A qualitative study investigating social media as a channel for fast fashion companies to advertise sustainability
Abstract
The fast fashion companies are growing with their cheap and trendy clothing, promoting people to adapt to new trends and to consume. At the same time, many fast fashion companies have started to advertise sustainable strategies which are communicated through social media. The aim of this research is therefore to investigate social media as a channel for fast fashion companies to communicate sustainable fashion advertisement, by looking at the Swedish market and the generation Y. A qualitative method was used, and the data was collected through semi-structured interviews. The conclusion of this study is that social media as a channel for fast fashion companies to communicate sustainable fashion advertisement, is not that effective, at least not how it is used to today. The sustainable advertisement on social media is not making the consumers of generation Y to purchase sustainable and the messages and content they communicate is not affecting generation Y’s intention to purchase sustainable clothing. The communication from fast fashion companies regarding sustainable advertisements on social media should either be revised in order to meet the consumers demands, or to use another media channel to reach generation Y.

Keywords: Fast fashion, Sustainable consumption, Social media marketing, Green marketing, Sustainable fashion, Sustainable advertisement, Social media advertisement, Generation Y
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1 Background

According to the organization One Green Planet written by Qutab (2017) the clothing industry is one of the most polluting industries in the world. It therefore holds a great responsibility for its progress. Greenpeace (2016) further implies that consumers purchase more clothing than ever and wears them fewer times, or sometimes not even at all, leading to strain on the earth's capacity. The Swedish Environmental Protection Agency (2017) states that the private clothing consumption in Sweden has raised with as much as 50 percent between the years 2000 and 2010. Upon this, SVT reports that the average Swedish persons purchase as much as 13 kilograms clothes and textiles every year and throws away 8 kilograms (Öbrink, 2016). Serval of researchers in the field of fashion waste management confirm this by concluding that garments are now thrown away not because they are broken or worn out, but rather since they are not trendy anymore or in an outdated colour (Ekström 2014; Moon, Lai, Lam and Chang 2015; Bianchi & Birtwistle 2012). The reason for this could lay in the current lifestyle of the consumers who prioritize new and updated clothing, which thereby are pushing the supply chains in the fashion industry towards fast responses and fast trends (Barnes and Lea-Greenwood, 2006).

In a debate article in the Swedish newspaper Svenska Dagbladet, two researchers in the field of fashion and consumption, Ekström and Hjort write that social media increase the pressure to consume. They argue that consumption is the greatest criteria for how people judge each other today, by accusing social media for enabling people to visualize consumption and strengthen social comparison (Ekström & Hjort 2017). Instead of comparing yourself with people on the street, the comparison is now taking place online on social media, where many young people lack the resources to resist the pressure to consume (Ekström & Hjort 2017). The medium social media could shortly be described as a web-based communication tool that makes it possible for people to interact with others by sharing and consuming information and content (Nation 2018; Collander & Wien 2013). The most prominent social media channels among young people today are Facebook, Instagram, Snapchat and YouTube. These channels let people easily share videos, pictures and chat directly through their phones (The Internet Foundation In Sweden 2017).

"Today’s trends are tomorrow’s trash", is a quote that Greenpeace (2016) address in their report timeout for fast fashion, which they believe describe the fast fashion industry and the production of cheap clothing. The term fast fashion is described by Moona, et al. (2015) as, quick, trendy inexpensive and disposable. Joy, Sherry, Venkatesh, Wang and Chan (2012) add to this by referring “fast fashion” to, low-cost clothing brands that quickly imitate and spot the ongoing fashion trends in the luxurious fashion segment. Fast fashion is built on reducing the space between production and consumption, inferring more fashion cycles during a year (Moona et al. 2015). Take the Spanish fast fashion chain Zara as an example, which manage to have new garments in store with a lead time of only two weeks, calculated from sketch board to store (Kowsmann 2016). Fast fashion has rapidly grown and the results of this have led to serious environmental problems (Moona et al. 2015). Perry (2018) writes in the newspaper Independent
that, fast fashion is practically bad for the environment, since it reduces the costs and time during the production of a garment, which allows environmental concerns to be cut. Due to the weight that the fast fashion industry holds when it comes to the harm of the environment, many fashion companies have considered different sustainability efforts and adapted a sustainable approach to their business (Chang & Jai 2014; Joy et al. 2012).

Examples of how fast fashion chains could work with sustainability are through different projects such as “better cotton”, “conscious collection” and “better denim”. These projects are used by fast fashion chains to obtain a more sustainable and environmentally friendly production which they thereafter communicate through advertisement. Advertisement is one component of marketing that involves and strives towards getting the company’s product or service out to the customers, by promoting it in a way that makes the market interested into buying it. Advertisement could be seen in medias such as newspapers, television and through social media (Lake 2018). The better cotton initiative works towards making the global cotton production more sustainable, by making it better for the ones who produce it, but also for the environment where the cotton grows (Better cotton 2018). “Conscious collection” is H&Ms own project where they produce clothes by using recycled materials such as, making a dress out of recycled PET-bottles, or nylon made from old fishnets (H&M 2018). “Better denim” is Lindex project, where they make denim more sustainable by selling jeans that are made with 100 percent ecological cotton and produced with sustainable washing methods and less chemicals (Lindex 2018). Some fast fashion chains like Kappahl, work with the after-use of the clothing, by having clothing collection boxes in the stores where customers can return clothes. The fast fashion chains are thereafter either reusing, recycling or donating the clothes to make people stop throwing clothes away and to save the environmental resources (Kappahl 2018).

According to an article by Wilson (2017) at the Internet consultancy, the fashion industry is one of the big players of using social media to distribute advertisement. She puts forward that, the growth of social media has led to that fashion brands could create a better contact and engagement with their customers. Wilson (2017) also means that a campaign on social media can create buzz and hit headlines, considered that you do it in the right way. Prescott (2017) writes at the online marketing platform Knapton Wright, that social media is one of the most influential channels for fast fashion retailers. Many fast fashion companies use social media to upload videos and pictures of their clothing, together with shop links making it possible for consumers to easily transition from browsing at their social media feed into buying a garment (Prescott 2017). Colliander and Wien (2013) argue that social media is a great medium to use when advertising sustainability, it reaches customers where they are and help brands to build trust and relations with their customers. Although, Kang and Kim (2017) argues that many customers question whether companies actually are environmentally friendly or if they just borrow green rhetoric in order to earn profit. This phenomenon is called greenwashing and is defined as, misleading marketing that is used to portray or advertised an organization, product or brand as environmentally friendly when it is not (Investopedia 2018).

Hocevar, Flanagan and Metzger (2014) therefore address that it is important to understand how consumers evaluate the credibility of the information they revive on social media. Hill and Lee
(2012) has researched generation Y and their perceptions of sustainability in the apparel industry. Generation Y are people born between 1980-2000 and called the millennials (Hill & Lee 2012). They say that this generation is characterized by both being concerned about issues regarding the environment, the society and the economy and at the same time being skeptical towards companies that marketing that they are concerns about these issues. Beard (2008) points out that it is highly important with authenticity and that brands that claim they are ethical, really are ethical. Today, consumers want to know more than before, they want to be assured where, when and how a product is being sourced (Beard 2008).


1.1 Problem discussion

During the last years, social media and sustainability has started to play a significant role for how companies talk about themselves and how their businesses have been conducted (Sustainable brands 2016). An article by Sustainable brands (2016) address that these two concepts together have pushed corporations to a new level of transparency and forced organizations to rethink their role in the society. Even though Social media is giving companies the opportunity to reach a huge amount of people to communicate their sustainability work to, they still fail to communicate their message, even if social media and sustainability should go hand in hand. The problem is that, many companies have not figured out how these two should be used together effectively (Sustainable brands 2016). Kong, Ko, Chae and Mattila (2016) reason that consumers awareness of environmental concerns actually has increased as well as the availability of green products, but this has not changed consumers to think environmentally when buying fashion items.

According to Peter Minnium (2017)’s article at the website Marketing Land, almost two-thirds of the social media users are irritated on the advertising on social media, in fact many actively ignore marketing content on social media. Further on, he refers to the GlobalWebIndex and address that 42 percent of the users of social media, use the medium to stay in contact with friends and family and over a third of the people are there to follow current events, to get entertained or to kill time. He uses this data to justify, why many users are annoyed by intrusive, irrelevant or boring ads on social media. This makes it hard for companies to reach the customers on social media with their content (Minnium 2017).

Beard (2008) explain that sometimes companies try too hard to be unique and sustainable that the outcome results in the opposite from what they were after. Knowing that, he describes an example by pointing out clothing labels and their meaning, such as “fair trade” or “organic”. These labels do not automatically imply that the quality of the garment is high, and companies therefore creates their own terminology and labels, such as “cruelty free” or “Vegetarian shoes”, in an attempt to distance themselves from other brands and the official terminology. Consequently, many consumers find this confusing, due the non “official” labelling and perceive it as untrustworthy without solid grounds (Beard 2008).

In an article at the global media company Refinery29.com, Jacksson Gee (2017) questioning the word sustainability and says that it has transformed to a buzzword that many people are sick
of hearing. Where she explains that it is overused and has virtually lost its meaning. Markkula and Moisander (2012) researchers in apparel, also point this out and address that consumers are exposed to a huge amount of sustainable-related information and argue that the information available about sustainability often is complex, contradicting and time-consuming to make sense of. Leading to an inner conflict for the consumers, making it hard for them to know what they are obligated to do or what their personal responsibility is (Markkula & Moisander 2012).

De Lenne and Vandenbosch (2017) believe that research is needed on sustainable fashion communication and how it can be improved to reach the customers. They further point out that little is known about how exposure of different medias regarding sustainable clothing is influencing consumers. Kibbe (2014) at the Guardian writes that the generation Y are proven to be the generation that are the most interested in brands that are dedicated to social change, this generation do also possess a great purchasing power, making generation Y to the ideal generation for targeting when communicating sustainable fashion (Kibbe 2014). However, Kibbe (2014) point out that, generation Y is currently being excluded from the sustainable fashion conversation and to be able to reach them, an active social media presence is needed. Young adults from generation Y, is according to Parment (2008) a generation that is used to handle internet and new technique and has an aspiration to make a difference. Making this generation suitable and interesting to study.
1.2 **Purpose**  
The purpose of this research is to investigate social media as a channel for fast fashion chains to advertise sustainable fashion to consumers of generation Y.

1.3 **Research questions**  
How is generation Y affected by fast fashion chains’ advertisement of sustainable fashion on social media?

Does sustainable related advertisement on social media from fast fashion chains affect generation Y’s intention to purchase sustainable clothing?

1.4 **Delimitations**  
This study is delimitated to the Swedish market and generation Y. The sample is interested in fashion & clothing and are users of social media. Further, the study is also limited to fast fashion chains that are active in Sweden. The research does not study the different social media channels separately, it studies social media as one channel for communication and advertisement.
2 Literature review

A literature review is a review of something that already has been written (Jesson, Matheson & Lacey 2011). In this case the review will be studying what has been written around social media marketing and sustainable fashion before. To be able to study this, scientific and peer reviewed articles have been collected and organized in different areas or themes. The articles have been found using the following search words: Sustainable fashion, social media marketing, fast fashion, green advertisement, and sustainable consumption. The literature review will discuss the themes and concepts that have been studied before and how these have been developed over time. By doing so, the research gap has been identified and will be presented further on in this chapter.

2.1 Sustainable fashion

Sustainability in the fashion industry is clearly on the agenda and a hot topic. Past researchers in the area have mainly been focusing on consumers’ perceptions and attitudes towards sustainable fashion. Despite the research done and the knowledge that the consumers possesses, consumers continue to consume unethical and unsustainable fashion.

Brosdahl and Carpenter (2010) imply that environmental issues regarding textiles and fashion have been known for a long time and consumers who demand environmental alternatives are constantly increasing. Henninger, Alevizou and Oates (2016) have studied what sustainable fashion is and they conclude that sustainable fashion first emerged in the 1960s. During the 1960s, the consumers became aware of how the manufacturing of clothes did impact the environment, which thereby demanded the industry to change. At first, sustainable fashion was negatively perceived by the customers, but this was later changed after the anti-fur campaigns that emerging in the 1980s/1990s, which resulted in an interest for sustainable fashion among the customers (Henninger, Alevizou & Oates 2016).

The term sustainable clothing itself, is associated with fair working conditions, organic and environmentally friendly materials as well as certifications and traceability, which all together creates a sustainable business model (Henninger, Alevizou, & Oates 2016). Sustainable fashion further communicates reduced fashion production, purchasing quality over quantity, but also aspects such as upcycling, recycling and incorporating renewable and organic raw materials (Henninger, Alevizou, & Oates 2016). Chang and Watchravesringkan (2017) put forward that sustainable apparel can have so many different aspects, such as clothing that are made from recycled materials, fabric that can handle lower temperatures when ironing or washing or clothing that the consumer can wear over a longer period of time. Chang and Watchravesringkan (2017) have researched consumers by trying to identify who the sustainable apparel consumers are, by applying the theory of planned behaviour (TPB). They found out that consumers knowledge is often vague when it comes to sustainable fashion. The consumers often tend to believe that sustainable apparel is made of expensive, organic and natural fibres, leading to a low involvement of consumers’ sustainable clothing consumption (Chang and Watchravesringkan 2017). Further they discuss that it is also
common that consumers are not aware of that they are making a sustainable purchase, because their lack of knowledge of the concept sustainable itself. Johnstone and Tan (2015) have studied the gap between consumers green rhetoric and their actual purchase behaviour. Makkula and Moisander (2012) have done a similar study on discursive confusion in sustainable consumption. Both the research teams were studying why consumers are not purchasing sustainable even if they possess the needed knowledge and have a positive attitude towards sustainable fashion. Both could conclude that the customer perceives that it is “too hard to be green’ due to a lack of time, money and knowledge. They therefore claim that green is not something everyone can commit to, it is something that one must be ready for (Makkula & Moisander 2012; Johnstone & Tan 2015).

Further, Dickson (2000) has researched female consumers and their decisions making from socially responsible fashion brands. Their survey explained that consumers are concerned about socially responsible brands, but they do not take this into account when shopping clothes. Bhaduri and Ha-Brookshire (2011) have been looking at factors that influence consumers attitude and purchase intention from fashion companies with a transparent supply chain. Their interviews indicate that attitudes and intention to buy sustainable is based on prior knowledge and experience from purchasing from a transparent company. Concerning aspects such as distrust, values, price, quality but also knowledge about the fashion industry (Bhaduri and Ha-Brookshire, 2011). Kong et al. (2016) have done a similar study, where their survey implies that there is a lack of knowledge and that peer influence is ineffective, but that corporate marketing information influence attitudes towards sustainable fashion. Consumers prefer knowledge that give them financial benefits and behavioural outcomes (Kong et al. 2016).

2.2 Green marketing/sustainable advertisement

When summarising the previous research in the area of green marketing, it could be seen that a common thread among the researches is to study how companies should convince the consumer of purchasing sustainable. According to the research, it seems to be hard due to several of reasons such as: how the information should be communicated and how the prior knowledge is having an impact. Many researchers have also focused on consumers perception towards green advertisement and purchase intention.

Green marketing might be a new concept for many but Raletić and Beljanski (2013) and Peattie (2001) address that the first theories and discussion regarding green marketing emerged in the early seventies. The first one to define green marketing was The American Marketing Association also known as AMA. In 1975 they defined it as “the study of positive and negative aspects of the marketing activities of destruction, the depletion of energy and non-energy resources” (Prakash 2002, pp.286). Today, green marketing is defined as marketing activities which want to reduce the negative social and environmental impacts of existing products and productions, and thereby want to promote less harmful products and services (Peattie 2001).

The marketing mix is an old and proven successful marketing strategy which deals with the four P’s: price, product, promotion and place. Davari and Strutton (2014) have researched the
green marketing mix, which is a revised version of the traditional marketing mix with the 4Ps, where the Ps have been modified to have a green tactic. According to Chan, He and Wang (2012), the difference between the traditional marketing mix and the green version is that the development of values aiming to satisfy environmental and social needs is having a higher impact in the green marketing mix strategy. Davari and Strutton (2014) argue that green products are often made through environmentally friendly processes, they are often more durable, less toxic, produced by recycled material and has less negative impact on the environment. Davari and Strutton (2014) further argue that promotion is the most important P in the marketing mix. They believe that promotion of green products is often based on conveying the consumers to “go-green”. Polonsky and Rosenberger (2001) point out that one of the most difficult tasks when it comes to green promotion is what environmental information that should be communicated and how. Meyer (2001) has been researching how one should successfully market green clothes by looking at how perceived cost and benefits can enrich green marketing in the apparel industry. He argues for that companies should identify how customer perceive price and how they can benefit from buying green products. The conclusion is that companies should communicate the products advantage rather than overcome barriers (Meyer 2001).

When it comes to perception of green advertising, Khandelwal and Bajpai (2011) have done research regarding green advertisement and its impact on consumers purchase intention. They created a model based on previous research and found out that the influencing factors of the purchase intention is dependent on the viewers’ attitudes, brand image, the media, green education, reference group influence and perceived effectiveness of environmental behaviour. They also address that thanks to the speed of mass media, the awareness of the environment has started to rise (Khandelwal & Bajpai 2011). Continuously, Chang and Jai (2014), has researched strategies that fast fashion companies use to positioning themselves regarding sustainability and how this is influencing perceived corporate social responsibility by the consumers. By using an online survey, they found out that sustainable business positioning strategies can result in positive perceived CSR effort, and a possibility to influence purchase intention together with price, quality and brand equity. Bhaduri and Ha-Brookshire (2011) researchers in consumer behaviour, have been looking at factors that influence consumers attitude and purchase intention from fashion companies with a transparent supply chain. Their Interviews indicate that attitudes and intention to buy sustainable is based on prior knowledge and experience from purchasing from transparent business, such as distrust, values, price, quality and knowledge about the fashion industry (Bhaduri & Ha-Brookshire 2011).
2.3 Skepticism towards green advertisement

Skepticism towards green marketing is a growing phenomenon, partly due to the new concept of green washing. Past researchers regarding skepticism towards green advertisement has mainly focused on: the information communicated to the consumers, previous knowledge regarding sustainability and how this affects customers perception of green ads.

Mohr, Ero˘glu and Ellen (1998) was the first to introduce the phenomenon skepticism towards green marketing and they refer it to a disbelief of environmental claims made in advertisement. They clarify that skepticism could refer to a cognitive response that may differ depending on the context and the content communicated and it might only occur at certain occasions. Matthes and Wonneberger (2014) argue that consumers are generally sceptical towards green advertisement due to the frequency of misleading green claims, called greenwashing. Finisterra do Paco and Reis (2012) put forward that, in general the credibility for green advertisement is said to be relatively low. The consumers who want to be sustainable and purchase green, believe that the information available is consistent and less confusing, but the variety of labels, packing and other sort of environmental claims is rather confusing than informative (Finisterra do Paco & Reis 2012).

Ottman, Stafford and Hartman (2006) imply that consumers often lack expertise and ability to verify whether a product is environmentally friendly or not, creating a misperception and scepticism towards green products. Further they address that the green claims should be specific, meaningful and communicate consumer benefits. Ottman, Stafford and Hartman (2006) describe in their article that credibility is the most important aspect and when it comes to green advertisement consumers who are less knowledgeable regarding sustainability are more sceptical towards these claims. Murphy, Graber and Stewart (2010) have studied the impact of green advertisement on consumer behaviour. They argue that one of reasons for why consumers do not purchase sustainable is due to the confusing media terminology that feels hard and complicated to make sense of, such as “energy efficiency,” “smart energy,” or “energy conservation”. Polonsky and Rosenberger (2001) claim that before a company communicate sustainability they need to consider what the consumers perceives as sustainable and environmental and to communicate it in a way that enhance the consumer to understand the message. It is also of importance to evaluate what is being communicated in order to distance themselves from accusation of green washing. Furthermore, several of studies have evaluated how customers perceive green advertisement and if their prior knowledge in sustainability is affecting their perception. Ottman, Stafford and Hartman (2006) imply that consumers often lack expertise and ability to verify whether a product is environmentally friendly or not, creating a misperception and scepticism towards green products. Several of studies imply that high involved and environmental caring customers are more receptive and less sceptical towards green advertisement than low involved customers (Matthes & Wonneberger 2014; Tucker, Rifone, Lee and Reece 2012; D’Souza & Taghian 2005; Albayrak, Aksoy and Caber 2012). However, Finisterra Do Paço and Reis (2012) investigated the factors affecting scepticism, by using a survey as method, where their results claim the opposite, the more environmental concerned the consumer is, the more sceptical is that consumer towards green claims and advertisement.
2.4 Green advertisement on social media

Few researches have done research regarding how social media influence the intention to purchase sustainable, due to the relatively new media. The ones who has researched green marketing on social media imply that social media is a platform that is useful when marketing green products.

Kang and Kim (2017) argue that social media is an efficient platform for communicating green advertisement. They believe that social media enables firms to both communicate their own sustainability and environmentally friendly product line but also share green methods they use for making their line sustainable. Their research shows that retailers need to inform and educate their customers about their ethical and sustainable standards as well as promoting them to purchase green products. This is further most convenient to do though social media to reach their potential customers (Kang & Kim 2017). Further Williams, Page and Petrosky (2014) claim that the interest in climate change and “going green” has increased due to social media and that young customers should be targeted since they have a larger social circle and are more prone to take interest in and act on green initiatives. Further they communicate several of arguments for why social media is of advantage when communicating sustainability, such as: you learn where your green customers are, and it extends and builds your green brand to a minimal cost (Williams, Page & Petrosky 2014). Although, Dangelico and Vocalelli (2017) argue that the internet plays a key role of green distribution, but that consumers rarely use social media for searching for sustainable products.

Nyilasy and Gangadharbatla (2016) have been studying how different medias affect consumers and how companies should reach green consumers on internet and social media. Their research conclude that it pays to use internet for green marketing, since the correlation between green consumption and internet usages is strong, the higher the level of green purchasing behaviour is the more likely is the use of Internet and social media (Nyilasy & Gangadharbatla 2016). On the other hand, Tucker et al., (2012) enlighten that consumers who has a positive attitude towards protection of the environment does not necessarily result in positive response to sustainable consumption. De Lenne and Vandenbosch (2017) have also been studying how different medias influence consumers intention to purchase sustainable apparel, where they look at different medias including social media. Their implications show that social media influence young customers intention to purchase sustainable apparel, they further argue that sustainable fashion brands should try to attract more young customers to their social media platforms.

Kang and Kim (2017) have looked at how social media can affect the relation between the consumers and the green fashion brands and how this is related to customer retention orientation. Their implications show that the exposure to sustainable apparel on social media is a direct and indirect predictor of intention to purchase sustainable fashion, but young consumers are not exposed to these kinds of content and ethical fashion companies needs to target young customers more to get a better reach. Davari and Strutton (2014) imply that companies need to reach the consumers where they shop and expose them to green products across markets, to make them constantly exposed to green products.
2.5 Green trust

Previous research in green trust is limited, the existing research is focusing on what factors that influence the perceived trust and what lack of trust could result in. Trust is an important concept, if the customers do not trust what the companies are communicating the customers will ignore the advertisement or resist to change their behaviour. The concept trust is defined as when a party’s word or promise is reliable and that the party is fulfilling what has been promised (Schurr & Ozanne 1985). However, green trust is a fairly new concept that was defined by Chen (2010) where he refers green trust to “a willingness to depend on a product, service, or brand based on the belief or expectation resulting from its credibility, benevolence, and ability about its environmental performance.” (Chen 2010, pp 309).

Schurr and Ozanne (1985) have researched what aspects that could imply trustworthiness and their results show that: brand names, trademarks, logos, and symbols that promise a certain kind of service or product strengthen the trustworthiness. Further, they believe that the relation between a seller and a buyer is more attractive when the seller is perceived as trustworthy (Schurr & Ozanne 1985). The concept green trust has been studied in different media settings and Khandelwal and Bajpai (2011) believe that customers have different perception and expectations from different medias when it comes to trust. When it comes to green advertisement, they argue that consumers have less trust towards green advertisement due to the repeated occurrence of misleading advertisement and greenwashing. Furthermore, Evans (2010) explains that the central issue in social media is trust and the lack of trust. He explains that if companies need to interrupt or annoy their consumers to get their attention and their message through, customers will question how valuable that message really is, thereby making the consumers to feel overwhelmed by intrusive and irrelevant ads, resulting in a backlash against the advertisement (Evans 2010).

Ottman, Stafford and Hartman (2006) argue that credibility is the substance of successful green advertisement. Further they argue that green products need to meet the consumers expectation by offering what they have promised. Matthes and Wonneberger (2014) found that green consumers are more likely to trust green advertising than non-green consumers, further they imply that when consumers evaluate the trustworthiness of green advertisement they judge the arguments used, rather than their feelings. Finisterra Do Paço and Reis (2012) claim that the more environmental concerned the consumer is, the more sceptical is that consumer towards green advertisement. Further on Park and Kim (2015)’s research show that there is a positive relation between perceived brand value and brand trust for sustainable fashion companies, the correlation was stronger for consumers with an interest in sustainability. On the other hand, they end with, for fast fashion brands the same relation went weaker for sustainable oriented consumers.
2.6 Generation Y

Previous research on generation Y in the area of marketing is sort of explored, however it seems to be hard to grasp the generation fully due to that most of the previous research have been done on student or in America, making the results angled and hard to generalize. It is therefore a lack of studies done on other parts of the generation Y and studies from other countries. Generation Y has grown up with the technology making them specially interesting to study when analysing online marketing and making them stand out from other older generations. Most of the recent studies done on generation Y, is done with an online perspective by studying marketing in an internet or social media perspective.

Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Komarova Loureiro and Solnet (2013) have reviewed generation Y and their use of social media. They found that research concerning generation Y is left with more questions than it answers, most research have been done on the region and country USA. The studies also tend to focus on students’ which angels the research since students tend to change their lifestyle during time and the studies does not examine the drivers and outcomes of social-media use. Bolton et al. (2013) further explain that generation Y has lived their whole life with the digital environment and information technology and is therefore strongly affecting how they live. Their exposure to technology is giving them both advantages and disadvantages concerning cognitive, emotional, and social outcomes. Balakrishnan, Dahnil and Yi (2014) have studied social media and the impact of social media marketing toward purchase intention and brand loyalty among generation Y, by applying surveys on students. Their results indicate that the online marketing communications, mostly E-WOM: electronic word of mouth, online communities and online advertisement are effective tools when marketing brand loyalty and product purchase intention through social media and websites to generation Y. Valentine and Powers (2013) have researched the psychographic identities and media use of generation Y, they could see that according to psychographic profiles VALS, the most prominent groups among generation Y were: Experiencers, Strivers and Achievers. When it comes to media use, the results show that electronic media are the primary media used. Television was ranked first, and the internet ranked second, followed by magazines and radio. When it comes to sources of advertisement, internet was rated as 49 percent and television 54 percent as most important sources of information.

When it comes to the behavior of generation Y, Bakewell and Mitchell (2003) have studied the decision making of female generation Y consumers while shopping, using CSI: consumer styles inventory. CSI consist of five different decision-making styles or groups called: recreational quality seekers, recreational discount seekers, trend setting loyal, shopping and fashion uninterested and confused time/money conserving. There results show that female consumers from generation Y, sees shopping as a form of leisure and enjoyment where retailers should try to create an experience when shopping for this group. Cui, Trent, Sullivan and Matiru (2003) have researched the explored effects of CRM: customer relationship management, on generation Y consumers. They found that there is a positive relation between evaluation of customer relationship management and purchase intention toward the offer.
2.7 The research gap

Previous research has been focusing on traditional media communication, where the brand communicates to the customers, so called one-way communication (Finisterra do Paco & Reis 2012; Polonsky & Rosenberger 2001; Ottman, Stafford & Hartman 2006; Tucker, Rifone, Lee & Reece 2012; Matthes & Wonneberger 2014; Albayrak, Aksoy & Caber 2012; Meyer 2001; Khandelwal & Bajpai 2011). Where this study will look at social media communication, which enables a two-way communication.

Furthermore, pervious research has been looking at the fashion industry in general or at well know sustainable fashion companies (Henninger, Alevizou & Oates 2016; Chang & Watchravesringkan 2017; Dickson 2000, Bhaduri & Ha-Brookshire 2011; Kong et al. 2016) while this research wants to look at the growing industry of fast fashion. There is a gap in the literature when it comes to green marketing on social media. The gap is needed to be explored due to that social media is constantly growing and will take a greater part of the marketing communication each day. This research seeks to find out how generation Y is affected by sustainable advertisement communicated through social media from fast fashion companies. Previous research in the area of green marketing has mostly been using quantitative data (Tucker, Rifone, Lee & Reece 2012; Matthes & Wonneberger 2014; D’Souza & Taghian 2005; Albayrak, Aksoy & Caber 2012; Finisterra Do Paço & Reis 2012; Dickson 2000; Bhaduri & Ha-Brookshire 2011; Kong et al. 2016; Chang & Jai 2014), where this research wants to get an understanding for why the consumers behave and think as they do, demanding a qualitative method to be used.
3 Theory

To be able to understand if social media is an effective and appropriate media to use when fast fashion chains want to communicate sustainable fashion advertisement to generation Y, three theories have been applied, Theory of planned behaviour, uses and gratification theory and Cognitive dissonance theory. These theories together create a good platform for getting to know generation Y's thoughts and behaviour.

The theory of planned behaviour is used to understand the consumers behaviour and why they behave as they do and what influence them to do so (Ajzen 1991). In this study it will be used to get an understanding of generation Y’s attitude towards green advertisement from fast fashion chains, as well as the factors that influence their intention to purchase sustainable clothing from fast fashion chains. The Cognitive dissonance theory examine how consumers tackles conflicting behaviour and thought and how they create balance between does (Festinger 1962). In this research it will be used to answer if generation Y is taking part of the advertisement regarding sustainable consumption on social media, but also look at possible conflicts in the purchase behaviour of sustainable clothing. The uses and gratification theory by Katz, Blumler, and Gurevitch (1974) is used to study why people use media. In this research, a revised version by Whiting and Williams (2013) will be used to see why generation Y use social media and whether social media is an appropriate channel to use for green advertisement, or if generation Y use social media for other purposes. In combination these theories will help to understand how sustainable social media advertisement are affecting generation Y differently, based on their purpose of use of social media, thereby affecting generation Y’s purchase decision and purchase intention to the advertised product.
3.1 Theory of planned behavior

The theory of planned behaviour deals with different factors that influence people’s intention to change or act a behaviour. It is a widely used theory and has mostly been used in the area of consumer behaviour. Examples where the theory has been used is in anti-smoking campaigns, healthy eating studies, sustainable food consumption studies but also sustainable clothing consumption (Chang & Watchravesringkan 2016) and (Albayrak, Aksoy & Caber 2012). Previous research has been adopting a quantitative method to this theory, where this study will apply a qualitative approach. The outcomes of using a qualitative study will be to obtain the respondents aspects of the different factors influencing their behaviours and to find out their feeling behind it. This theory will be used to see if sustainable advertisement from fast fashion chains on social media is making the consumers purchase sustainable clothing and if they believe the advertisement could change their intention or behaviour. By looking at the different factors that affects and influence the behaviour, it will be possible to see what factors that are most common and what is missing to make people purchase sustainable.

The theory of planned behaviour has its origin in the older theory: Theory of Reasoned action, which was developed by Martin Fishbein and Icek Ajzen year 1980 (Vallerand, Deshaies, Cuerrier, Pelletier & Mongeau 1992). Theory of Reasoned action is predicting behaviours by determining the behavioural intention to proceed with a behaviour. According to Ajzen and Fishbein (1980) there are two aspects that are influencing the behavioural intention, a personal or "attitudinal" factor and a social or "normative" factor. Icek Ajzen developed the theory of planned behaviour and year 1985 he added one more aspect, by including perceived behavioural control (Vallerand et al. 1992).

According to Ajzen (1991) the theory of planned behaviour is looking at three independent determinants of intention. First out to be explained is attitude towards the behaviour, which refers to the degree a person produces a favourable or unfavourable attitude towards the behaviour. When looking at attitude towards the behaviour, it is common to look for the positive and negative outcomes of the experience or behaviour. This includes how the consumer attitude is towards, for example sustainable clothing consumption, whether they have a positive or negative attitude towards it.

Continuing to the second determinant which is according to Ajzen (1991) the social factor named, subjective norm. This refers to the perceived social pressure to perform or not to perform the behaviour, which could be a part of peer pressure. Questions to be found here is, what are others expecting me to do or will my behaviour be supported by others. This determinant is used by the consumers when they are asking others by their opinions regarding the behaviour or when searching for reviews. Connected to social media, it could be when one evaluates and read other consumers comments or posts regarding the behaviour.

The third and last determinant is the behaviour control, which was the aspect that Ajzen (1991) added to the theory of Reasoned action. This attitude refers to how hard or easy it is to perform the behaviour and it is also expected to reflect past experiences and expected obstacles. It could concern questions from the person like, do I possess enough knowledge to make this decision.
or am I confident in my capability to act like this. For example, if could be that the consumer does not feel that they have enough knowledge to evaluate if the information is accurate, but it could also concern previous purchases.

Ajzen (1991) sums up this theory with a general rule: the more favourable the attitude, subjective norm and the perceived behavioural control is the stronger is the individual’s intention to act the behaviour under consideration, which thereafter could lead to a behavioural change or behaviour. The illustration below, is showing the different determinant and their links to intention and behaviour.
3.2 Cognitive dissonance theory

The theory of cognitive dissonance describes how one is handling conflicting behaviours and beliefs (Festinger 1962). The theory goes back to the year 1957 and has mostly been used in the field of consumer behaviour and psychology, to measures humans and their relationship between his or her attitude, behaviour and beliefs (Festinger 1962). It has also been used by marketers to understand why consumers behave as they do. In this research the theory will be used to identify why or why not generation Y is taking part of the advertisement regarding sustainable consumption on social media and where the conflicts are taking place. It will also be used to look at the consumers purchase decisions, whether they purchase sustainable or not and if this calls for any conflicts.

The theory of Cognitive dissonance was first introduced by Leon Festinger 1957, in his book *Theory of cognitive dissonance*. Festinger (1962) explains that individuals strive towards consistency within himself, meaning that his opinion and attitudes should be internally consistent. There are times when they are not consistent with each other, an example could be when one is aware of that smoking is bad and causes cancer but still smokes, which causes inconsistency. The smoker could for instance try to rationalize it by using different argument that justifies his behaviour such as: he enjoys smoking, so it’s worth the risk or it is not as dangerous as people might think by referring to people who smokes and are still alive, or maybe he justifies it by saying that, “if I stop smoking I will gain weight which is not healthy either” (Festinger 1962). These arguments will even out the inconsistency, since they are consisting with his idea of smoking, but everyone does not succeed in their explanation of why they are doing something, which can cause discomfort in the long run. Festinger developed this reasoning to a theory called *cognitive dissonance* and used the word *Dissonance* instead of inconsistency and *consonance* instead of consistency (Festinger 1962).

Basically, when a dissonance is present you want to reduce it, just as you want to reduce the hunger when you are hungry, but one need to know how to reduce it (Festinger 1962). The theory explains that if one has two cognitions that do not correspond with each other, you will feel dissonance and want to reduce it. Cognition refers to, elements of knowledge that he or she has about their behaviours, attitudes, perceptions, beliefs, feelings, or environments (Telci, Maden & Kantur 2011). Dissonance often involves two elements that are contradicting, to reduce the dissonance one of those needs to be changed. Furthermore, when the individual wants to get balance and reduce the dissonances there are three main ways of doing so. According to Festinger (1962) these are named: *Remove dissonant cognitions*, by changing thoughts or changing the behaviour, *add a new cognitive element*, which refers to adding new thoughts, and lastly *Resistance of reducing a dissonance*, by not changing the behaviour or thought. These different strategies will now be explained.

**Remove dissonant cognitions:** This way of reducing the dissonance is to either changed the behaviour or change the thoughts. For example, if you are a smoker and then finds out that it is dangerous to smoke, you might actually stop smoking to reduce the dissonance. Often, our behaviour and feelings are changed during the occurrence of new information (Festinger 1962).
Add a new cognitive element: This way of reducing the dissonance is by adding a new cognitive element, it could for example be new information (Festinger 1962). If we turn back to the example with the smoker, it could for instance be too hard for the smoker to change his behaviour. So, instead of reducing the dissonance the individual finds new information which supports that smoking is not that unhealthy, or that is more dangerous to drive a car than to smoke. Shortly, the individual tries to find facts or information that justifies the behaviour or making it seem less harmful, and at the same time avoiding information which strengthen that smoking is dangerous and if they are faced with unpleasant information they will act very critical towards it. When adding a new cognitive element, the whole dissonance will not be reduced but it will be reduced to some extent (Festinger 1962).

Resistance of reducing a dissonance: Sometimes there is a resistance of changing any of the cognitive elements or adding a new one, then only the resistance of reducing the dissonance is left. Resistance of reducing a dissonance occurs when the individual does not want to reduce the dissonance or when other aspects are seen as more important (Festinger 1962). There are three different reasons that Festinger (1962) mention when someone does not want to reduce the dissonance: Loss and pain, the present behaviour is satisfying and the change might not be possible.

Pain or loss refers to when the individual will lose or feel pain if they reduce the dissonance. It could cause the individual to lose money by changing the behaviour or cause pain, such as when a smoker stops smoking, it causes discomfort (Festinger 1962). The present behaviour is satisfying refers to when the outcomes of the present behaviour are satisfying. If we go back to the example of the smoker, it could be explained as he enjoys smoking that much and feels that it is satisfying him making him resistant to quite the behaviour, despite the dissonance (Festinger 1962). The change might not be possible refers to that it is impossible to change the behaviour, so even if a smoker wants to quit smoking, he does not have any knowledge of how to fulfil it or it could be connected to a strong fear (Festinger 1962).
3.3 Uses and gratifications theory

Uses and gratification theory is a psychological communication theory that is studying why and how people use media and how people can use the same media for different purposes (Severin & Tankard 1997). This theory has mostly been used to study mass media and advertising research, but due to the rapid growth of internet, several of studies have been looking at motives for internet usage as well (Ko, Cho, & Roberts 2005). This theory has been used and developed during the years, as the way we use media has changed. The theory will first be explained from the original framework by Elihu Katz, Jay G, Blumler and Michale Gurevitch, that was created 1974. It will thereafter be explained how it has been developed to the use of social media by Whiting and Williams (2013). In this study the theory will be used to identifying why the consumers of generation Y are using social media and thereby be able to see obstacles and perks when trying to reach them with advertisement on social media.

The theory of uses and gratification suggest that the media users actively seek information to satisfy their utilitarian need for knowledge and their intrinsic needs for enjoyment, by choosing the right media to gratify those needs (Katz, Blumler, & Gurevitch 1974). Individuals thereby look for a media that could fulfil their needs which is called gratification. They suggest that there are four needs that media fulfils, Surveillance, Diversion, Personal identity and Personal relationships. These needs will now be explained one by one in accordance to the theory by Katz, Blumler, and Gurevitch (1974).

The Surveillance refers to the need of keeping the audience or individual informed about what is happening around them. It could be an event that is happening, news or sports. Diversion refers to the need for escapism, which deals with when individuals wants to escape the reality by getting lost in the world of media by looking at a tv-series, or just getting entertained or kill time. The Personal identity deals with gaining knowledge about ourselves, by finding models of behaviour in media that we could learn from and compare ourselves to in order to get to know ourselves better. Lastly, Relationship, this need refers to using media to building relations, either to have contact with friends or to watch others and form relationships with characters (Katz, Blumler, & Gurevitch 1974). However, this framework is used to look at the media-use in general, while this research will look at media-use on social media. Anita Whiting and David Williams (2013) researchers in marketing, have looked at the uses and gratification theory applied to social media. They created the framework applicable for social media by studying several of studies that had applied the theory of uses and gratification to the use of internet and television. There they found seven common themes, which they used when testing the theory on social media. The themes they used when testing the uses and gratification theory on social media were: Social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility and convenience utility. Their results gave them three more themes, ending up with ten themes, all the ten themes will be used in this study to find out why consumers use social media.

The founded themes by Whiting and Williams (2013) will now be presented and explained in accordance to their research.
Social interaction
Refers to using social media in order to communicate and interact with others, such as meet people, keep up with what is going on and to socialize. Whiting and Williams (2013) explain that users of social media sometimes have more contact with their friends on social media than what they have face-to-face.

Information seeking
Information seeking refers to using social media to seek information or to self-educate. It could be by finding information about an event or sale, parties or information about businesses. Everything that deals with using social media to find information (Whiting & Williams 2013).

Pass time
This theme refers to occupy time or kill time, something people do when they are bored, like “I have nothing better to do”. Whiting and Williams (2013) explain that their respondents said that, they use social media when they are bored at school, or at work and when they do not have anything else to do.

Entertainment
Entertainment refers to using social media to get entertained, where social media provides enjoyment such as possibilities to play games, listening to music, watching videos or to look at humour and comics (Whiting & Williams 2013).

Relaxation
Relaxation refers to when one use social media to reveal stress, Whiting and Williams (2013) further point out that entertainment and relaxation are two different things. They refer relaxation to relive-day-to-day stress. Their respondents said things like “it is relaxing to go through social media profiles”.

Communicatory utility
This theme is defined as communication facilitation and providing information to share with others, such as giving people things to talk about with friends, like gossip they found on social media (Whiting & Williams 2013).

Convenience utility
This theme of social media usage is concerning the convenience or usefulness, such as social media is available all the time, or that its convenient since they could talk to several people at the same time, like having a group chat (Whiting & Williams 2013).

Expression of opinions
Expression of opinions is defined as using social media to express and share thoughts and opinions, it could for instance be to comment, share or like something on social media (Whiting and Williams 2013).

Information sharing
This factor is defined as using social media to share information about yourself with others, such as uploading pictures, information or other content (Whiting and Williams 2013).
Surveillance/knowledge about others
This refers to watching what other due on social media, by viewing other people’s profiles, pictures and other content communicated on social media, or it can work as an inspirational source, by following people on social media that inspire others (Whiting and Williams 2013).
4 Method

This chapter will guide the reader in how the method was conducted, but also dealing with why the different choices in method have been made.

4.1 Scientific Method

In order to be able to understand how generation Y perceive sustainable fashion advertisement from fast fashion companies on social media, a method that facilitate how and why was needed to be conducted. Rosenthal (2016) argues that a qualitative research is often used when one wants to understand why people behave as they do or why they take certain actions, but it is also used to get a better understanding of a specific topic and the consumers perception of it. Further, a qualitative research method enables an interpretive understanding of the given phenomena which gives an understanding of why, in this case, the consumers believe as they do. Miles and Huberman (1994) explain that qualitative data gives rich descriptions and explanations of processes. Further they say that it can be used to see what events that leads to which consequences and to get an explanation for why. This will be of great help when trying to see the connection between green advertisement on social media and the consumers intention to purchase sustainable. However, qualitative studies are not possible to generalize to the same extent as quantitative studies, which is seen as a disadvantage with qualitative studies (Alvesson & Sköldberg 2008). Research in this area is lacking and has not been researched that much before, therefore suggesting this research to take an explorative approach to get a better and clearer understanding of the problem (Bryman & Bell 2011). Explorative studies do most often use a qualitative approach together with semi-structured interviews to get a deeper understanding of the problem, which also is the case for this study (Bryman & Bell 2011).

Previous research on how consumers perceive green advertising has used both the methods, qualitative and quantitative. The quantitative studies have been using surveys as a way of collecting data and the results of these studies imply that there is a relation between certain acts, such as a positive relation between great knowledge in sustainability and the intention to purchase sustainable. The qualitative studies have been using interviews in order to understand why these relations occur, which is the approach that this thesis will take.

When it comes to handling of theory, Bryman and Bell (2011) explain that there are two main aspects of how to view theory in a research, either inductive or deductive. An inductive approach is shortly described as when theory is being developed and deductive is when an existing theory is being tested (Ali & Birley 1999). However, there is also a third way which is called abductive approach. This approach is a mix between the inductive and deductive approach. According to Paul (1993) abduction is a process that tries to find possible explanations of an observed event or data. Walton (2004) has researched the method of abductive reasoning and imply that Charles Saunders Peirce was the originator of the notion of abduction. Walton (2004) continue by explaining that a conclusion drawn by an abductive reasoning is an intelligent guess, which could be found to be wrong when new evidence is found.
The reasons for using an abductive approach in this study was due to the fact that it is a new field of research and the lack of suitable theories, but also since the researcher wanted to get an overview of the phenomena before applying the theories. This was done in a way of dissociating the researcher from asking question specifically related to the theories. The researcher first went out to study the field to find relevant theories and concept in the area, which is presented in the literature review. Thereafter the interviews were held, using questions connected to the different themes found in the literature review. Thirdly, the results were coded, and suitable theories applied. The theories that seemed to best explain the respondent’s answers were chosen. These were Theory of planned behaviour, Uses and gratification theory and Cognitive dissonance theory.

4.2 Collection of Data
A research often consists of both primary and secondary data. Primary data refers to data that the researchers themselves have collected, such as data from interviews or questionnaires. Secondary data is data that someone else has collected such as previous research, articles and books (Bryman & Bell 2011). This research has used both primary and secondary data. The primary data consist of the data from the interviews and the secondary data consist of journals and articles from previous researchers. The collection of primary data has been collected though convenient sampling. Bryman and Bell (2011) describe convenience sampling a way of collecting data that is of convenience for the researcher, meaning that it is accessible. Convenience sampling is a sort of non-probability sampling and the result of the study can therefore usually not be generalized due to that it is hard to determine if the sample is representative. According to Ghauri and Grønhaug (2005), non-probability sampling means that some people in the population are more likely to get selected than others, compared to probability sampling where the chances of being selected is equal among the population. However, Bryman and Bell (2011) claim that convenience sampling is more time saving, cost efficient, accessible and it is possible for the researcher to select respondents that are of interest. The reason for using convenience sampling in this research is due to the respondents in the research need to have an interest in fashion and clothing and be users of social media. To have a convenient sampling makes it easier to select a representative sample and therefore save resources and time.

The sample consist of six Swedish respondents from generation Y. Parment (2008) author of the book, Generation Y- the future consumers and colleagues making an entrance, addresses that it is not all set who belongs to this generation, but he suggests that people born between 1980 and 2000 belongs to generation Y. Generation Y is according to Parment (2008) a generation that handles internet and new technique well and has the aspiration to make a difference in the society. They have grown up in a world of communication, are brand focused and have a positive view of the future. They are also used to having the ability to choose between different options and have the persistently to make a choice. When generation Y are searching for information they rather use the internet than reading a newspaper. This makes generation Y appropriate to use in this study since it targets consumers how use internet and social media (Parment 2008). Further Parment (2008) believes that generation Y perceives it as hard when facing two products that are similar, but one is more ethical, since they think it is hard to not choose the cheap product. Generation Y is thinking about several of aspects before purchasing something, such as; consumption, how the product has reached the receiver, the
influence from media, environmental impact, child work and working condition in the third world (Parment 2008).

This generation is therefore of interest when studying social media advertisement and sustainable clothing, but also since they are growing to be a big part of the work force and will educate the coming generations. The respondents had some criteria to fulfil before taking part in the interview; they should be users of social media and have an interest in fashion and clothing. The participants are between the age of 24 and 27, which is only a part of the generation Y and not an equal span within the generation Y, which could be seen as a disadvantage and making the results less trustworthy. The reason for the chosen respondents were based on their interest in fashion and clothing and their use of social media, which were seen as more important than that their ages should be equally divided within the age span for generation Y.

4.3 Interviews
The data collection method in this research was interviews, and more precisely, semi-structured one-on-one interviews. The reasons for choosing this method for collecting data will be discussed under this headline.

4.3.1 Semi-structured Interviews
This research has used in-depth interviews as a collection of data method in order to gain insight in the phenomena. Rosenthal (2016) explains that in-depth interviews consist of open-ended questions and follow-up questions that are used to get a deep insight and understanding of participants' perception, experience and feelings about the topic. Further Rosenthal (2016) utters that there are six primary types of questions in in-depth interviews; (1) experience or behaviour questions, (2) sensory questions, (3) opinion or value questions, (4) knowledge questions, (5) feeling questions, and (6) background or demographic questions. Semi-structured interviews often have a schedule with topics and questions that should be asked, but the questions are formulated in a way that makes them open-ended, letting the respondent talk and come up with new ideas and topics during the interview, creating a more flexible structure (Ryan, Coughlan, & Cronin 2009). This research has used semi-structured interviews, since a sort of schedule was needed to make sure that the questions were in line with the selected themes. Open-ended questions are a freer interview form which lets the respondent come up with insight and thoughts that the interviewer would not have thoughts about otherwise, which is important when studying a new phenomenon (Bryman & Bell 2011). The interviews took place one-on-one, since the topic of discussion could be sensitive for some respondents and to get more honest answers, making one-on-one more favourable in this case. The interviews were conducted face to face. According to Ryan, Coughlan and Cronin (2009) interviews that take place face-to-face lets the interviewer interpret non-verbal signs and body langue such as facial expressions and eye contact which makes it easier for the respondent to get his or her message trough. It also gives the interviewer a deeper understanding and makes it possible to detect hidden messages of what is being said.
Before the interviews began, the respondents were informed about what the thesis was about and the purpose. They were also asked about the control questions, whether they were belonging to generation Y, and if they are interested in fashion and clothing as well as users of social media. Lastly the respondents were informed about their anonymity in the research and that the interviews will be recorded, which needed to be approved before the interview could proceed. The interviews were held in Swedish, partly since the research is studying Swedish customers but also in order for the respondents to feel comfortable with the languages and to be able to express their feelings better, and to assure that the respondents understood the questions. The place/location of the interviews did differ, the respondents had the choice to decide where they would like to have the interview to make them feel comfortable and relaxed. The interviews were held at places, like at a library and at the interviewee's home.

4.3.2 Interview guide/ Operationalization

The interview guide that were used for the interviews will now be shown and described. The questions below were used as a frame for the interviews, then follow up questions were asked based on what the respondent answered. The interviews were separated in two parts, where the first part did consist of questions regarding the different subjects. In the second part the respondent was shown different sustainability ads on social media from fast fashion companies, where they were asked questions about what they thought about them. The advertisements shown could be seen in the appendix. The type of advertisements that were shown in part two, were two videos, one still picture ad and one slide-show (three still pictures was put together in a slideshow). This to get a variety of advertisement and to test different formats. The reason for using part two was to get an understanding for how the consumers were interpreting these advertisements, and to see whether some type of format of advertisement was preferred by the respondents. The results of part two will be analysed and presented together with part one. Part two is a compliment to the interview and the understanding of the phenomena rather than a separate part of the study. When the results are being presented using quotes, they will not be marked whether they belong to part one or two. Below you can see the operationalization and questions used.
Type of question, to the left, refers to the theme or what kind of questions that were asked and to the right guide for questions, refers to the question that were asked.

<table>
<thead>
<tr>
<th>Type of questions/theme</th>
<th>Guide for questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Part 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Background</strong></td>
<td>Name, Age, Gender, Education/job</td>
</tr>
<tr>
<td>- Prior knowledge</td>
<td>Do you know the term sustainability and what do you connect with it?</td>
</tr>
<tr>
<td>- Shopping habits</td>
<td>Do you consider sustainability to be important when shopping clothes, why or why not?</td>
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<tr>
<td>- Attitude towards</td>
<td>What are the reasons that you do not/do purchase sustainable clothing?</td>
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<tr>
<td>sustainability and</td>
<td>Do you rather purchase clothing from a fashion brand that act ethical and sustainable?</td>
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<tr>
<td>sustainable fashion</td>
<td>Are there any other products that you purchase that are sustainable, ecological etc?</td>
</tr>
<tr>
<td>- Fast fashion</td>
<td>What do you connect with the word “fast fashion”? Do you purchase clothes from fast fashion chains?</td>
</tr>
<tr>
<td>- Shopping habits</td>
<td>Do you use social media and what are the main reason for why you use it? (searching for information, getting inspired etc)</td>
</tr>
<tr>
<td>- Social media usage</td>
<td>Are you active on social media, (such as liking, commenting, sharing etc)?</td>
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<tr>
<td>- Green marketing</td>
<td>What social media channel do you use most?</td>
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<tr>
<td>- Perception of green</td>
<td>Do you follow any fast fashion companies on social media? If so, which ones?</td>
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<tr>
<td>advertisement from fast</td>
<td>Have you seen any posts or advertisements from fast fashion chain regarding sustainability on social</td>
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<tr>
<td>fashion chains</td>
<td>media? If yes, what do you think and feel when you see those? And on what channels?</td>
</tr>
<tr>
<td>- Scepticism towards green advertisement</td>
<td>Do you trust sustainability communication in social media from fast fashion chains? Why or why not?</td>
</tr>
<tr>
<td>- Trust</td>
<td>Are the comments from other users affecting you? Why or why not? And are there some occasions when</td>
</tr>
<tr>
<td>- E-WOM</td>
<td>they are affecting you more or less? - Have you ever commented?</td>
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<tr>
<td>- Green advertisement</td>
<td>- How to you react to a negative comment?</td>
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<tr>
<td></td>
<td>- How do you react to a positive comment?</td>
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<td></td>
<td>- Which channels do you trust most when it comes to sustainability communication in the fashion industry?</td>
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<tr>
<td></td>
<td>(tv, newspaper, magazine, social media in stores etc)</td>
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<td></td>
<td>- Is the size of the company affecting your trust?</td>
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<tr>
<td></td>
<td>- What aspects do you consider to be important for trusting a fast fashion company? And what makes you</td>
</tr>
<tr>
<td></td>
<td>not trust them?</td>
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<tr>
<td><strong>Part 2, advertisements were shown</strong></td>
<td></td>
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<tr>
<td>- Perception of green</td>
<td>- What did you think about this advertisement? Was it something that you liked about this advertisement or</td>
</tr>
<tr>
<td>advertisement on social</td>
<td>did not like?</td>
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<tr>
<td>media from fast fashion</td>
<td>- Does the brand behind the advertisement affect your perception in any way?</td>
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<tr>
<td>companies</td>
<td>- Do you believe that this advertisement was helpful for understanding sustainable fashion?</td>
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<tr>
<td>- Trust</td>
<td>- How would you prefer the advertisement to look like?</td>
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<tr>
<td>- Brand perception</td>
<td>- If a fast fashion company want to reach you with their communication, where would that be? (social</td>
</tr>
<tr>
<td>- Information obtaining</td>
<td>media, in store etc)</td>
</tr>
<tr>
<td></td>
<td>- Where are you receiving information reading sustainability today?</td>
</tr>
</tbody>
</table>
4.3.3 The respondents
The six respondents consist of six Swedish citizens from generation Y, three males and three females. The name of the respondents has been anonymized and the names that are used in the report are not their real names. The table below shows the different participants, name, age, gender, occupation, duration and date of the interview.

<table>
<thead>
<tr>
<th>Pseudonym</th>
<th>Gender</th>
<th>Age</th>
<th>Occupation</th>
<th>Duration</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adam</td>
<td>Male</td>
<td>26</td>
<td>Economic student</td>
<td>46 minutes</td>
<td>13/3-2018</td>
</tr>
<tr>
<td>Beatrice</td>
<td>Female</td>
<td>24</td>
<td>Sales advisor</td>
<td>29 minutes</td>
<td>14/3-2018</td>
</tr>
<tr>
<td>Caroline</td>
<td>Female</td>
<td>24</td>
<td>Recruiter</td>
<td>26 minutes</td>
<td>14/3-2018</td>
</tr>
<tr>
<td>Daria</td>
<td>Female</td>
<td>24</td>
<td>Social media recruiter</td>
<td>36 minutes</td>
<td>16/3-2018</td>
</tr>
<tr>
<td>Erik</td>
<td>Male</td>
<td>26</td>
<td>Purchase planner</td>
<td>40 minutes</td>
<td>20/3-2018</td>
</tr>
<tr>
<td>Frans</td>
<td>Male</td>
<td>27</td>
<td>Engineer</td>
<td>43 minutes</td>
<td>15/4-2018</td>
</tr>
</tbody>
</table>

4.3.4 Recording of Interview
The interviews in this study were recorded and the interviews were asked about allowance before the recording took place. Bryman and Bell (2011) argue for why you should record your interviews and say that it allows and helps the interviewer to correct the natural limitation of the memory, making it possible to relisten to the answers and allowing the data to be reused. According to Bryman and Bell (2011) a qualitative research is not just interested in what people say, but also how and in what way the say it. They continue by saying that the interviewer should put all the focus on the respondents and ask follow-up questions based on previous answers and at all-time be alert, making it fundamental to record in order not to lose focus.

4.3.5 Transcription
All the interviews were transcribed for the safety of the respondents and the interviewer, but also to let others read the transcription in case of interest or misbeliefs. When it comes to transcribing, Bryman and Bell (2011) point out that it is important that the written text reproduces exactly what has been said. This give the respondents and the reader a feeling of confidence when reading the data and analysis and strengthen the trustworthiness of the study. Since the interviews were held in Swedish the transcription was also done in Swedish, to make sure the meaning of the words remains the same. However, the analysis and empirical investigation will have quotes from the respondents in English where these specific quotes have been translated. This might be seen as a disadvantage since the meaning of the Swedish words might differ from the English meaning and it could be difficult to find a translation that reflects the same thing. In this case, it was valued higher that the respondents could answer in their mother tongue and to get a relaxed and detailed explanation than to have the interviews in English.
4.4 Analysis of data

The interviews were transcribed and thereafter coded and themed to be able to organize the data and find common beliefs among the respondents. The data will be presented further down in this researcher together with the analysis.

Nowell, Norris, White and Moules (2017) explain that in order for a study to be accepted as trustworthy, the data analysis must be conducted in a detailed, consistent and thorough way. Nowell et al. (2017) stress the importance of that the reader should be able to clearly understand how the researcher has been analysing the data, so the trustworthiness can be evaluated. They further suggest using a thematic analysis when analysing the data, since it provides a theoretical freedom and a rich and detailed data. Esaiasson, Gilljam, Oscarsson and Wängnerud (2007) further argue that theming is a type of text analysis, which they recommended when analysing qualitative text data. By using a text analysis, the entirety of the text and the central parts of the text is being captured (Esaiasson et al. 2007). They also point out that the sought content could be hidden under the surface of text and could only be found during intensive analysing and reading of the text.

Coding and theming are a way of text analysing, by systematically organize and categorize the text (Esaiasson et al. 2007). Sutton and Austin (2015) describe how coding and theming of data should be organized to be able to use the results for analysing. The term coding refers to identification of topics, issues, similarities or differences that are revealed among the respondent’s answers, which are interpreted and found by the researcher (Sutton & Austin 2015). The coding in this research was done by reading all the transcripts by underline and mark interesting and common things among the respondents. The transcripts were first read, one by one and by making notes in the corners. Thereafter they were read once again, and interesting quotes were marked in the transcripts. The next stage was to read all the transcripts once again and to write on a separate paper the different words, issues and other common thing and that were found in the transcripts and to make a note for each time that word, issues or topic were mentioned. This to see who mention what and how many that mentioned the same thing.

The next step is the theming, Sutton and Austin (2015) refer theming to drawing together the codes from the transcripts, by combining codes that are familiar and close to each other. They point out that the most important thing with theming is that in the end, when the themes are formed, the data should be possible to present by using quotes from the respondents, which should illustrate the respondent’s interpretation and thoughts. In this research the themes were created by the codes on the separate paper and then combined with each other. The codes that were similar were put together as well as the codes that showed the opposites to each other. The themes that turned out from the coding were: Lack of information versus overwhelmed by information, Interest versus ignorance, Trusting consumers versus trusting companies and Consumption versus Moral. The themes will be described and explained further down in the research.

What could be criticized using this method when interpreting the data is that, the interpretation has been done by the researcher and might not be identical to the respondents’ thoughts (Sutton & Austin 2015).
4.5 Quality of research

According to Bryman and Bell (2011) it is important to adapt reliability and validity in a research. Validity refers to whether the research is measuring what it says it measures and if the results can be generalized across social settings. Reliability refer to which degree a study can be replicated and the likelihood of getting the same results if the study were replicated, but it also concerns the consistency of the research (Bryman & Bell 2011). According to Lundahl and Skärvd (1999) a qualitative study is not possible to be generalized statistically, meaning that it could not be genialized to a population. The results of a qualitative study could be used to see patterns and to use previous theorises as a reference point, and to compare the empirical result to theories, which is called analytic generalization (Lundahl & Skärvd 1999).

Furthermore, trustworthiness is an important quality criterion when doing a qualitative study, the concept trustworthiness consists of the criterions: credibility, transferability, dependability, and confirmability (Nowell et al. 2017; Bryman & Bell 2011). In a qualitative studied the term transferability is referring to the generalizability of the study, but in a qualitative study the findings could not be transferred to other setting or studies (Nowell et al. 2017). It is therefore important to provide a thick description instead and explain how the study has been conducted, if someone would like to transfer the findings so they could judge the transferability themselves (Nowell et al. 2017). Bryman and Bell (2011) imply that it is almost impossible to replicate a study of this character since the social setting is constantly changing as well as the circumstances.

Since this study focus on how generation Y interpret sustainability advertisements from fast fashion companies on social, it is not likely that the results will be the same if the study were being replicated. The reason for this is since the sample was conducted through convenience sampling but also since the medium social media is constantly changing, and the attitudes and knowledge regarding sustainability of the consumers could differ among the generation and by time.

When it comes to credibility Nowell et al. (2017) refer it to that the researcher’s interpretation and findings are clearly coming from the collected data, meaning that the researchers need to inform how the interpretation have been made. In this study the researcher used an interview guide and an operationalization to see that the interview questions corresponded with the purpose. To secure that the interpretation was done correctly the interviews were recorded and transcribed and lastly the data was coded and themed. The aspects of dependability could be described by Nowell et al. (2017) as when the researcher can ensure that the research process is reasonable, traceable and clearly documented. In this study this has been applied by clearly explaining and describing how the research process has been conducted together with argumentation for the choices that have been made. Lastly, confirmability is created when credibility, transferability and dependability together are fulfilled, which this research has tried to fulfil as good as possible (Nowell et al. 2017).
4.6 Ethical considerations

According to Bryman and Bell (2011) it is important to think of ethicality when doing a report, such as integrity and confidentiality. Since the subject could be of sensitive character for the respondents, the respondents will be anonymous in this report. The respondents were also asked if it was okay to record the interview before the recoding took place. When it comes to the transcription and recording of the material, the researcher handles this carefully in respect to the respondents. Further Bryman and Bell (2011) address that respondents need to be fully informed about the purpose and what their answers will be used for, this has been assured by presenting the purpose and information the respondents what the information will be used before and whom the information will be supplied to. Furthermore, the information cannot be used for other purposes than it was intended to, such as a non-research purpose, which also was announced to the respondents before the interview took place. Bryman and Bell (2011) also point out that, the questions asked needs to be asked in a way that do not harm the participants either physically or their self-esteem such as through stress, harm to career prospects. In this case this was assured by leaving out questions that was of a personal character and to assure the anonymity of the respondents by using other names than their real ones.
5 Result and analysis

Under this chapter, the results will be presented together with the analysis. The results will be presented under four different themes. Each theme will first be described and shortly summarized, followed by statements which are strengthened by quotes from the participants. Thereafter, the quotes will be discussed together with the theory.

5.1 Introduction of themes

5.1.1 Lack of information versus overwhelmed by information

This theme was created since most of the respondents mentioned words such as, information, unnecessary information, facts, interrupting, critical, laziness and complicated. When these were put together, the themes were named lack of information versus overwhelmed by information. This since the main arguments and thoughts that the participants had regarding the message and information from fast fashion companies on social medias regarding sustainability refers to this. More specific, the respondents either implied that it was too much information about sustainability on social media, or that there was a lack of information about sustainability, creating a paradox. The information available was often seen as complicated and hard to understand and not applicable to the specific fast fashion chain. Several of the respondents also implied that they felt interrupted by the information and advertisement on social media and that all the information drained their energy to read about it.

5.1.2 Interest versus ignorance

This theme was created since many of the respondents mentioned words such as, scrolling, ignorance, lack of interest, boring, interesting and fun. When these were put together, the theme felt natural to call ignorance versus interest. The interest refers to the interest of sustainability and the interest of how fast fashion companies are working with sustainability. Interested was the word that was mention the most during the interviews. Many of the respondents used lack of interest as a reason for why they ignored or did not care about sustainability, by arguing that the advertisements need to be interesting and catch their interest in order for them to care. Ignorance is the opposite to interest and refers to how the respondents ignored the information about sustainability, by for example scroll past such advertisements on social media. The respondents said that they often scroll by content that concerns sustainable fashion due to their lack of interest and their disturbance of advertisement on social media.
5.1.3 **Trusting consumers versus trusting companies**

This theme was created since many of the respondents mentioned words such as, word of mouth, brand, comments, trustworthy and confirmation. This theme deals with the issue of trust, where the respondents questioned whether they should trust the companies and their advertisement, or trust what other consumers says in form of comments on social media. This theme was therefore named to trusting consumers versus trusting companies. When it comes to trusting companies, aspects such as the size of the company was commonly seen as an indicator. They also felt that some companies act sustainable just because it is trendy, not because they care. The trust towards fast fashion chains were also lacking to some extent and tended to be associated with a negative feeling. The trust towards other customers on social media is referring to comments by other customers on social media connected to the advertisement. The majority said that they were influenced by people’s comments and ideas and that it could influence their purchase intention. However, it was a difference in trustworthiness towards the consumers, some people were seen as more trustworthy than other. When it comes to the channel, many of the respondents indicated that they felt that the social media, did not feel as trustworthy as other medias such as televisions or news.

5.1.4 **Consumption versus moral**

This theme was created since many of the respondents mentioned words such as, look, price, quality, bad and good conscience. The author felt that the words in this theme was either connected to their own consumption or that they had some kind of moral to not consume unsustainable, thereby creating the name of the theme to be consumption versus moral. Discussing how the customers are pending between what they “should” do and what they actually do. The consumption addresses generation Y’s consumption and what they value when purchasing clothing, such as the price and the look. While moral is concerning their thoughts about their behaviour and the perceived concern about sustainability, such as feeling bad about not purchasing sustainable and feeling good when doing so. The majority did point out that sustainability is a problem in the world and that we need to care more about it. However, all the respondents admitted that they do purchase fast fashion to some extent and that their purchase decision is mostly based on the look of the garments. So, even if they showed some moral, none of the participants did actively purchasing sustainable clothing. A common belief among the respondents was that they valued other things over purchasing or acting sustainable, such as the look of the garments or that it is expensive to purchase sustainable.
5.2 Empirical material and analysis of the themes
Each theme will now be presented and analysed using the theories: Cognitive dissonance theory, Theory of planned behaviour and Uses and gratification theory.

5.3 Lack of information versus overwhelmed by information
Lack of information will be discussed first, followed by overwhelmed by information.

5.3.1 Lack of information
Many of the respondents indicated that companies are bad at communicating sustainability and that it is hard to know what garments that are sustainable and how fast fashion chains are working with sustainability. When the respondents were shown the advertisements on social media from the fast fashion chains, many did indicate that there was too little information communicated and that they wanted to read more about it to be able to evaluate the information.

Frans explains that it is hard to know what garments that are sustainable by saying:

It is not that clear when you enter a clothing store, you do not know what garments that are sustainable, or if it’s a special collection that is sustainable or not. It is easier to find out on the internet, where you can take your time and look it up. (Frans)

Daria and Beatrice explain that, often companies communicate what sustainability is in general on social media, but they forget to apply the strategies to the company. They would like to know more about how the companies are applying sustainability to their business and strengthen this with facts.

I know facts about it generally (sustainability), but I do not know how fast fashion companies are using it, I don’t have any idea how. (Daria)

To be able to trust a brand, you want to know that they do, what they say they do, and not just like” we stand for this”, but more like HOW do they stand for it? Explaining how they have done it, more facts. (Beatrice)

Here the respondents indicate that it is hard to know how to purchase sustainable, due to the lack of information that the companies advertise on social media. Which could be explained by the theory of planned behaviour and the perceived behavioural control. Implying that the consumer does not possesses the right information or knowledge to make a sustainable choice (Ajzen, 1991). However, it could also be argued that the consumers, to some extent uses social media to obtain information about sustainability strategies, as explained in the Uses and gratification theory and the aspect Information seeking. Whiting and Williams (2013) refer to the aspects Information seeking by using social media as a way of obtaining information and to self-educate.

The following quote by Daria indicates that she is critical towards the information that fast fashion chains are communicating on social media, since its often complicated and puts the trustworthiness in danger and inheriting the intention to buy.
Facts that are relevant, not explaining stuff that no one understands, because it will be hard to tell whether it’s true or not. (Daria)

This quote could indicate that there is information available but that it is the wrong type of information, or that the information is complicated. Indicating that the trust for the companies could be harmed. Which could be explained by the Theory of planned behaviour and perceived behaviour control, where the respondents believe that it is hard to make sense of the information communicated and to be able to make a sustainable purchase out of it (Ajzen 1991).

*Frans* indicates that, in order for him to care more about sustainable clothing, the companies needs to brainwash him and expose him to more advertisement and information about it. He also refers to his young age as a reason for why he is do not getting affected by the advertisement.

You need to brainwash me more. No hehe but it might be the age, the older you get the more you think about the things around you [...] it needs to come from yourself, so it’s more impact, more advertisement about it, make it more visible. (Frans)

The fact that *Frans* blames his young age and that he argues that he will be more sustainable the older he gets, could be explained by the cognitive dissonance theory and the strategy adding a new cognitive element. Because, he uses his age as an excuse, like “you do not need to care about sustainability when you are young, it will come to you when its time”. Festinger (1962) refers Add a new cognitive element to when the behaviour and beliefs are in conflicts and to reduce the cognitive dissonance, you add information that justifies the behaviour, and at the same time avoids information that strengthen that sustainability is important. So, it is a bit contradicting when he says that he wants more information and at the same time he avoids information about it.

5.3.2 Overwhelmed

These quotes indicate the opposite, it is too much advisement about sustainability on social media. The respondents are feeling that everyone is pushing for it and that it has become a trend to be sustainable rather than that they care, which creates a negative attitude towards sustainable fashion. The following quotes are explaining that the respondents are exposed to information everywhere, which makes it hard to make sense of the information but also to take it all in and act according to it.

*Adam, Daria and Beatrice* address that there is too much information on social media regarding sustainability but also information in general making it hard to take it all in. *Beatrice* indicates that something extra is needed to make the advertisement strand out from all the others on social media, otherwise people will just scroll by, which could be the reason for why it is hard for customers to get reached by the advertisement.
It feels like there are many that pushes for it (sustainability) and uses it to get more customers [...] we are already exposed for so much information all the time from different places that it is hard to take it all in. (Adam)

It has become trendy that you should think about sustainability, and when it has become a trend, everyone is nagging about it. And then it’s like—oh they too.. and then it’s not interesting anymore. Because, you do not know if it’s true or if they do it just because it’s a trend. (Daria)

It is already so much information on social media, so it demands something extra to make people to stop and look. (Beatrice)

These quotes strengthen the fact that generation Y is overwhelmed by information regarding sustainability on social media from fast fashion companies, making it hard for companies to get through to the customers. They also explain that since it is so much information on social media, it demands something extra to get their interest. This could be explained by the theory of planned behaviour and perceived behaviour control, which refers to that there could be obstacles when it comes to performing the behaviour Ajzen (1991). Which in this case would be to make sense of all the information available and knowing what is true or not.

The majority of the respondents did point out that they felt disturbed and interrupted by sustainable advertisement from fast fashion companies on social media, that it disturbs what they are doing. Here Caroline and Adam express how they feel reading the advertisement.

I do not like advertising on Instagram, I scroll by it fast f*ck. Because it is sort of a free zone for me, where I have chosen the ones a want to follow, and it bugs me when I see advertisement. (Caroline)

I do not like when it comes a video advertisement when I am looking at a movie clip, you know there in the beginning, when I haven’t got to choose it myself. Like I mean, sustainable advertisement needs to be presented in the right occasion. (Adam)

This could be explained by the uses and gratification theory, the respondents are not interested in advertisement on social media, they are there to get entertained or for social interaction. According to Whiting and Williams (2013) social interaction and entertainment is two of the reasons for why people use social media, they refer social interaction to, when one use social media to communicate and interact with others, like stay in contract with friends. Entertainment refers to get entertained such as listening to music, watching videos or other enjoyments. Caroline implies that she uses social media for social interaction and Adam, for entertainment. This could be the reason for why they perceive the advertisement as disturbing, because they are not on social media to seek for information, they are there for other reasons.

Due to the overwhelming information and advertisement regarding sustainability on social media, many of the respondents did feel a lack of energy to care and to engage in those advertisements. They are demanding it to be convenient and easy to get the information for them to care. The common thread seen regarding this is that the respondents want to do as little

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as possible, it should be convenient for them to get the information delivered. The respondents seem to think that the companies should do all the work for them, by demanding the companies to communicate to them, instead of finding the information themselves. Due to the overwhelming information about sustainability online, the customers have become lazy and do not have the energy to read a lot, making them prefer videos when it comes to advertisement on social media. Since a video allows them to sit back and watch instead of making them read. The following quote will demonstrate this.

*Adam* was presented a social media advertisement from a fast fashion chain, and asked if this affects his purchase intention, he answered with the following:

> Ah yes I does, if you have the energy to read it.. but I believe that you must be interested to have the energy to read it. (*Adam*)

Most of the respondents indicated that a video advertisement was the most preferred way of receiving information about sustainability on social media, here *Frans* and *Daria* express their thoughts:

> Video is better I think, because if it is a picture then I need to analyse what they want to say, but a video feels more like, you can sit back and watch. (*Frans*)

> Like most convenient is perhaps a video, because they are played automatically, and it might make me interested to check it out, because I do not need to swipe and such. (*Daria*)

When *Erik*, were asked how he would like to get reached by sustainable advertisement from fast fashion chains he answered:

> I think it is a mix maybe (between pictures and videos), but a video is maybe more fun if it is a good video. (*Erik*)

This behaviour could be explained by the theory of planned behaviour and the perceived behavioural control. According to Ajzen (1991) perceived behavioural control refers to perception of how hard or easy it is to perform the behaviour. The respondents seem to think that it is “hard” and takes their energy to look at those advertisements and they prefer it to be easy and convenient.

The quotes show that a video advertisement is more convenient and easier for them to engage in, a picture is more demanding, because it needs to be understood and analysed by themselves. The reasons for perceiving a video to preferable could be explained by the uses and gratification theory. Whiting and Williams (2013) explain that people use social media to get entertained and a video works as a sort of entertainment and could be explained by that the respondents are using social media to get entertained and not to learn about sustainability.
5.4 Interest versus Ignorance
Interest will be discussed first, followed by ignorance.

5.4.1 Interest
The interest for sustainable fashion consumption among the respondents were low, although they implied that they believe that sustainable clothing advertisement was something good. When it comes to social media usage, the respondents were more interested in what their friends did then what companies did advertise about.

*Adam* explains that he thinks that sustainable fashion advertisement from fast fashion chains are good, but that he does not care about it, since he is not interested in sustainable fashion. The same goes for *Beatrice*, she addresses that the look of the garments is more important for her than that it is sustainable. She also implies that to follow friends on social media is more interesting than to see what companies are doing.

> I think it is good really, it is absolutely something that reaches people that are interested in sustainability. But me, I wouldn’t care. (Adam)

> I feel that its good, but I just scroll pass it, because I am not that interested in that type of content. I look more on how the clothes look then to read why it is good [...] I rather look at what my friends do than what the fast fashion chains do. (Beatrice)

These quotes show that it is important for the respondents to be interested in order to care. They basically say that “they don’t care, unless it’s interesting”. The respondents are more concerned and interested in things that they care about, such as friends or consumption. Which could be explained by the cognitive dissonance theory and the resistance to change, where they resist to change their current behaviour, since the present behaviour is satisfying (*Festinger 1962*). Meaning that to consume and care about friends is satisfying and something that they do not want to change.

However, *Adam* and *Beatrice*, show a positive attitude towards sustainable fast fashion, which is one of the steps in the theory of planned behaviour (*Ajzen 1991*). By explain that they think that sustainable fashion advisement is good. Further, *Adam’s* quote indicates that he is not being affected by what others think about something if it is not something that he cares about himself. Referring to the subjective norm, that deals with how one is affected by what other thinks and what the norm expects you to do. When it comes to uses and gratification theory, Beatrice is using social media for social interaction but also surveillance/knowledge about others, meaning that she is using social media to keep contact with friends but also to see what other do on social media (*Whiting & Williams 2013*).

Furthermore, several of the quotes indicates that they are more interested to communicate with their friends than with fast fashion companies, when they are using social media. *Daria, Beatrice and Adam* discuss like this:
It depends, Instagram is very much about inspiration, and Facebook is almost only to keep contact, and snapchat is the same, contact. So, I guess it’s like Instagram, where I can go in a look at different bloggers, celebrities, and just look around. (Daria)

A mix between to stay in contact but also to get inspiration. (Beatrice)

I guess is to keep contact with friends foremost, today that’s the place to talk with others and to keep contact with friends. (Adam)

These quotes also strengthen the theory of uses and gratification and the aspect of social interaction, however to get inspired where also common among the respondents which could be explained by the Surveillance/knowledge about others, which could be a way of getting inspired from other on social media (Whiting & Williams 2013).

5.4.2 Ignorance
This refers to that the respondents ignore what they see by scrolling by the content that they are not interested in. Scrolling is referring to when you pass the content by dragging your finger on the mobile screen, down and up or the reversed to get pass that content. The following quotes is about when generation Y is scrolling and ignoring sustainable advertisement from fast fashion chains on social media. Below, Caroline, Erik and Beatrice discuss:

It depends on if I am bored, or if I am into something, then I had scrolled by. (Caroline)

I think it needs to be something that catches you to not just to scroll pass it. Something that catches my interest, it could be a picture or a video that that seems to be interesting. (Erik)

I had just scrolled by it, directly, because it does not catch my interest. It looks like an ordinary advertisement. (Beatrice)

The respondents indicate that the use social media to pass time, since they are scrolling until they see something interesting, according to the uses and gratification theory (Whiting & Williams 2013). They also point out that the advertisement needs to catch their interest, which means that it should entertain them in some way to make them interested. Further Beatrice, indicates that the sustainable fast fashion advertisement that she was shown, did look like an “ordinary advertisement “which means that, the advertisement needs to have something extra in order for the respondents to stop and look. This could imply that people are so used to advertisement on social media, that they do not even reflect upon it, they just scroll pass it. Caroline, implies that if she was bored or had nothing else to do, so might had looked at the advertisement, implying that time is a big factor, when it comes to social media marketing. Trust customers will be discussed first, followed by trust companies.
5.5 Trust customers versus trust companies

Trust customers will be discussed first, followed by trust companies.

5.5.1 Trust customers

This theme concerns how the respondents trust other customers by evaluating comments on social media. It was common to see that the amount of comments that argue for the same thing, had a greater impact than one single comment arguing for something. Generation Y did also claim that if there was a negative comment about something, they turned to google to see whether it was true or not. A negative comment had a greater effect on generation Y than a positive comment.

The following quotes deals with how generation Y perceive comments from others on social media, regarding sustainable advertisement from fast fashion chains. Here, Daria, Adam and Frans present their opinion:

I think that reviews from other customers and such play a much bigger role than what the companies says, because they can in principle write whatever they like, until someone claims that it is not true. (Daria)

Even if I had decided that I would like to have it, I still want another customer to confirm it because if someone else is satisfied that’s the best source you can get. (Adam)

It would affect me to a larger extent if several of people goes together and believes the same thing, but no I wouldn’t say that it affects me that much. (Frans)

This indicates that what other customers say is influencing generation Y’s intention to purchase which could be connected to the theory of planned behaviour and the subjective norm. Ajzen (1991) explains that the subjective norm is about that our purchase behaviour is being affected by what other thinks and believes about the topic. The information generated from the comments could also be the aspect of adding a new cognitive element. Adding new information from other customers could either confirm or reject the behaviour of purchasing sustainable, as explained in the theory of cognitive dissonance by Festinger (1962).

The quote by Daria, implies that she feels more trust towards other customers than the companies. It could be explained by the theory of uses and gratification and the aspect of expression of opinions, such as use social media to express and share thoughts and opinions, it could for instance be to comment, share or like something (Whiting & Williams 2013). But it could likewise be explained by the aspect, information seeking, using social media to seek information or to self-educate (Whiting & Williams 2013). In this case it could refer to finding information about the company/advertisement or the clothing by reading other consumers comments.
5.5.2 Trust companies

Trust towards companies concerns the trustworthiness that the customers feels towards the fast fashion company and their sustainability advertisement on social media. The respondents imply that social media might not be relate to a high level of trustworthiness as a media and that the respondents seems to trust other medias over social media. In general, the respondents seem to feel that social media is impersonal and mass produced creating a lack of trust to social media as an advertisement channel.

The following quotes by Caroline, Beatrice and Frans, deal with the customers perception of trustworthiness when it comes to sustainable advertisement on social media from fast fashion companies.

"News and newspapers are serious medias. Social media could be trustworthy in some ways, but it's still feels free in some way, like the spread is not that filtered if you compare with television and what is allowed to be shown there [...] it’s less space for crap in television and news." (Caroline)

"Not social media, because it feels mass produced, like mass media, I think an article or newspaper is more serious in some way or maybe television commercials." (Beatrice)

"It’s like social media that makes you most affected maybe, but it is never a personally contact it’s more like just generally advertisement." (Frans)

These quotes show that there is lack of trust on social media and that the participants are not using social media to search for trustworthy information. Which could be connected to Ajzens (1991) theory of planed behaviour and the attitude, where the respondent has a negative attitude towards social media when it comes to trust. Which could disturb the intention to change their behaviour towards a more sustainable behaviour, when they are faced with sustainable related advertisement on social media from fast fashion chains.

Further their attitudes towards fast fashion chain are also mostly negative, when they were asked about their thoughts regarding fast fashion, they answered like this:

"When I hear the word “fast fashion” I think it’s like fast food, fast production, simple, cheap and less quality." (Daria)

"Thing that comes and goes really fast and spending money under a short amount of time on things that will end up in the back of the wardrobe and lay there and collect dust." (Frans)

"Mass production, it rings negative for me. Trends that switch fast, consumption and abundance." (Beatrice)

These quotes refer to how the respondents perceive fast fashion chains, and what they connect with the word fast fashion. Implying that their attitude towards fast fashion is connected to cheap clothes in bad quality. Which could imply that they have a negative attitude towards it in
general. However, all the participants told that they are purchasing clothing from fast fashion chains, which creates a cognitive dissonance, between having negative attitude towards fast fashion but still purchasing it (Festinger 1962).

5.6 Consumption versus moral
Consumption will be discussed first, followed by moral.

5.6.1 Consumption
Consumption refers to when the respondents prioritize to consume over other aspects such as the environment, sustainability and overconsumption. The consumers of generation Y base their purchase decisions on the look and price of the garments and seldom consider sustainability aspects.

The following quotes by Adam, Frans and Beatrice, indicate that the look of the clothes is more important than the sustainability aspects.

I have a hard time thinking that sustainability would be something that I would prioritise now when purchasing clothes. When I shop clothes, I go after how nice it looks, the price and if it fits me and is my taste. (Adam)

I don’t know, I have never been thinking about that it affects in that way (sustainability aspects when shopping) [...] I have based my decisions more after, this is nice looking clothing, when shopping clothes. (Frans)

It is foremost the appearance of the clothes. [...] But mostly it is because the sustainable clothes that I have seen have mostly been basic garments, like a white t-shirt, a basic sweater. And maybe that’s not what I’m looking for at the moment. I do not care very much about the price, because if I want something, I buy it anyway. But it’s probably mainly that sustainable clothes are boring. (Beatrice)

Further, another common theme is the price, where Daria, says that she rather purchases fast fashion then pronounced sustainable garments and pointing out that price and look is very important for her. Adam is also pointing out that price is a dominate factor, and that his effort in sustainability does not affect the world anyways, making him skip to purchase sustainable.

I think they (fast fashion companies) have nice clothes and an okay quality, but the price is the biggest factor. Pretty cheap clothing, and since I like to change clothes all the time if feels more worth to purchase fast fashion. (Daria)

If I had enormous amounts of money and had the ability to donate money and contribute to that more people in the world got it better I would of course do that [...] you are a bit egoistic of course, I think more of my own economy and what I want to do [...] Sweden has such as small impact anyways, the big global companies need to take the step first. (Adam)
The quotes regarding the cost and that it is expensive could be connected to the cognitive dissonance theory and resistance of reducing a dissonance and the “pain and loss”.

The importance of the look of the garment could be referred to the present behaviour is satisfying. Festinger (1962) refer resistance of reducing a dissonance, to when the consumer know that their behaviour is not preferable or “good” in this case to purchase unsustainable garments, but they do it anyways and do not wish to change it. To compensate the dissonance, they come up with reasons for not changing it. In this case, they refer to the resistance to change their behaviour due to the aspect pain or loss and the present behaviour is satisfying. The pain and loss in this case implies that the consumer will lose money on changing the behaviour, since it is more expensive to purchase sustainable clothing. But also, since the present behaviour is satisfying, this since the customers believe that the look of the clothing is the most important, and thereby looking good is generating in a satisfied behaviour. It therefore makes generation Y resistant to purchase sustainable clothing, since sustainable clothing is perceived to be ugly and boring (Festinger 1962). The last quote by Adam could be explained by reducing the dissonance by adding a new cognitive element, which could be done by finding facts or information that makes it seem less harmful to shop unsustainable (Festinger 1962). Adam do this by claiming that Sweden is so small, that his effort would not matter anyways.

The respondent’s behaviour could also be connected to Ajzens (1991) theory of planned behaviour, concerning the different factors that influence people’s intention to change a behaviour. The more favourable the attitude, subjective norm and perceived behavioural control is, the stronger the individual’s intention to act the behaviour is (Ajzens 1991). In this case, it seems like their perception of sustainable clothing is expensive, non-attractive and boring. Implying that, to purchase and wear sustainable clothing is something unfavourable, creating a negative attitude towards the behaviour and inherit the likeliness of purchasing sustainable clothing.

5.6.2 Moral

Moral, deals with the respondent’s bad conscience over not purchasing sustainable clothing. They mentioned that they should care more about it and that it felt good to purchase sustainable when they did.

These quotes are from Daria and Beatrice and show that they feel bad about their behaviour when not purchasing sustainable and they almost feel ashamed about it.

Not as often as I should, considering that I still know quite a lot. (Daria)

I wish I could answer yes, but sometimes I try to think that I should purchase an organic sweater, like if there is a similar product which is organic, then I purchase it. But in the big picture, I could really be better at it, it is not the first thing I think of when I shop clothing. (Beatrice)

When Caroline were asked if she was sceptical towards sustainable advertisement from fast fashion chains on social media she said:
I’m not sceptical towards it, it is more that I feel ashamed that you do not think about it more. (Caroline)

*Beatrice* tells in dismay that she purchases fast fashion and that it does not feel good, implying that she connects fast fashion to something unfavourable.

Yes, I do shop fast fashion, I shop at Gina and Mango which is fast fashion I guess? So, I totally do. But it doesn’t feel good. (Beatrice)

Here the respondents indicate that they know that they are taking the wrong decisions by not purchasing sustainable and that they should care more about it. This could be explained by the theory of planned behaviour and the subjective norm. Ajzen (1991) explains subjective norm to when the norm expected you do something or behave in a certain manner. In this case, the norm (people and companies on social media) expects you to care about the environment, and to purchase sustainable. Which is influencing the respondents to feel that they should purchase sustainable and that it good. Their behaviour also show that they somewhat have a positive attitude towards purchasing sustainable, Ajzen (1991) refer the aspect attitude to the general attitude towards the behaviour and the outcomes of the behaviour.

Further, the respondent’s quotes indicate that they seem to believe that purchasing sustainable is something good and something to strive for, creating a positive attitude towards sustainable fast fashion. As Ajzen (1991) earlier addresses, the more favourable the attitude, subjective norm and perceived behavioural control is, the stronger the individual’s intention to act the behaviour under consideration is. Here the respondents have fulfilled two of these, but something is missing since they do not purchase sustainable, which is the last aspect of theory of planned behaviour and the perceived behavioural control. This could indicate that they feel that it is hard to purchase sustainable or that they have a negative prior experience of it. However, they still decide to not purchase sustainable, even if they know that’s the right thing to do, which therefore could be connected to the theory of cognitive dissonance, where they are aware of that one should purchase sustainable, but they end up not purchasing sustainable. Creating a conflict between the beliefs and behaviour according to the theory (Festinger 1962).

In order to remove the conflict, the respondents have used at least one of the three main ways to create balance, described by (Festinger 1962). However, it is hard to tell which one or ones, but *Beatrice* claims that she would purchase the sustainable garment if that garment was like a non-sustainable garment. Implying that the attributes of a non-sustainable garment is more favourable then the sustainable garment. Explaining that she used the resistance of reducing a dissonance and the present behaviour is satisfying, by Festinger (1962). Meaning that non-sustainable clothing is seen as better or more favourable according to *Beatrice* and the look is more important, than the aspect of sustainability for her.
6 Discussion

In this chapter, the research questions will be discussed and answered, using the themes, theories and findings. The questions will be answered one by one, in order to make it easier for the reader to follow.

6.1 RQ 1 How is generation Y affected by fast fashion chains’ advertisement of sustainable fashion on social media?

The short answer is that, fast fashion chains sustainable related advertisement on social media does not affect generation Y that much, and there are several of reasons for why which hereby will be explained.

When looking at the different reasons, it could be seen that the theme interest or ignorance was present. The reasons for why generation Y are not affected by the sustainable advertisement is because they do not actually see the advertisement, they basically ignore the advertisement since they do not have any interest of it. In addition, generation Y are very used to see advertising on social media, so they often scroll past it, thinking it is just an ordinary advertisement.

The theme lack of information versus overwhelmed by information, was present since generation Y felt disturbed by the fast fashion chains sustainability advertising on social media. They felt that the advertisement is interrupt what they are doing on social media, which creates a negative and irritated attitude towards it. This could further be strengthened by previous research from Evans (2010) where he claims that if a company needs to interrupt or annoy their consumers to get their attention and message through, the customers will be questioning how valuable that message is. Another explanation for this could be found in the uses and gratification theory. Using the theory, it could be concluded that generation Y uses social media for social interaction, entertainment, surveillance/knowledge about others, pass time and for information seeking (Whiting & Williams 2013). All the reasons except for information seeking, confirms that the consumers are not using social media to engage with companies and to get exposed to their advertisement, they are there for other reasons, which makes them ignore or scroll pass such content. Thereby making it hard for fast fashion companies to reach generation Y on social media. Another reason is the laziness, the consumers does not have the energy to read a lot or to engage in things that does not interest them.

The findings in the theme: lack of information versus overwhelmed by information shows that the information needs to get delivered to generation Y in an easy and convenient way. If the advertisement is not delivered like this, they scroll pass it. So, in order to reach generation Y with sustainable related advertising on social media, fast fashion companies need to adapt their advertisement to the customers’ needs on social media. According to the theory uses and gratification theory by Whiting and Williams (2013) generation Y wants to get entertained,
therefore fast fashion companies should create entertaining advertisement in order to catch their interest and to make them see the advertisement. However, the information seeking was still one of the reasons for why some used social media. When generation Y were presented to the advertisements on social media regarding sustainability from fast fashion companies in part 2, they addressed that the information was either too complicated or that the sustainable strategies advertised were not applied to the fast fashion companies. Creating a distrust towards the fast fashion companies as well as perceived difficulty to purchase sustainable clothing. This could further could be explained by the theory of planned behaviour and the perceived behavioural control, since generation Y perceives it to be difficult to make sense of the information and to purchase sustainable (Ajzen, 1991). Previous research by Markkula and Moisander (2012) strengthen the fact that consumers are exposed to a huge amount of sustainable-related information and argue that the information available about sustainability often is complex, contradicting and time-consuming to make sense of. Inferring that, the information communicated needs to be easy and concise and applied to the fast fashion companies, rather than communicating general information about sustainability. This needs to be done, for generation Y to feel trust towards fast fashion companies and to consider purchasing sustainable clothing from them.

When applying the theory of cognitive dissonance by (Festinger 1962) and how generation Y’s thoughts and behaviours are being affected by the advertisement, the results show that the they were aware and knowledgeable about sustainability and showed to some extent that they cared about it. However, their behaviour shows the opposite, they do not purchase sustainable clothing, which creates a dissonance (Festinger 1962). Concerning the theme of consumption versus moral, it could be concluded that their desire of consumption is stronger than their sense of moral. Furthermore, the most common strategies from the theory of cognitive dissonance that the respondents used when getting faced by the sustainable advertising were: resistance of reducing cognition, the present behaviour is satisfying and loss and pain (Festinger 1962). Implying that the advertisement does not change their behaviour and intention to purchase sustainable clothing. The generation Y do rather consume clothing as they do today: cheap and good-looking clothes rather than sustainable clothes. Sustainable fast fashion clothing for generation Y were perceived to be: ugly, basic, boring and expensive. The fact that sustainable clothes were perceived to be more expensive through the advisement, made them feel resistant to change their behaviour, due to the loss and pain, referring to loss of money (Festinger 1962). More specifically, they do not want to pay more for “ugly” clothes, which I strengthened by previous research by Chang and Watchravesringkan (2016) that argue that consumers often tend to believe that sustainable apparel is expensive, leading to a low involvement of consumers’ sustainable clothing consumption. This is also strengthened by Parment (2008) who argues that generation Y perceives it as hard to choose the ethical/sustainable products, if there is a similar cheaper product available. Implying that, fast fashion companies needs to work on how they present sustainable clothing, because as it is today, consumers perceived them as less attractive and expensive.

Resulting in that the advertising from fast fashion regarding sustainability on social media, do not affect the generation Y as it is communicated today.
6.2 RQ 2 Does sustainable related advertisement on social media from fast fashion chains affect generation Y’s intention to purchase sustainable clothing?

This question will be addressed using the theory of planned behaviour by Ajzen (1991). The theory of planned behaviour will be applied to how the different aspects: attitude, perceived behavioural control and subjective norm, are influencing generation Y’s behaviour and intention to purchase sustainable clothing from fast fashion chains, when being exposed to their advertisement on social media.

When looking at the different aspects of the theory, it could be seen that generation Y’s attitudes towards sustainable fashion were shifting. All the participants had a positive attitude towards sustainable fashion and believed that it was something good. However, their predicted outcomes of purchasing sustainable clothes did lean more towards a negative attitude. This since, generation Y highly values and prioritize the look and the price of the garment, which they believed sustainable clothing lacked.

The attitude towards fast fashion chains were also mixed. They connected negative attributes towards the word fast fashion, but all the respondents did purchase fast fashion to some extent. This could be referred to the theme: consumption versus moral, where the consumption seems to have a greater impact on generation Y than the moral. Although this is sort of contradicting and not in line with what Parment (2008) suggest about generation Y. He argues that generation Y is thinking about several of aspects before purchasing something, such as: consumption, how the products have reached the receiver, environmental impact, child work and working condition in the third world (Parment 2008).

When it comes to the attitude towards social media as channel, many of the respondents indicated that they have a low level of trust towards social media, by saying that advertisements on social media feels mass produced, less personal and less trustworthy than other media channels. Resulting in a negative attitude towards social media when it comes to communicating trustworthy advertisements. Trust companies or trust consumers is one of the themes, and generation Y addresses that they lose their trust towards fast fashion companies who use social media as a communication channel. This could further be strengthened by previous research by Khandelwal and Bajpai (2011) which found that consumers have less trust towards green advertisement due to the repeated occurrence of misleading advertisement and greenwashing in social media.

When it comes to the social norm by (Ajzen 1991) it was clear that generation Y were affected by what other consumers though about fast fashion and sustainable advertisement, which were affecting them through comments on social media. The respondents also said that the norm/society and the comments from other consumers made them feel obligated to purchase sustainable clothing, which thereafter made them feel bad about not doing so. Strengthen that social norm has a strong influence on generation Y and that generation Y feels more trust towards other consumers than fast fashion companies. Thereby making other consumer to have
a stronger impact on generation Y’s purchase intention than the fast fashion company’s advertisement.

The aspect of perceived behavioural control (Ajzen 1991) were the strongest aspect when generation Y were getting faced with the advertisement on social media. The respondents implied that, it felt difficult to purchase sustainable clothing, since the information on the advertisement was difficult to understand and that it took energy and time to purchase sustainable. This is further referring to the theme of lack of information versus overwhelmed by information, and that the information communicated in the advertisement needs to be changed in order to make generation Y purchase sustainable, especially what information and how it is communicated. The respondents did also imply that it was hard to know whether the companies were telling the truth or not, concerning if they actually are doing what they claimed they do. That could be strengthened by previous research by Kang and Kim (2017) that argues that many customers question whether companies actually are environmentally friendly or if they just borrow green rhetoric in order to earn profit. This further goes in line with Beard (2008) who also points out that people want to know more than before, they want to be assured where, when and how a product is being sourced.

When it comes to the next step in the model, which is how these aspects are influencing generation Y by either changing their behaviour or the intention to change the behaviour. Ajzen (1991) addresses that the more favourable the attitude, subjective norm and the perceived behavioural control is the stronger is the individual’s intention to act the behaviour, which thereafter could result in a behavioural change. In this case generation Y will probably not change their behaviour due to the advertisements, they might think about it, but they will probably not purchase sustainable clothing from fast fashion chains just because an advertisement. This is argued since generation Y’s attitude towards sustainable clothes from fast fashion chain were weak when they were put together. The aspect of perceived behaviour control was strong and counteract them to purchase sustainable clothing, so despite that the social norm was strong and influential, it will not alone make generation Y purchase sustainable clothes from fast fashion chains.
7 Conclusion

The conclusion of this study is that social media as a channel for fast fashion chains to communicate sustainable fast fashion advertisement on, is not that effective, at least not how it is done today. The sustainable advertisement on social media is not making the consumers of generation Y to purchase sustainable and the messages and content they communicate is not affecting generation Y’s intention to purchase sustainable clothing from fast fashion companies.

The advertisement from fast fashion companies regarding sustainability on social media are not reaching generation Y. The generation Y tend to ignore the advertisements due to lack of interest and the perceived disturbers that the sustainable advertisement from fast fashion companies creates. Furthermore, generation Y are not using social media to engage with companies, they use it for other purposes such as to communicate with friends, and to get entertained, it therefore makes it hard for fast fashion companies to reach generation Y on social media. If they want to reach generation Y, they need to fulfil generation Y’s needs and behaviours on social media.

The discussion shows that generation Y trust other consumers more than they trust fast fashion companies, which demands the fast fashion chains to change their communication strategy. To meet generation Y in a trustworthy way, they communication from the fast fashion companies should be delivered from other consumers to generation Y, rather than from the fast fashion companies themselves.

The fast fashion chains sustainability advertisements on social media, seems to be using a complicated language and consist of a lot of text, which is not attracting generation Y to engage. Furthermore, since generation Y tends to be lazy and want to get the message delivered to them with as little effort as possible, huge amount of text is not preferred.

Lastly, the consumption was more important than the moral by generation Y. They perceived it as more important to purchase cheap and attractive clothing than to purchase sustainable clothing. Fast fashion companies therefore need to compete with themselves on social media and make the sustainable advertisements as fun and attractive as the advertisement for the ordinary fast fashion clothing.

Concluding that the advertisement from fast fashion companies regarding sustainable clothing on social media should either be revised in order to meet the consumers, or to use another media channel to reach generation Y effectively.
7.1 **Contribution to theory**

The results from this study have contributed to the theory by investigating social media as a channel for fast fashion chains to advertise sustainable fashion. At this moment, there are no previous studies that are specifically looking at social media together with sustainability advertisement in the fast fashion industry. However, there are previous studies regarding social media and green advertisement that have been looking into other topics, where the results are partly supported by the results in this research. Some researchers argue that green advertisement is suitable to promote through social media (Colliander & Wien 2013; Nyilasy & Gangadharbatla, 2016; Williams, Page & Petrosky, 2014) where the other half, is arguing that it is not appropriate (Kang & Kim 2017; Chang & Jai 2014; Dangelico & Vocalelli 2017; Beard 2008). This research goes in line with previous research that claims that green advertising on social media is not effective. This researcher therefore could confirm that, sustainability advertisements from fast fashion chains are not efficient to promote through social media, at least not when it comes to target generation Y and how it is communicated today.

7.2 **Further research**

This study has focused on sustainable fast fashion advertisement on social media. Further research could explore the different social media channels separately, such as Instagram and Facebook. This to be able to evaluate if some of the channels might be more effective for this type of advertisement. Further research could also apply the study to other generations such as the generation X and Z to see if there are any differences between the generations. It would also be sustainable to apply a quantitative study, to get a more generalizable result.

7.3 **Limitations**

The limitation of this research is the small sample, that consist of six respondents from generation Y. Their ages are not equally divided among the generation Y’s age span, which could have effects on the result. It could also be seen as a disadvantage that this research only had one researcher, making the interpretation one sided.
7.4 Managerial implications- How could fast fashion companies make their sustainable advertisement on social media more effective?

When reviewing the results from this study, several of strategies to reach the customer more effectively on social media when communicating sustainable fashion has been found. First of all, the generation Y is seen as lazy in this study, and to be able to reach the customers on social media, companies need to make it easy and convenient to get the message delivered, but it also needs to be fun since a big part for why consumers use social media is to get entertained. According to the study, videos are preferred by the customers, since they demand less from the consumers and they can sit back and watch it. It is important that the video is entertaining in some way, to make them look at the whole video and prevent them from scrolling by.

The results of the study show that the respondents perceive sustainable clothing as, expensive, boring and ugly. Meaning that, if one needs to succeed with promoting sustainable advertisements and clothing, these attitudes and perceptions needs to be changed. To change this, marketing of sustainable clothing should be fun and modern, showing the customers that there is other sustainable clothing, not only white basic t-shirts.

Another common belief among the respondents was the perceived difficulties to purchase sustainable, due to lack of the right information and the lack of the marking of sustainable clothing. To solve this problem, more information that are directly concerning how the companies are working with sustainability should be addressed, not general information about sustainable clothing. To purchase sustainable clothing should not be seen as an obstacle. Instead companies should make it seem easier, by simplifying the message, make it short and concise. Perhaps companies should bring up other aspects of what sustainable clothing is, such as a black t-shirt could be more sustainable than a yellow one, since the black one could be matched with more garments and will be used more frequently than the yellow one.

Further, the trust was seen as greater towards other consumers than to fast fashion chains, which implies that generation Y, trust other consumers more. Meaning that fast fashion chains should use other consumers to reach generation Y. This could be done by letting other consumers communicate the fast fashion companies’ sustainable advertisements on social media. Something that could be done by using influencers.

Make it simple, fun and convenient!
8. References


Appendix

Pictures and video used during the interviews from fast fashion companies on social media. Read from left to right.

1. Video advertisement
   Lindex(2018)
   https://www.facebook.com/LindexSweden/videos/360408887776600/?brand_redir=117216279093

2. Video advertisement
   H&M (2018)
   https://www.instagram.com/p/BP4vaLhhLHB/?utm_source=ig_share_sheet&igshid=rcms8b5dcx8m

3. Picture advertisement
   Kappahl (2018)
   https://www.instagram.com/p/BQz--4jg6UO/

4. Slideshow advertisement
   Kappahl (2018)
   https://www.instagram.com/p/BR8C7U0ALhQ/?utm_source=ig_share_sheet&igshid=1k802ofvh6o80