the latest fashion. I buy practical clothes that I think is nice and feel comfortable.
- If there are information about the quality of the garment I may pay more, because then the garment will have a longer lifetime.

Respondent 4

Age: 35

Gender: Woman

Profession/education: Student at the social educator program

- The answer on the question about my latest purchase is that I purchased a dress and a tank top from H & M and both were on sale. In the choice of clothes, for me it is important how the material feels. The garments I bought this time, I had looked at before but I found it too expensive then, then I felt happy that I found these clothes on sale and bought it immediately.
- When it comes to the question about ecological and social sustainable production, for me this is important and many times do I buy second hand clothes to care more about the environment and I sometimes reflect on how these second hand garments look like new.
- To answer the question about information searching, I do not search for any information when I shop clothes, except for where the clothes are produced.
- My requirements on the brand are that the clothes should be in good quality to good prices.
- I am not always buying the latest fashion. Mostly I think clothes are to fill a casual function. Fashion clothes I rather buy when there will be a wedding or a celebration.
- I do not think that my lifestyle has any impact in my choice of clothes as I prefer to have comfortable and functional clothes instead of buying clothes that show too much, or that are too cold or break after the first washes.
- Because of my economy, I would probably not pay more even if I got more information about the garments.

Respondent 5

Age: 24

Gender: Woman

Profession/Education: Student at the Social educator program

- Question number one, about my recent purchase of clothing, my answer is that it was a while ago and I purchased a tank top and a thick sweater. I know that when I buy clothes I usually go to the cheaper stores as I cannot afford the more expensive brands, but then I do not care about specific brands either. I am mainly focusing on the price because I am a student and have a budget that I have to follow. I love to shop but do not shop that often anymore, so when I really find something I really enjoy the shopping and get happy throughout the whole body. Usually after the purchase, I will use it as the favourite garment for a longer period.
- When it comes to ecological and social sustainable production, my answer is that it does not tell me that much. I think that ecological things are generally good but it is not something that I think of when I shopping clothes. I only think that the product itself should be comfortable to wear and that it will last for a while anyway.
- When it comes to information searching, I am not searching for any special information when I am shopping. If I find something that I like I will probably buy it if it is not too expensive.
- My requirements on the brand are that the garments should be in good quality and not be broken after the first washes.
- I do not really buy the latest fashion, because I have such mixed style so I buy the clothes that I think looks good.
- My lifestyle is really affecting my choice of clothes. If I got more money I would probably buy more clothes than I do today. Now I have to look on the price to control that the garment is not too expensive.
- I would probably not pay more even if there were better information about the garments.

Respondent 6

Age: 23

Gender: Woman

Profession/education: Student and Gym instructor

- About question number one, my latest purchase was a top that needed to be in a stretchy, breathable material and in a straightforward model. Because it should work as a backbone for a sewing project, then I was not looking for a finished garment, but a project to develop. The price would therefore also be as low as possible. I was searching for this garment in reliable web shops. With reliable I mean that the company in question do not producing the garments in non-human and in so frugal conditions as possible.
- To answer the question about ecological and social sustainable production, I do not know that much about the underlying producing process in any companies but I try to listen to my gut feeling. I think it is important with ecological and social sustainable production, but it is rarely something I think that much about when purchasing clothes.
- When it comes to information searching, the information I am searching for is which price, material, care instructions and country of manufacturing the garment have. If the garment is ecological produced, it may make a difference to its attractiveness degree, which of course I think should be evident in such cases.
- I think I am not have that much of requirements, I am happy if I just get a sense of quality of the garment to a good price. However, of course it is important to get some more knowledge about the circumstances that the garment is produced. However, this is not something I actually am checking up.
- I am not following the fashion; I follow my own taste rather than trends. Sometimes I think my taste is following the trends sometimes it is more similar with the past.
- My choice of clothes is really affected by my lifestyle, because I am training a lot which means that I often wear workout clothes.
- Honestly, I would not pay more if there were more information about the garments background.

Respondent 7

Age: 34

Gender: Man

Profession/education: Driver to asphalt pavers

- Question number one, about my latest purchase, which was a cap, that I wanted to fit my head well and be stylish, the fact that it was produced in Sweden raised the value of the cap.
- On question number two, about ecological and social sustainable producing process, my answer is that Ecological for me means that the garment are more expensive than conventional products. Even when it comes to the producing process for the company, which I think makes the producing process more complicated. A sustainable production is for me a well-established brand that knows what they do.
- When it comes to the information searching, I am searching for information about the quality and function of the garment.
- When it comes to my requirements of the brand, it is important that the brand can take responsibility for their product, for example that if the product breaks a very short time after the purchase the company should be able to replace the product. A more expensive product should also have better quality, however, when it comes to sustainable products I do not think that they are in better quality even if they are more expensive.
- I am not always purchasing the latest fashion; it depends on when I will use it. If it is for a celebration, I may purchase something trendier.
- My choice of clothes are affected by my lifestyle, it depends on which environment I am in for the moment. I wear different clothes at work and in my spare time.
- In some cases, I would pay more for the garment if there were more information about the garments background, it depends on what kind of information, and how strong my interest for the product is.

Respondent 8

Age: 26

Gender: Man

Profession/education: Teacher

- To answer question number one, I did my latest purchase in a store named Axel and Ebba. I went through the whole store and looked at all the clothes and examined carefully the potential garments I could think of to buy, I looked mainly on the style and comfort, then the price and size.
- Question number two, about ecological and social sustainable production, for me it is a modern compromise to the today's extreme consumption. Thus, to retain the comforts of today but without consequence that someone or something needs to pay an unsustainable price for it in the future.
- When it comes to the question about information searching, I am trying to get a possible review from previous consumers about that particular product I want to purchase.
- My requirements of the brand are the quality of the garment and price. In addition, it is important that the product is affordable.
- I do not purchase the latest fashion.
- My lifestyle are affecting my choice of clothes, mainly regarding of how to see myself in a certain way and then want this view of myself to be confirmed out of the clothes I am wearing. Examples of this would be a spontaneous, tough, intellectual, or environmental engaged lifestyle.
- I should probably not pay more if there were more information about the garments background. However, it depends on what information it is and how reliable the source is. It also depends on where the majority of the "unmarked" clothing comes from.

Respondent 9

Age: 32

Gender: Woman

Profession/education: Teacher

- To answer the question number one about my latest purchase, I do not think that much when I shop. Actually, I often think that if it is expensive, then it should be good quality, which is not always the case. After all, I have heard in the news about the bad working conditions at for example H & M which has got me start to think about to stop shopping there. Then the clothes there are cheap and then my morale is failing a bit. Have no idea of where from my latest purchase was, but when I shop I am mainly checking out the materials and prices. What bad it sounds when I am expressing myself like this.
- When it comes to the question about ecological and social sustainable production, it is not telling me that much actually. I have recently been updated about the information that there are ecological clothing and not only ecological food. I have become much better when it comes to purchase of ecological food because of that I have become informed about how much better ecological products can be for myself. Therefore, the reason to really buying ecological clothes is growing to me, if it means better living conditions for other people and for the environment.
- When it comes to the question about information searching, I am not looking for any information more than the exchange policy, which is the only thing that is important to me, and how much the shipping costs will be. Moreover, yes, maybe the material to see whether the clothes may shrink or tolerate washes, just for my own good.
- The requirements that I have at the brand is that the clothes should not go broken for a long time. If I have paid a lot of money for an expensive brand, I will become upset if the garment is pilling after the first wash.
- To answer the question if I buy the latest fashion, I cannot say that my taste is following the fashion world that much.
- My lifestyle are of course affecting my clothing purchases a lot, when I worked in a shop it was important to be stylishly dressed every day. Now I am sitting at home

and studying in front of the computer every day, then I wear cosy clothes, maybe a good pair of pants if I need to go outdoors for a while.

- If I want to pay more when there is more information, depends on what kind of background and information there is about the garment. I would probably actually pay more if I knew it was for good reason. As I have said before, I pay more money for better food and for the benefits that it gives me. Then, of course, I believe that I will pay more for sustainable clothing. It is also a matter of conscience; I think that if I may get the chance to be more informed and observant on how it actually works in the fashion industry, I think I would have a greater conscience. However, as I have said before, I have never thought in this way before about the clothes, it is something very new for me.

Respondent 10

Age: 17

Gender: woman

Professional/education: Student at the Finance program

- To answer the question about my latest purchase, my latest purchase was today at the store Lager 157. I bought a raincoat for 300 SEK, a pair of pants for 150 SEK, a shirt for 150 SEK, and a striped sweater for 150 SEK. The raincoat was from the brand Bondelid and the other clothes were from Lager 157's own brand. These clothes are something that I have been looking for, for a long time and I am happy with my findings. However, I was a little bit hesitant when it comes to the pants because the material was very thin and may not last as long as I want. Unfortunately, I bought the pants anyway because of the low price. The pants were made in Bangladesh and I am concerned about the fact that the people in Bangladesh that are paying the real price instead. I feel sorry for the poor tailors that are forced to work with chemicals processed materials with a poor salary.
- When it comes to the question about ecological and social sustainable production of clothes, it means for me when there are no use of chemicals in the production process. When the manufacturers have good working conditions and when the garments are long lasting when it comes to the material, look and trends.
- To answer the question about information searching, I am not looking for any specific information when I shop, more than size, price, and maybe country of origin.
- When it comes to the question about my requirements of the brand, I almost get some bad conscience because I have no requirements. Of course, I would prefer that there are no chemicals in the garments and that the garments are manufactured under good working conditions. The fact is that I am actually trying to avoid clothing stores where the prices are super low and the profit only goes to the owner, which probably already are a millionaire.
- I only buy the latest fashion if I think it looks good and then I will use it for a long time. I do not buy fashion because it is trendy right now.
- I do not think that my lifestyle is affecting my choice of clothes.

- I think that more information about the garment would affect me in some way, but if I would pay more, depends on how much more.

Respondent 11

Age: 18

Gender: Man

Professional/education: Student at the program of social science

- To answer the question about my latest purchase, I was then looking for a stylish, not too expensive sweater, that I wanted to buy with my gift card. The material of the sweater should not be too warm because I wanted to use it in the summer season.
- For me, the question about the ecological and social sustainable production is when the production of the clothes not are too far away and when the working conditions are good for those who manufacturing the clothes.
- When it comes to the question about information searching, I do not usually look for any information except for price and size when I am shopping.
- My requirements that I have on the brand are that the clothes should be in good quality. Moreover, the working conditions for the manufacturers should be good. Then I think the company should have good environmental policy in the producing process.
- It happens that I will purchase the latest fashion some times, but only if I think it looks nice and makes me feel comfortable.
- I have not thoughts about if my choice of clothes is affected by my lifestyle; I only purchase things that I think looks nice.
- I think I can pay more for the garment if I got more information.

Respondent 12

Age: 18

Gender: Woman

Professional/education: Student at the finance program

- To answer the question about my latest purchase, I bought a pair of jeans and a sweater, two kind of basic garments to wear in the spring. My thoughts were that the price was better than usual. These garments were not from any special brands, only garments that were easy to combine with different jewelleryes. I felt good with my purchase, the only thing I was worried about was the quality, and how long the material of the garments will be lasting.
- When it comes to the question about ecological and social sustainable producing process, for me it means when there are no use of chemicals that can be noxious and hazardous for the human or environment. However, the garment should still be in good quality.
- To answer the question about information searching, I do not search for any special information when I shop. However, I have noticed that some stores actually tag the clothes that are manufactured with good working conditions and with respect for the environment.
- When it comes to the question about requirements, I personally do not have any requirements on the brand, but my wishes are that the clothes should be more environmental friendly. I do not want any hazardous chemicals on my body that may come from the clothes, even if I actually think that is the fact.
- Sometimes I follow the latest fashion and trends, but mostly, it is important that are suitable to my style.
- I do not think that my lifestyle affects my choice of clothes; I just want it to look nice.
- I may pay more if I could be sure that the garment does not contain chemicals.

Respondent 13

Age: 19

Gender: Woman

Profession/education: Student at the finance program

- To answer the question about my latest purchase, I did not have that many thoughts about the material, but I was more concerned about the price. Otherwise, I am sometimes looking for branded clothes, for example Nudie Jeans, because I have heard that it is a better choice of garment.
- When it comes to the question about ecological and social sustainable production, I think it is a very important topic but unfortunately, it is not something that I am thinking of that much when I am shopping.
- To answer the question about information searching, I am only looking for information about washing instructions so I know how to wash to make the clothes be lasting for a longer time.
- Then I have the requirements that the clothes should have good quality and be lasting in colours and shape.
- I only purchase the latest fashion when I find something that fits my style, because I think the clothes are a way to express the style and lifestyle.
- I do not think that I would pay more if there were more information about the garment.

Respondent 14

Age: 18

Gender: Man

Professional/education: Student at the finance program

- To answer the question about my latest purchase I had some thoughts about the material and the brand, but I did not thought about where the garment was produced.
- When it comes to the question about ecological and social sustainable production of clothes, I think about clothes that are manufactured in Europe, in a good working environment where the employees are well paid for their work.
- To answer the question about information searching, the information I am searching for when I shopping is about the brand, quality of the material and the garments durability.
- My requirements on the brand are that I think the brand should provide comfortable, stylish clothes in good quality.
- I do not purchase the latest fashion if I not like the style of it.
- It is important for me that lifestyle are reflected by my clothes.
- If there were more information about the quality, I may pay more for the garment.

Respondent 15

Age: 17

Gender: woman

Profession/education: Student at the Engineering Program

- To answer the question about my latest purchase, it was a pair of shorts. I bought them because they were comfortable, good looking and in nice material. It was not from any specific brand but a good price and I felt very happy with my purchase and I think it was a very good shopping experience.
- When it comes to the question about ecological and social sustainable production of clothes, for me it means when the materials are produced from raw materials that are environmental friendly. The social sustainable production is when those who have manufactured the clothes have had good schedule and working conditions and that they do not have to work with hazardous chemicals.
- To answer the question about information searching, the information that I am looking for when I am shopping are often about the quality and material the garment are made in. Otherwise, I am unfortunately not looking for that much information, but I know that I should.
- I have no special requirements on the brand either.
- I do not follow the fashion; I mainly purchase the basic clothes that stay trendy for a longer time.
- I am a very active person so my lifestyle requires comfortable and functional clothes that can handle some dirt and many washes.
- I should probably pay more if there were more information about the garment.

Respondent 16

Age: 18

Gender: Woman

Profession/education: Student at the Technology program

- To answer the question about my latest purchase, it was a pair of pants from the store Lager 157. I did not care about which brand it was, I just wanted a new pair because my old ones were too stretched.
- When it comes to the question about ecological and social sustainable production, for me it means when the clothes are manufactured without any bad effects on the environment and without chemicals. In addition, when the working conditions are good for those who are manufacturing the clothes. I also think that classy clothes are good for the environment then they often are functional for a long time, which I think is good because then we do not have to buy new clothes that often.
- To answer the question about information searching, unfortunately I do not search for any information except for size, colour and country of origin. However, no information about how sustainable the garments are.
- I have no requirements on the brand either but I think I should be more curious about the brand's production policies.
- I do not purchase the latest fashion just because it is the latest fashion, but I can buy something trendy if I think it looks nice.
- When it comes to if my lifestyle affects my choice of clothes, my answer is that I like to dress in comfortable clothes and warmly (because I think it is cold in our school). However, it is important that it looks good in the same time. I want clothes that I easily can combine with other clothes and make stylish combinations. This is also my way to buy less clothes and save money because I want few clothes that I can use in many ways.
- If it is not too expensive, I think I would pay more for the garment if there were more information about it.

Respondent 17

Age: 19

Gender: woman

Professional/education: Student at the finance program

- To answer question number one, I have always bought many clothes and have not had any thoughts about quality. However, nowadays, I am focusing more on expensive, branded clothes that will last for a longer time. Thereby it has become less “throwaway clothes” lately.
- When it comes to the question about ecological and social sustainable production of clothes, I do not know that much about it. However, I am personally thinking more about quality than quantity and I think that is some kind of sustainability thinking. Because if the clothes are in better quality I can use them for a longer time and do not have to buy more new clothes, which is good for the environment.
- When it comes to the question about information searching, the information I am looking for when I am shopping is price and how it fits my body.
- I do not have that much requirements on the brand, except for the quality on the material and that the clothes are properly made. I also think that I should have better requirements on the brand when it comes to sustainability and working conditions for those who makes the clothes.
- I love to purchase the latest fashion but I am a student so I think it is the most economical to buy clothes that can be trendy for many seasons.
- To answer the question if my lifestyle affects my choice of clothes, I think it mostly the Swedish climate that are affecting my choice of clothes, because I have to think about if the clothes will handle the Swedish weather
- Right now, my economy tells me not to pay more for clothes that provides more information, but maybe if I could be sure that it is for a good thing.

Respondent 18

Age: 18

Gender: Man

Professional/education: Student of the program of social science

- To answer question number one, about my latest purchase I can say that the last time I was shopping I was looking for a pair of black jeans. I went to the store named Carlings and got some excellent help from the personnel. I did not thinking about price or brand, I just tried different jeans on until I find a pair that was suitable for my body.
- To answer the question about ecological and social sustainable production, I will say that I do not know much about the ecological or social sustainable producing process when it comes to clothes. I think it is an important topic, but unfortunately, it is not anything that I will think about when I am shopping.
- When it comes to information searching, if I know what I am looking for when I am shopping, I may do some research about what stores that may have what I am looking for. Otherwise, I am only looking at the price.
- My requirements on the brands are that the clothes should stay unbroken for a longer time.
- I only buy the latest fashion if I like the style and if it is suitable for my body.
- I have never thought about if my lifestyle affects my choice of clothes, I Just purchase the clothes that I think looks nice.
- I would probably not care if there were more information about the clothes; the only thing is that the clothes will fit me in size and style so I do not know if I would pay more, if there were more information about the garment, probably not.

Respondent 19

Age: 18

Gender: Man

Profession/Education: Web developer and student at the Engineering Program

- To answer the question about my latest purchase, I wanted to find something nice to my birthday party. I went as always to the store Jack and Jones. I really liked the store but found it difficult to find what I was looking for. Then I got good help from the personnel, which was very professional at their work and made me feel very happy. Finally, I bought a sweater that the personnel had suggested.
- To answer the question about ecological and social sustainable production, for me it means that the products are in natural materials. Moreover, when the production are climate smart.
- About the question about information searching, I never search for any special information. When I shop I only think about if I like the garment and if it feels good, and of course the price.
- I do not have any special requirement on the brand, but with a little thought, maybe I should have.
- If I buy the latest fashion or not, depends on my choice of store in that moment, so that is not an active choice.
- When it comes to the question about if my lifestyle affects my choice of clothes, my answer is that I am mostly affected of which colours the garments have and I do not wear my finest or my favourite clothes if I only will stay home.
- If I would pay more if there were more information about the garment depends on if it feels right for the moment.

Respondent 20

Age: 17

Gender: woman

Profession/Education: Student at the finance program

- To answer the question about my latest purchase, it was at H & M's web shop where I bought a coat for 399 SEK, which I thought it was a good price. The material was thin and airy which I thought was suitable now in springtime.
- When it comes to the question about ecological and social sustainable production of clothes, I think that the material will be more environmental friendly and that it should be long lasting so we do not need to throw away that much garments.
- When it comes to information searching during my shopping, I only look for information about price and size.
- I have no specific requirements, but of course my wishes are that the material should be as environmental friendly as possible and that those who manufacturing the clothes not works as slaves and not being paid.
- I am not always buys the latest fashion. Sometimes it is fun to have one garment that are the latest fashion, but I do not pay that much attention to what it is that are the most trendiest that season.
- I do not know if my lifestyle is affecting my choice of clothes and I do not think that much about it.
- I think I would pay more for the garment if I got more information about the background of the garments producing process.

Respondent 21

Age: 17

Gender: Woman

Professional/Education: Student at the Engineering Program

- To answer the question about my latest purchase, I bought two tank tops from the store Lager 157. I did not thought that much about material or so, I just thought the tops looked nice and was suited for my body.
- When it comes to the question about ecological and social sustainable production of clothes, I think it is good. However, it is nothing that I care about when I am shopping. However, maybe it is something that I should start care more about.
- To answer the question about information searching, nowadays, I am not searching for any information at all, except for the price; if I find two similar garments, I would compare the prices.
- The only requirements I have on a brand is that the garment not are broken.
- To answer the question about if I purchase the latest fashion, I only purchase what I think looks good even if it is the latest fashion or not.
- I think I purchase the clothes that fit in to my lifestyle because if the clothes not are suitable for me, or if it not looks good, it does not fit in my lifestyle either.
- I may pay some more for clothes that have more information about the producing process.



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