

UNIVERSITY OF LJUBLJANA
SCHOOL OF ECONOMICS AND BUSINESS

MASTER'S THESIS

**GENERATION Y'S ENGAGEMENT IN SUSTAINABLE FASHION
CONSUMPTION IN SLOVENIA**

Ljubljana, July 2020

KATJA KOBILŠEK

AUTHORSHIP STATEMENT

The undersigned Katja Kobilšek, a student at the University of Ljubljana, School of Economics and Business (hereinafter: SEB LU), the author of this written final work of studies with the title Generation Y's Engagement in Sustainable Fashion Consumption in Slovenia, prepared under the supervision of Associate Professor Mateja Kos Koklič, PhD,

DECLARES

1. This written final work of studies to be based on the results of my own research.
2. The printed form of this written final work of studies to be identical to its electronic form.
3. The text of this written final work of studies to be language-edited and technically in adherence with SEB LU's Technical Guidelines for Written Works, which means that I cited and/or quoted works and opinions of other authors in this written final work of studies in accordance with the SEB LU's Technical Guidelines for Written Works.
4. To be aware of the fact that plagiarism (in written or graphical form) is a criminal offense and can be prosecuted in accordance with the Criminal Code of the Republic of Slovenia.
5. To be aware of the consequences a proven plagiarism charge based on this written final work could have for my status at the SEB LU in accordance with the relevant SEB LU Rules.
6. To have obtained all the necessary permits to use the data and works of other authors which are (in written or graphical form) referred to in this written final work of studies and to have clearly marked them.
7. To have acted in accordance with ethical principles during the preparation of this written final work of studies and to have, where necessary, obtained the permission of the Ethics Committee.
8. My consent to use the electronic form of this written final work of studies for the detection of content similarity with other written works, using similarity detection software that is connected with the SEB LU Study Information System.
9. To transfer to the University of Ljubljana free of charge, non-exclusively, geographically and time-wise unlimited the right of saving this written final work of studies in the electronic form, the right of its reproduction, as well as the right of making this written final work of studies available to the public on the World Wide Web via the Repository of the University of Ljubljana.
10. My consent to the publication of my personal data that are included in this written final work of studies and in this declaration, when this written final work of studies is published.

Ljubljana, July 2020

Author's signature: _____

TABLE OF CONTENTS

INTRODUCTION.....	1
1 A THEORETICAL OVERVIEW OF SUSTAINABILITY IN FASHION INDUSTRY.....	3
1.1 Sustainability in fashion industry.....	3
1.1.1 Definition of sustainable fashion	3
1.1.2 Sustainability of the fashion industry	4
1.1.3 Sustainability as a paradox in fashion.....	4
1.2 Brief history of (sustainable) fashion	5
1.3 The emergence of fast fashion.....	6
1.4 Fast fashion as a global environmental and social justice issue.....	7
1.4.1 Environmental costs of fast fashion	7
1.4.2 Social issues in relation to fast fashion	8
1.4.3 Throwaway fashion attitude.....	8
1.5 The limits of the current linear model of production and consumption in the fashion industry	9
1.5.1 Circular economy opportunities.....	9
1.5.2 Sustainable fashion consumption models	10
1.6 Brand actions towards sustainability	11
2 SUSTAINABLE FASHION CONSUMPTION AND BRAND ENGAGEMENT ...	13
2.1 Customer based brand equity.....	13
2.2 Consumer brand engagement.....	13
2.3 Construction of self through fashion.....	15
2.4 Attitude-behavior gap.....	16
2.5 Sustainable purchasing behavior and its antecedents	17
2.5.1 Ethical values	18
2.5.2 Consumers' sustainable knowledge	19
2.5.3 Trust.....	19
2.5.4 Social influence.....	20
2.6 Generation Y consumer and its consumption habits.....	20
3 PRESENTATION OF H&M CASE.....	22
3.1 Company H&M overview	22
3.2 Sustainability in H&M	23
3.3 Bring It On campaign.....	25
4 EMPIRICAL STUDY OF SUSTAINABLE FASHION CONSUMPTION AMONG GEN Y REPRESENTATIVES	25
4.1 Purpose of empirical study.....	25
4.2 Methodology	26
4.3 Sample characteristics	29
5 RESULTS AND MAIN FINDINGS.....	29

5.1	Part one: General, sustainability-related questions.....	30
5.2	Part two: H&M related questions	43
5.3	Part three: Qualitative experiment	49
5.4	Part four: Quantitative experiment	55
6	DISCUSSION	56
6.1	Interpretation of findings	56
6.2	Limitations and recommendations for further research.....	58
	CONCLUSION	58
	REFERENCE LIST.....	61
	APPENDICES.....	1

LIST OF FIGURES

Figure 1: Circular economy model	9
Figure 2: Sample characteristics	29
Figure 3: Usual fashion clothing brand of choice.....	31
Figure 4: Frequency of buying in fast fashion stores.....	31
Figure 5: Main determinants for the purchase of fashion clothing brand.....	32
Figure 6: Reasons to pay more than usual for fashion clothes, more answers possible	33
Figure 7: Most common answers about the term “sustainability”, in regard to clothes	39
Figure 8: Frequency of thinking about sustainability when buying clothes.....	42
Figure 9: Familiarity with sustainability-related practices in the fashion industry	43
Figure 10: Sources of latest trends on the fashion apparel market	44
Figure 11: Most common associations to H&M brand.....	45
Figure 12: Word tree – negative perception of H&M as an environmentally conscious brand	47
Figure 13: Word tree – “not sure” perception towards H&M as socially conscious brand.....	49
Figure 14: Most common thoughts about the H&M Conscious: Bring It On project	51
Figure 15: Word query – thoughts about the H&M Bring It On project.....	52
Figure 16: Visualization of the most memorable parts of H&M Conscious: Bring It On video	53
Figure 17: Garment collecting box and voucher at H&M store in Ljubljana.....	75
Figure 18: The common associations about importance of sustainable aspect	78

LIST OF TABLES

Table 1: Disposition decision for the still wearable clothes, more disposition decisions possible.	34
Table 2: Disposition decision for the ruined clothes, more disposition decisions possible.	35
Table 3: Overall perception of H&M being environmentally conscious company	45
Table 4: Overall perception of H&M being a socially conscious company	47
Table 5: Perception change of H&M being an environmentally conscious or sustainable brand – after seeing the video	53
Table 6: Overview of sample characteristics	5
Table 7: Overview of common reasons for a new purchase of clothing	13
Table 8: Disposition decision taxonomy	14

LIST OF APPENDICES

Appendix 1: Povzetek	1
Appendix 2: Example of garment collecting initiative at H&M Stores	4
Appendix 3: Sample characteristics	5
Appendix 4: Interview agenda – qualitative experiment (English version)	7
Appendix 5: Opomnik – kvalitativen eksperiment (slovenska verzija)	10
Appendix 6: Overview of reasons for buying replacement clothes	13
Appendix 7: Disposition decision taxonomy	14
Appendix 8: Most common associations about importance of sustainable aspect	15
Appendix 9: SPSS Analysis – Wilcoxon signed-rank test	16

LIST OF ABBREVIATIONS

GDP – Gross domestic product
CBBE – Customer-Based brand equity
TRA – Theory of reasoned action
TPB – Theory of planned behavior
MAO – Motivation – Ability – Opportunity
Gen Y – Generation Y
WOM – Word Of Mouth

INTRODUCTION

The fashion industry worldwide is growing rapidly, as the McKinsey Global Fashion Index forecasts that sales have nearly tripled in the last 4 years (BoF & McKinsey, 2019). In terms of revenue and employment, it is one of the largest industries in the world. The global apparel market is currently valued at \$3 trillion, which is 2% of the world's GDP (Fashion United, 2019). As the fashion industry is so late and shows no signs of slowing, it is essential that the industry becomes more sustainable. However, the opposite is true. The fashion industry is the second dirtiest industry in the world (Keegan, 2016).

Across the fashion industry, speed to market and responsiveness to consumer needs are becoming critical success factors (BoF & McKinsey, 2019). Responding more rapidly to trends and consumer demand, clothing companies took advantage of lower environmental awareness and looser regulatory system in developing countries, in order to deliver clothes as cheap as possible. Consumers responded to cheap and greater variety of clothing by purchasing more things, which have led to the formation of the current business model called "fast fashion". Fast fashion firms provide consumers with the most latest trends copied from the runway, encouraging a culture of overconsumption that is not resulting in sustainable purchasing behavior at all. As a result, the amount of clothes bought in the Europe per person has increased by 40% in just a few decades (European Union, 2019). Simultaneously, more than 30% of clothes in Europeans' wardrobes have not been used for at least a year. Once thrown away, over half the garments are not recycled, but finish up in mixed household waste and are subsequently sent to incinerators or landfill (Šajin, 2019). As a result, clothing is one of the fastest growing categories of waste in the world (EMF, 2017) and one of the most polluting consumer goods (Keegan, 2016).

Many of the world's top 100 brands, such as H&M, Zara, Nike, Adidas, amongst others, perceive sustainability as a major issue and are setting bold targets for renewable energy, circularity, and reduction of chemical usage. For instance, the fast fashion retailer H&M is in the forefront of incorporating circular economy in its business model, marketing strategy, and advertising campaigns. Moreover, H&M is offering sustainable collections to fulfill the new sustainable values of millennials (Johansson et al., 2017). But what is the actual impact of their efforts of projecting sustainability to the consumers? Does it have any influence on consumer's purchasing behavior? A company could invest substantial capital to achieve sustainability, but if this does not resonate with its consumers, it would have no sense.

Therefore, the focus of sustainability research has been shifted towards the consumption stage of the fashion supply chain (e.g. Kong, Fletcher, 2008; Niinimäki, 2010; Morgan & Birtwistle, 2009; Joergens, 2006) and this is the key topic studied in my master's thesis. As Generation Y (Gen Y) consumers are beginning to enter the middle age and starting to come into their prime spending years, it is crucial for firms to understand the perceptions and expectations that Gen Y has towards the sustainable movement.

Despite the environmental interest and positive attitude of younger generations towards sustainability and sustainable clothes (BoF & McKinsey, 2019), environmental considerations still play a minor role in consumer purchasing decisions. According to Joshi and Rahman (2015), there might be possible factors such as knowledge, values, trust, availability of products, and social influences among consumers that lead to the gap between positive consumer attitude and buying behavior. Even though the inconsistencies exist, sustainable attributes are becoming increasingly important in a brand valuation, since sustainability can bring deeper meaning to a brand image and consequently create stronger emotional bonds and differentiation (Grubor & Milovanov, 2017).

The purpose of the thesis is to examine to what extent the Gen Y consumer engages in sustainable fashion-related behaviors in Slovenia. My research studies potential connection between sustainability practices and brand engagement. As a result of intense competition in the marketplace, the explosion of new tech-innovations and globalization in the last few years, integrating sustainability into core functions is of key importance for every company (McKinsey, 2017). Thus, the aim of the master's thesis is to test (on a small scale) what impact the multinational's effort of sustainability practices has on consumers – does it really have any influence on the customer's engagement with the brand? I believe it is essential for firms to understand how sustainable practices are helping them build their brand and grow in the eyes of consumers.

The thesis relies on theoretical and empirical research. The initial theoretical part includes an overview of the literature through investigating scientific articles and reports and publications of various organizations on the chosen topics. I focus mainly on fast fashion, environmental and social issues, circular fashion models, sustainable trends and ongoing research on linkage of sustainable fashion on brand engagement and consumption. The descriptive secondary data provides clear understanding of the research problem in order to support the empirical part of the thesis. The empirical part consists of collecting and analyzing primary data, collected through hybrid methodological technique, consisting of a qualitative experimental approach and brief questionnaire. The in-depth interviews consisted of before-after qualitative and quantitative experimental approach, included a presentation of H&M Conscious YouTube video: Bring It On. The idea of showing a video was to familiarize participants with the sustainable project of the H&M brand and to analyze how being familiar with sustainability project impacts their willingness to engage in the brand.

Following the empirical part, the results and main research findings in relation to in-depth interviews and the questionnaire are presented. The thesis is closed with the discussion of main findings and future implications as well as limitations and recommendations for further research. Lastly, conclusion has been added to sum up the findings of the Master's thesis.

1 A THEORETICAL OVERVIEW OF SUSTAINABILITY IN FASHION INDUSTRY

Since my thesis study the potential influence of sustainability practices on brand engagement, it is essential to grasp the both concepts. Consequently, the initial theoretical research below highlights key areas relevant to the empirical research.

1.1 Sustainability in fashion industry

In order to examine if and how sustainability practices influence Generation Y's engagement to purchase sustainable fashion apparel, it is important to understand the theoretical aspect of consumers' attitude and behavioral intention towards sustainable fashion consumption. I also intend to clarify what sustainability in fashion industry is, how it has evolved into a dominant unsustainable "fast fashion model", what the circular advantages are and especially what the new current sustainable trends within fashion industry are.

1.1.1 Definition of sustainable fashion

A single definition of sustainable fashion is difficult to pinpoint as there is no industry standard (Lundblad & Davies, 2016). For some brands "sustainable" means using recycled plastics or organic cotton. For others, it means finding suitable manufacturers closer to home, to cut down on CO₂ emissions. However, in 1987, the United Nations defined sustainability as the ability to satisfy current needs without compromising future generations' requirements (Brundtland, 1987). The Sustainability Society Foundation (SSI) has well defined the three aspects of "Triple Bottom Line". Firstly, the human wellbeing includes basic needs, personal development and well-balanced society. Secondly, the environmental well-being consists of healthy environment, climate and energy, and natural resources. Lastly, the economic well-being is related to preparation for future and economy (SSI, 2019).

Sustainable fashion is often interpreted as ecological, green, recycled, ethical etc. According to Goworek et al. (2012), sustainable fashion is "clothing which incorporates one or more aspects of social and environmental sustainability, such as Fair Trade manufacturing or fabric containing organically-grown raw material." Existing studies indicate that it translates to eco-fashion which means clothing that is designed for long lifetime use (Joergens, 2006), while Fletcher (2008) suggests that it causes little or no environmental impact and makes use of "eco-labelled or recycled materials".

Sustainability is not a one-for-all model. Kate Fletcher, the author of the book titled *Sustainable Fashion and Textiles: Design Journeys*, is one of the first consultants to have presented a holistic approach to the issue of sustainability in the fashion area. This method is based on the idea that designing a specific product means keeping in mind its whole life cycle; from growing materials to production operations and the final stage use and consumption as well as disposal.

Each decision in the complex production and usage cycle has an impact on the next phase. Hence, it is essential to develop common vision and trust among all stakeholders in each of the decision, in order to create sustainable fashion.

For that reason, in my more extensive definition, I refer to sustainable fashion as: “Clothing that is designed, produced, (re-)used and disposed in a way that is consistent with the idea of sustainable development, which considers not only the production phase, but also the usage and post-usage phase.”

1.1.2 Sustainability of the fashion industry

Taking a broad and holistic look at the fashion world is important as it can help us gain insights into where the industry is heading and get a clear idea of opportunities for growth within the space. According to an updated report Pulse of the Fashion Industry (2019), the fashion industry shows improvements in its social and environmental performance in 2019. Despite the improvement, the fashion industry is still far from sustainable.

Research found that sustainability performance was generally linked to company size rather than price positioning. In general, the largest brands along with some niche sustainability-focused smaller players are doing very well in terms of their impact. While small and mid-sized companies (which account for half of the industry) scored the lowest. The report looked at eight major stages of a product life cycle of impact across both environmental and societal issues. Results show that the final stage of the process - the end of use phase received the lowest score across all the stages with just a 9 (out of 100) for the industry, which clearly show that in most cases a garment when it reaches its end of usage is disposed as a waste in landfills. In 2019, the overall fashion industry Pulse Index was estimated to be only 42 out of 100. The Pulse Index is a performance score, powered by the Higg index, which takes into account the environmental and social impacts through the supply chain (GFA & BCG, 2019). According to GFA and BCG, The Pulse Score increased by four points in 2019. The problem is that the pace of improvement is not currently fast enough, while the apparel and footwear industry is growing between 4% and 5% every year, due to the increasing demand in Asia-Pacific and developing countries (Euromonitor, 2019).

1.1.3 Sustainability as a paradox in fashion

At first sight, fashion and sustainability may seem like two completely different concepts. According to Ertekin & Atik (2015), fashion is defined by hedonism and short product life cycles, especially in fast fashion, while the sustainability concept indicates ethics, durability and the reuse of products (Carvellon et al., 2010). The previous research by Bly et al. (2015) show that consumers believe that sustainability and fashion are contradictory concepts and likely to create mistrust and confusion. On the one hand, caring for the environment, making use of recyclable packaging, saving on carbon footprint and decreasing wastage in any form

and on the other hand, fulfilling consumer needs as quick as possible, all seem to be far away from the world of fashion. There is a fundamental discussion about the sustainable fashion paradox, since it is difficult to associate fashion with caring for the environment as both do not go together.

1.2 Brief history of (sustainable) fashion

To understand the key areas for research in fast fashion and sustainable fashion consumption later on, it is important to consider how it has evolved.

Until the mid-1980s, the success of fashion apparel companies was based on low cost mass production of standardized styles that did not change regularly due to the design restrictions of the factories (Bhardwaj & Fairhurst, 2010). Fashion companies used their capability of forecasting consumer demand and fashion trends long before the actual time of consumption, in order to compete in the market (Linden, 2016). Clothes have almost always been expensive and highly valued. Therefore, most people had a few outfits that they wore until they wore them out. At that time, “Hippie revolution” embraced natural fabrics, consumers were less sensitive toward style and fashion, and preferred basic apparel, such as Levi’s 501 jeans (Tahir, 2017).

The mid-1980s marked the starting point to the current supply chain – “the American system of mass production apparel” that is produced in the developing countries (Doeringer & Crean, 2005). Due to the rise of globalization, large retailers have started outsourcing human capital for their production from high-wage to low-wage countries (such as China, Bangladesh, India, Cambodia and Vietnam) for a cheaper labor cost, more lenient labor laws and regulations. Thus, the garment industry has played an important role for developing countries to industrialize. In the 1960s, 95% of clothes were made in the U.S., today the number decreased to less than 3% (Woodyard, 2017).

Despite the fact that the first sustainability movement started in 1970s with the founding of the Environmental Protection Agency, the early debates on the sustainability topic related to fashion industry started in 1990s, when the issue of child exploitation by some Nike suppliers rose to attention (Khurana and Ricchetti, 2016). From that moment on, non-governmental organizations such as Greenpeace urge fashion brands to move towards more sustainable business models and practices (Mora & Rocamora, 2014). At the same time, “eco-fashion” movements, closer to the sustainable fashion as we know today, started to appear with companies such as Patagonia in 1993 becoming the first company to market clothing made of recycled plastic bottles (Rattalino, 2018) and one year later Esprit launching its first “Ecollection”. In 2007, the first environmental strategy was written for Marks and Spencer, which helped the agenda for others to follow (Black, 2008). Hamnett in collaboration with the United Nations, developed the first certificate for sustainable clothing (Black, 2008). In 2009, New York Fashion Week launched its first Eco Fashion Week, and one year later the first

official sustainable fashion show took place at London Fashion Week 2010 (Striet & Davies, 2012).

Only after April 2013, when the Rana Plaza collapsed, a garment factory in Bangladesh, that led to the death of more than 1000 workers, the world really started realizing how bad the fashion industry had become. Documentaries, like *The True Cost* started highlighting all the issues and the interest in ethical fashion grew even more (Khurana and Ricchetti, 2016).

1.3 The emergence of fast fashion

As mentioned above, the fashion market has been dominated by a business model that has evolved since the 1980s – the trend of fast fashion. Fast fashion is derived from “fast food” and is used to describe clothes that are produced quickly and inexpensively to fit the latest trends, usually copied directly from the runway. Doeringer and Crean (2006) explained that “fast-fashion” is a concept developed in Europe to serve markets for teenage and young adult women who want trendy, short-cycle, and relatively inexpensive clothing. Thus, fast fashion involves increased numbers of new fashion collections every year, quick turnarounds of trendy, fashionable garments and low prices.

Cheap and low quality. The main aim of fast fashion is to make and sell many clothes as quickly and cheaply as possible. Fast fashion was able to emerge because of apparel companies moving everything, from production to distribution, to low-cost countries, which allowed for the cost of apparel to dramatically fall. This caused clothing prices to fall relative to the prices of other consumer goods and make clothing more affordable. Clothes are therefore made poorly from low quality, single fiber materials, that cannot be recycled (Environmental Audit Committee, 2019).

Speed to market. Cheap stimulates consumers to purchase more clothes, which fosters brands to introduce new collections more frequently. Shorter production lead times made it possible for clothing brands to introduce new collections more frequently. Therefore, brands have to constantly vary consumer demand and replicate famous designs and styles from fashion magazines and shows in small quantities more frequently. Smaller batches of clothes are produced, and trendy ones are supplied more frequently. Fast fashion retailers such as Zara, H&M and Top Shop are responding to this concept and are focused on producing as fast and as cheap as possible, in line with the “latest trends”, which consequently results in low quality products. They are continuously presenting new styles from the traditional two main seasons to shifting as often as every other week. Fast fashion companies turn around new styles from design to shop floor within 2 weeks, which encourages fast fashion consumers to make repeat visits. This successful recipe has allowed retailers to generate large profits selling vast quantities of low-price clothing to shoppers seeking something new every week (Morgan & Birtwistle, 2009). Today, Zara offers 24 new clothing collections each year and H&M from 12 to 16 and refreshes them weekly (McKinsey, 2016).

1.4 Fast fashion as a global environmental and social justice issue

Multinational fast fashion retailers are competing on low prices and fast turnaround. As a result, they put pressure on margins, on suppliers, externalizing variety of costs (e.g. labor costs), and they put lots of resources for advertising. Brands advertise “must haves of the season” to stimulate demand, which forces consumers to buy clothes they do not need. Fast fashion brands are forcing overconsumption with new fashion campaigns and new trends every week (Environmental Audit Committee, 2019).

As a result, fashion industry is one of the most resource-intensive industries in the world, both in terms of natural resources and human resources. Sustainable issues in production are very complex because the supply chain in the clothing industry is fragmented, complicated and global. The manufacturing processes are less transparent than in food production, for instance, cotton is produced in one country, spun in another, dyed and processed in a different one and converted into a garment in a factory far away from the store (GFA & BCG, 2019).

The authors of the recent McKinsey report predict that if consumers in developing countries will buy more clothing as their purchasing power increases, clothing sales may rise significantly in the future (McKinsey, 2016) and thus, the industry’s environmental footprint will grow much stronger. Hence, amongst the industries of the world, the clothing or fashion industry is alleged to have become one of the greatest threats to the survival of the planet and one of the largest sources of pollution; second only to the oil industry (Keegan, 2016).

1.4.1 Environmental costs of fast fashion

There are huge environmental costs associated with mass production of cheap clothes. One of the most pressing threats facing the industry is the cost of raw materials. The fashion industry depends on various natural resources that are finite in their volume. According to the report by EMF (2017), the global textiles and clothing industry were responsible for the consumption of 79 billion cubic meters of water, 92 million tons of waste and 1.715 million tons of CO₂ emissions, more than those of all international flights and maritime shipping combined. It is also estimated that by 2030, these numbers would increase by at least 50% (European Parliament, 2019). One of the most concerning resources being overutilized by the industry is fresh water. It takes approximately 3000 liters of water to make a T-shirt. That is how much we normally drink over a 3-year period (Beyond the Label, 2019). Globally, the fashion industry produces 10% of all humanity’s carbon emissions, is the second-largest consumer of the world’s water supply, and pollutes the oceans with microplastics (Business Insider, 2018).

Cotton, which according to a 2015 report by the European Clothing Action Plan (ECAP) accounts for more than 43% of all fibers used for clothes on the European market, is considered especially problematic because it requires huge quantities of land, water, fertilizers and pesticides (European Parliament, 2019). On the other hand, polyester, which is made of fossil

fuels and is non-biodegradable, accounted for 16% of fibers used in clothes. It has a lower water footprint, but it releases microplastic fibers and toxins into the environment and it takes approximately 500 years to decompose in the environment (The Circle Economy, 2017). For instance, washing one load of laundry of polyester clothes releases 500.000 tons of microfibers into the ocean each year – the equivalent of 50 billion plastic bottles. The Circle Economy (2017) estimates that an 84% increase in the demand for textile fibers in the next 20 years will stretch resources to their breaking point.

1.4.2 Social issues in relation to fast fashion

As fashion industry became the most labor-dependent industry on Earth (Linden, 2016), the social costs associated with the global textile and garment industry are significant as well. Most of countries that rely on cotton and garment export commodities exhibit low indicators of socioeconomic development. Bangladesh, one of the world's top garment exporters, ranks 135 out of 189 countries on the United Nations' Human Development Index, which measures average life expectancy, education, and income (Human Development Reports, 2019). Child labor, low wages, and the workers' safety could be listed as a few social issues that have been seen in unsustainable fashion industry. Many workers face dangerous working environments due to unsafe processes and the hazardous substances used in production. High cost and time pressures are often imposed on all parts of the supply chain, which can lead to workers suffering poor working conditions with long hours and low pay, with evidence, in some instances, of modern slavery and child labor. Specifically, 170 million child laborers are working and 85% of all workers are women (GFA & BCG, 2019). These women are on average paid less than 3\$ per day (GFA & BCG, 2019). Therefore, in Bangladesh, which is the second biggest apparel exporting country in the world after China, a garment worker earns on average only 68\$ monthly wage (GFA & BCG, 2019). Such low wages commonly result in issues such as workers having to work extremely long and exhausting hours to earn a living wage and are faced with poor quality of life. The potential for negative societal impacts does not stop at the factory door. Local communities, while benefitting from employment in the industry, may suffer from its poor environmental practices. For example, discharging untreated production wastewater pollutes local rivers used for fishing, drinking, or bathing (EMF, 2017).

1.4.3 Throwaway fashion attitude

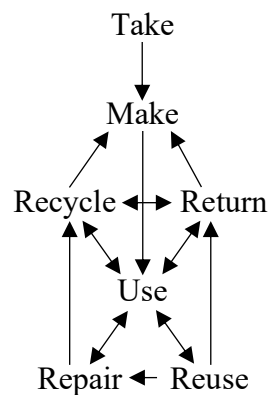
The increase in fashion purchasing has led to a new phenomenon of disposing of garments which may only have been worn a few times (Birtwistle & Moore, 2007). It has been estimated that more than half of fast fashion clothes are disposed of within a year (EMF, 2017). Most consumers throw away their clothing after seven or eight wears. As a result, the waste record of the industry is alarming, with several tones of clothing filling up landfill sites across many nations of the world. According to Ellen MacArthur Foundation, one garbage truck of clothes is sent to the landfill every second and it takes 40 years for many textiles to once decompose

in a landfill (GFA & BCG, 2019). Consequently, large quantities of valuable materials and resources are lost (Gam et al., 2011).

1.5 The limits of the current linear model of production and consumption in the fashion industry

There is no doubt that fashion industry is lacking technology improvements. Since the industrial revolution, we have been living in a linear economy (Esposito et. al., 2016), that uses large amounts of resources and has negative impacts on the environment and people. The phrase refers to a very one-directional model of production: natural resources provide our factory inputs, which are used to create mass-produced goods to be purchased and typically thrown away after a short period (Esposito et. al., 2016). There are several intertwined trends that have brought the sector to this point: fast fashion and consumerism with its throw away attitude and shorter active life of clothing, expanding global population and middle class, and the falling prices of clothing. All these negative environmental impacts could be significantly mitigated if the textile and clothing sector chose to replace the take-make-dispose model with a circular one, visualized in Figure 1 below. Circular economy can help address this issues, and provide innovative solutions for reconciling company growth and sustainability (EMF, 2017).

Figure 1: Circular economy model



Source: Own work.

1.5.1 Circular economy opportunities

The need to find alternative circular sustainable sources is an urgent issue. The importance of the transition towards a more circular economy has been noticed at the level of the European Union, that provides the new regulations to enable circular economy to flourish. Circular economy model offers an alternative for the current “take-make-dispose” model and can offer much potential on both a global and an organizational scale, especially in light of the increasing resource scarcity and growing world population (Kraaijenhagen et al., 2016). According to the definition by Kraaijenhagen et al. (2016), circular economy is an economy in which

stakeholders collaborate in order to maximize the value of products and materials, and as such contribute to minimizing the depletion of natural resources and create positive societal and environmental impact. In a circular textile's economy, clothes, textiles, and the fibers are kept at their highest value during use and re-enter the economy afterwards, never-ending up as waste. According to EMF (2017), this would provide growing world population with access to high-quality, affordable, and individualized clothing, while regenerating natural capital, designing out pollution, and using renewable resources and energy.

According to Fletcher (2008), establishing sustainability in the fashion industry requires transformative changes by all involved, designers, manufacturers, marketers and consumers and it is driven by legislation, technology-based innovation, and innovation of the consumption phase. According to one estimate, circular economy is supposed to create a net economic benefit of €1.8 trillion until 2030 in the Europe (EMF, 2017). This would entail an average increase in household income by €3000 as well as a halving of carbon dioxide emissions, compared to current levels (EMF, 2017). Circular economy is also supposed to massively boost the profit margins of those companies adopting it (Zils, 2015). As a result, for firms, being circular is a way to promote their responsibility to society and environment to gain the competitive advantage in the market.

1.5.2 Sustainable fashion consumption models

Lacy et al. (2014) probably provide the most comprehensive list of business models that can be used to achieve a true circular business. The first model is “circular supplies”, in which inputs can be continuously reused, reprocessed, or renewed for productive use. The second is “resource recovery”, which refers to developing closed-loop (postconsumer waste) recycling and upcycling in which discarded products can be reprocessed into new products. The third model “product life extension”, focuses on extending the life cycles of products and assets by repairing, upgrading, remanufacturing or remarketing them. The fourth, “sharing platforms”, promotes a platform for collaboration among product users. This helps in terms of sharing over-capacity and increases the number of people who benefit from the same goods. The fifth business model is “product as a service”, which serves as an alternative to the traditional “buy-and-own” model. This model encompassed the use of products by one or numerous customers through lease or pay-for-use arrangement.

Many businesses have already implemented a few circular principles. However, to enjoy the full benefits of the circular economy, a circular company should be rooted in sustainability-driven innovation (Rattalino, 2018). According to Kiron et.al. (2013), to truly implement sustainability-driven innovation, companies must engage in five practices: changing the business model, securing top-management sponsorship, measuring and tracking sustainability performance, understanding customers' willingness to pay for sustainable products or services, and effectively collaborating with stakeholders.

1.6 Brand actions towards sustainability

Across many categories, consumers are seeking ever more responsible brands and have demonstrated an appetite to shift away from traditional ownership to newer ways in which to access product (BoF & McKinsey, 2019). This change forced the fashion industry to innovate and find new ways to add value so they may remain both relevant and profitable.

Brands have started to experiment with technological innovation in more sustainable materials, for instance sustainable fibers (pineapple leather, milk protein, recycled coffee grinds). C&A introduced a “cradle-to-cradle certified” T-shirt, designed to be used again or to be recycled (circular). Other fashion companies provide new alternative ways for consumers to spend their money, for instance fashion as second hand or have initiated rental systems for leasing clothes (e.g. MUD Jeans, Rent The Runway). In addition, the clothing line For Days with a tagline “Own Nothing. Have everything” is a subscription fee model, where you receive a box of new t-shirts and you send back the old. Other businesses focus mainly on creating fashion that is of high quality (long-lasting durability) and timeless design. For instance, Patagonia actively repairs its consumers’ garments or recycles or sells them in its stores (Rattalino, 2018). Other companies (e.g. H&M) have set up collection and recycling systems that support increased textile recycling. For instance, H&M and Adidas choose to partner with I:Collect (I:CO), a world leader in shoe and garment recycling, providing the infrastructure to guarantee that the important raw materials from discarded textiles go into a closed-loop manufacturing cycle. The advantages of using recycled materials include saving energy and water, as well as lowering the greenhouse gas emission (Shen, 2014).

In addition to being known for its innovative nature and commercial success, Patagonia is famous for being one of the most socially responsible companies in the world (Reinhardt, 2000) and a true champion of circularity. The company has launched a “Buy Less” and “Don’t Buy This Jacket” campaign, which was featured in the 2011 Black Friday edition of the New York Times. The advertisement asked the customers to “reimagine a world where we take only what nature can replace.” The aim of this initiative was to influence consumer buying behavior as part of the company’s corporate mission (Rattalino, 2018).

Furthermore, we may see more and more incubators and other apparel companies, for instance “Fashion for Good”, which provide funding and operational expertise to promote startups for developing innovations that promote sustainable practices. Ongoing advancements of technology will address smarter alternatives, which will bring production options closer to the customer. Areas like on-demand manufacturing and supply chain process reengineering using artificial intelligence (AI), would allow customers to be active in the process. For instance, Adidas’ 3D printed sneakers are a case in point. US e-tailor Choosy uses AI to analyze what is trending across social platform, based on generated comments like “where can I buy this?”, when designing, releasing 10 styles per week that fans must pre-order before they hit production (Baron, 2019).

Another important topic will be the issue of overconsumption. Digital dashboard-based wardrobe concepts visualize what is in consumers' closets, through consumers' e-mail receipts, and then brands can suggest new items, when needed, and also access repair, recycling, donating or reselling services (Baron, 2019). Similarly, US Chrome extension shopping assistant "DoneGood" asks users to set preferences before automatically recommending ethical or sustainable brands on multi-brand sites including Amazon and Macy's (Baron, 2019).

Despite the fact that fashion industry is one of most polluting industries, it is also one of most powerful. Brands have enormous power to change the consumers' minds, thanks to marketing. In addition, in the US and UK, 88% of consumers want brands to help them be more eco-friendly and ethical in their everyday life (Ward, 2019). Brands and non-governmental organizations (NGO) could play an important role in empowering informed consumers to become active. There are huge opportunities for sustainable brands. It is evident that purpose-led UK businesses grew 28 times faster than the national average (Ward, 2019). For instance, Unilever's most sustainable brands grew 46% faster than the rest of the business and delivered 70% of its turnover growth (Ward, 2019). A popular example of NGO activity is the "Fashion Revolution", which aims to trigger a global movement toward more sustainable production and consumption of fashion items. For instance, "Who made my clothes" is now a slogan that they use in their yearly movement for transparency in the fashion industry. The industry's growing focus on sustainability is also being driven by passionate industry pioneers. For instance, the Ellen MacArthur Foundation has created the Circular Fibers Initiative, bringing together industry stakeholders to move from "take-make-dispose" approach to a circular economy for textiles (BoF & McKinsey, 2019).

Nevertheless, to overcome challenges of the fashion industry, the significant roadblock, a strong ecosystem of collaboration is required to drive impact by identifying best practices and inspiring innovative solution. Coordinated action among government and policymakers must be implemented in order to force brands to comply with higher standards and explore new materials and design. In addition, investors need to support brands with strong mission, and the media must continue to draw attention to the problems in the industry (Fast Company, 2019).

2 SUSTAINABLE FASHION CONSUMPTION AND BRAND ENGAGEMENT

In the chapters above, it is clearly stated why companies recognize sustainability as a major issue. Yet they face a stumbling block as most environmentally conscious consumers are feeling disempowered, have limited awareness (Goworek et al., 2012), feel unable to make sustainable choices with clothing (Joergens, 2006) and require more information (Chan & Wong, 2012; Lee & Hill, 2012).

Even though the attitude-behavior gap is identified in many studies (Kong et al., 2016; Salomon & Rabolt, 2004), sustainable attributes are becoming increasingly important in a brand valuation. It is evident that taking a sustainable project can bring a deeper meaning to a brand image and consequently stronger emotional bonds and differentiation (Green, 2008; Kurowska, 2003), which lead to stronger brand engagement. Thus, this section reviews the literature which investigates potential linkage between sustainable fashion consumption behavior and brand engagement.

2.1 Customer based brand equity

In order to ensure successful marketing of a product or a campaign, a company has to start with the consumer. According to Keller (2001), a full understanding of the consumers' needs and wants and their satisfaction, successful marketing results can be achieved. Therefore, building a strong brand in the eyes of consumers has been shown to provide numerous financial rewards to firms, and has become a top priority for many brands. In order to build a strong brand, the Customer-Based Brand Equity (CBBE) model by Keller et al. (2001) can be used. According to the CBBE model, building a strong brand involves establishing the differential brand identity, brand knowledge and creating brand relationships with customers. The most valuable brand-building block, brand resonance or active engagement, occurs when all the other blocks are established. Therefore, brands need to consciously seek the highest level of CBBE, where customers express a high degree of loyalty, interaction with the brand and share experiences with others.

With proper understanding of consumers' requirements, higher customer value can be achieved and thus, consumer will be more likely to convert. Consequently, successful brands, which are followed by a large group of loyal consumers, have the power to completely shift consumers' lifestyle, value system, attitudes and behavior (Grubor & Milovanov, 2017).

2.2 Consumer brand engagement

In recent years, consumer interest in environment-friendly alternatives has risen dramatically, and so have their expectations of brands. As a result, consumers strive to get the access to all

the benefits generated by the company by contributing to a greater purpose. Mai and Ness (1999) argue that satisfied consumers are more favorable to those products and companies that fulfill their expectations, needs and desires. Even though the attitude-behavior gap is identified in many studies (Kong et al., 2016; Salomon & Rabolt, 2004), sustainable attributes are becoming increasingly important in a brand valuation. Sustainability enhances public recognition (Kotler & Lee, 2005), can bring deeper meaning to a brand image and consequently create stronger emotional bonds and differentiation (Grubor & Milovanov, 2017). According to Grubor and Milovanov (2017), sustainable product value significantly influences purchase decision and consumers who are willing to pay higher price for green brands. Thus, consumer sustainability perceptions and preferences, companies' sustainable practices and brand engagement are strongly interrelated.

While the engagement concept has been previously examined across various academic disciplines, the concept is currently only emerging in the marketing literature (Hollebeek, 2011). As a result, organizations are increasingly seeking consumer participation and engagement with their brands. According to HubSpot (2019), more than 80% of businesses consider engagement as the most important metric, when it comes to social media branding. It allows brands to know if they are reaching the right audience, and if their content is relevant to them.

Brand engagement signifies an emotional and rational attachment between a consumer and a brand. Verhoef et al. (2010) recognize engagement as a behavioral manifestation toward the brand or firm that goes beyond transactions. Therefore, marketing definitions of engagement can be divided into two broad groups – those focusing on the psychological versus behavioral components, although some definitions include both. Based on the finding from the literature review by Hollebeek et al. (2011), consumer engagement has been regarded as a multidimensional concept aggregating emotional, behavioral as well as cognitive dimensions and it occurs when individuals are willing to have interactive experiences with objectives such as brands or organizations. In addition, Hollebeek et al. (2011) claims that engagement is the level of an individual consumer's motivational, brand-related and context-dependent state of mind, while Bowden (2009) defines engagement as a psychological process driving loyalty.

Some researchers highlight that consumer engagement is composed not only by cognitive, emotional, and behavioral elements, but also by social dimensions (Vivek et al., 2012). For instance, consumers influence other consumer through sharing positive or negative opinions, acquiring new consumers by referral programs, and providing feedback to the company (Kumar et al., 2010). Furthermore, Hofman-Kohlmeyer (2017) specifies, that engagement can happen when consumers are loyal and delighted, share their experiences with others in their social networks and become advocated for a product, brand, or company. Thus, consumer engagement includes consumers in the creation of value, enhances their satisfaction and turns consumers into fans (Hofman-Kohlmeyer, 2017).

In recent years, the emergence of new digital technologies and tools can be observed, especially social media like blogs, video sites like YouTube, and social networking sites like Facebook, Instagram or LinkedIn. In order to build a strong brand and make current customers loyal, brands decide to include different digital platforms in their marketing strategy, since it gives the possibility to have customers highly engaged with a brand. Nowadays, the popularity of social media enabled companies to build close relationships between their customers and themselves (Cabiddu et al., 2014). For instance, branded social campaigns can be utilized to increase brand awareness, enhance customer engagement and loyalty, and evoke consumer word-of-mouth communication about the brand (Ashley & Tuten, 2015). It is crucial for firms to provide transparent business activities and processes with clear communication and without incorrect claims, in order to influence and direct consumer behavior and achieve stronger emotional bond and consequently higher consumer engagement (Vivek et al., 2012).

2.3 Construction of self through fashion

Today, fashion changes the rules of what we are supposed to wear constantly, and we seem to have lost our sense of self along with changing trends. According to some authors, fashion and clothing are two different concepts, though often used interchangeably. While clothing is regarded as one of the basic needs of humankind, fashion is based on desire instead of need. According to Kaiser et al. (1991), fashion is a symbolic production. As a concept it differs from clothing, which is material production and something that fulfils our physical needs for protection and functionality. It is obvious that this distinction is not evident in most modern societies, where the majority of the population have more clothes than they really need or could ever possibly wear. Thus, consumers are no longer shopping because they need something. They purchase clothes despite already having too much, longing for fulfillment and social acceptance.

The relationship between people, fashion and clothing is complex and influenced by a number of motives such as practical motives (warmth, protection), emotional motives (expressing identity, confidence) and social motives (“fitting in”, demonstrate values and status) (Fletcher, 2008). In the contemporary society, fashion is a way of expressing one’s identity (Mcneill & Moore, 2015), participation in social groups, individuality and differentiation from others. Although fashion items express individual personality, the consumer has an ongoing need to renew his/her appearance and clothing, which leads to evaluation of purchase decision based on social acceptance. Joergens (2006) argues that, in clothing purchasing, the consumer undergoes a silent dialogue between the “I” and “me”. The “I” discovers, feels and interprets the garment as it occurs, subjectively. “Me” evaluates the style option as the implications for the self and thinks about how others may respond to the new look. “I” is the creative side, “Me” is evaluating and judging, and together they comprise the self. Therefore, the consumer has to consciously or unconsciously check what is culturally valid and how he/she can maintain an appealing self-type within the limits of what is culturally acceptable (Roach & Eicher, 1973).

Uniqueness, individuality, constant change, overconsumption and materialistic values are at the center of our society and they deeply affect the consumer's concept of self and his/her identity formation. Because identity is extremely important for fashion consumers, it can often outweigh other factors, such as being ethical, sustainable and functional (McNeill & Moore, 2015).

2.4 Attitude-behavior gap

Consumer behavior is affected by attitude. Many previous studies have clearly shown that even though individuals understand the seriousness of environmental issues, their environmental attitudes do not necessarily lead to sustainable purchasing (Kong et al. 2016). Why the gap? Do consumers simply say they care about sustainability fashion but lack the genuine conviction to follow through in what they buy? Why does this increasing ethical consumer interest not actualize in purchasing behavior? There indeed exists an attitude-behavior gap in consumers' sustainable interest and purchasing behavior in the clothing (Joergens, 2006). The "4/40 Gap" indicates that approximately 40% of consumers are open to the idea of buying sustainable products, but only 4% actually act on this (Kong et al., 2016).

Additionally, in the fashion industry, individuals usually pursue their own interest, instead of promoting the interests of society as a whole. Thus, Jackson (2008) argues that the consumer has to constantly balance between individual needs and social benefits, and this is evident in the contradiction to sustainable consumption. Connell (2010) argues that the consumer does not actually have a real opportunity to purchase ethical clothing due to limited availability and relative expense of such products. In addition, the design and appearance of sustainable clothing are unfashionable and unattractive or do not suit the consumer's wardrobe needs or his/her personal style (Joergens, 2006). Although older respondents value enduring, high quality materials, and "classical design", younger respondents prefer fast fashion due to lower prices and trendiness, despite being aware that such behavior supports unsustainable practices (Kos Koklic et al., 2018). Thus, Beard (2008) argues that it is not enough that the clothes are only produced sustainably: they also have to be fashionable and suit the consumer's aesthetic needs.

In addition, findings by Joergens (2006), McNeill and More (2015), Kos Koklic et al. (2018) indicate that the majority of consumers seemed to be reluctant to consider sustainable and ethical production when choosing apparel, because an unethical choice does not directly affect their health and well-being (Joergens, 2006). In other market sectors, such as food, consumers have taken more steps towards consuming environmentally friendly products, since food directly affects a person's health, and usually people can feel results immediately.

Additionally, the attitude-behavior gap is caused by a lack consumer education in the sustainable fashion marketplace (Gam et al., 2011; Lee & Hill, 2012). According to Hahn-Petersen (2018), product availability and lack of clear marketing seem to be the main issues.

Hahn-Petersen (2018) reports that fashion industry is not providing millennials with sufficient sustainable fashion choices that also meet their most important criteria for making a purchase, ease of purchase, price, and value.

However, according to Lee and Hill (2012), it is possible to change consumers' feelings of powerlessness regarding sustainability. These authors stated that when consumers feel that they have more of an impact, they are more willing to engage in responsible behavior (Lee & Hill, 2012). Despite the importance of sustainability to millennials, they feel that their actions have no impact when it comes to such global issues. Therefore, there is a large gap between thoughts, preferences and actions of Gen Y consumers. It is essential to examine why environmental attitudes have a weaker influence on consumer sustainable purchase behavior; there might be some other possible personal and situational factors such as knowledge, values, price, availability of products, and social influences among consumers that lead to the gap between consumer attitude and purchase behavior.

2.5 Sustainable purchasing behavior and its antecedents

Although the sustainable consumer and his/her motivations have been studied widely, there is a limited research observing actual buying behavior in sustainable consumption generally, questioning how much consumers genuinely know about sustainable consumption practices (Lundblad & Davies, 2016). Jals (2004) argues that consumer choices and the importance of environmental aspects in consumers' everyday purchasing behavior should be the center of attention.

Sustainable purchasing involves procuring sustainable products that possess social, economic and environmentally friendly attributes. Theory of reasoned action (TRA) and the theory of planned behavior (TPB) are the major theoretical frameworks employed by many studies to explore consumer attitude, intentions and actual buying behavior with regard to sustainable products (Ajzen & Fishbein, 1980). Although their model has been the most influential attitude-behavior model in social psychology, it certainly has its limitations – for example it did not consider the consumer affective (impulsive) element that was found to influence consumer sustainable behavior and the model assumes that people act rationally. It also did not account for the consumers' habitual buying behavior (Padel & Foster, 2005) and post-purchase behavior (Joshi & Rahman, 2015).

The Model of Responsible Behavior, based on Ajzen and Fishbein's theory, was published in 1986 by Hines, Hungerford and Tomera (Hines et al., 1986–87; Hungerford & Volk 1990; Tomera et al. 1985–86). They did a meta-analysis and found the following variables associated with responsible sustainable behavior:

- Knowledge of issues: The person has to be familiar with the environmental problem and its causes.

- Knowledge of action strategies: The person has to know how he or she has to act to lower his or her impact on the environmental problem.
- Locus of control: The person has to know his or her ability to bring about change through his or her behavior.
- Attitudes: People with strong pro-environmental attitudes were found to be more likely to engage in pro-environmental behavior, yet the relationship between attitudes and actions proved to be weak.
- Verbal commitment: The communicated willingness to take action also gave some indication about the person's willingness to engage in sustainable behavior.
- Individual sense of responsibility: People with a greater sense of personal responsibility are more likely to have engaged in environmentally responsible behavior.

In addition to the Model of Responsible Behavior, Olander and Thøgersen (1995) introduced Motivation-Ability-Opportunity (MAO) model for understanding consumer behavior. According to this model, consumers' positive attitude will lead to desired behavior only if they have the ability and the opportunity to carry out the expected behavior. Therefore, MAO model used two factors – ability and opportunity, as pre-requisites to sustainable consumer behavior. The ability factor incorporates both habit and task knowledge, whereas the opportunity factor incorporates facilitating conditions or 'opportunity' to perform the behavior. For example, sustainable purchase will not happen without easy availability of sustainable products. Recently, Phipps et al. (2013) introduced Reciprocal Deterministic Theory to understand sustainable consumer behavior. This model emphasized the importance of past behavior and considered it as an indicator of future sustainable behavior. The model suggests that personal factors such as attitude, along with past sustainable behaviors and sociocultural environment, affect future sustainable behavior. It is thus clear from the above past research that consumer behavior is not only affected by attitude, but also by various other personal and situational factors (e.g. economic constraints, social pressures). Further, these factors can either strengthen or weaken the strength of attitude-behavior relationship.

I have discussed only a few of the many models that have been developed to explain the sustainable purchasing behavior. This indicates that the question of what shapes sustainable behavior is such a complex one that it cannot be visualized in one single framework.

2.5.1 Ethical values

Individuals' attitudes and behaviors are in large part driven by their personal values (Ajzen, 2001). Research in the broader context of sustainable consumption suggests ethical commitment in purchasing clothing and ethical values forms a pivotal role towards purchasing sustainable clothes (Clavin and Lewis, 2005; Niinimäki, 2010). Specifically, altruism, universalism and benevolence were values that were found to positively affect purchase intention and actual sustainable consumption (Doran, 2009; Padel & Foster, 2005). According to Clavin and Lewis (2005), a consumer who takes sustainable issues into consideration

behaves according to his/her ethical values, and he/she realizes these values in consumption behaviors even if the behavior does not reflect well on him/her. As a result, the consumer's sustainable awareness is high, and he/she knows which businesses function sustainably or ethically. Consumers who are "ethical hardliners" prioritize a strong personal ideology as a value in their purchasing decisions (Niinimäki, 2010). Niinimäki (2010) argues that if a consumer has a strong ethical commitment, this becomes an even more important value in clothing than self-identity or aesthetic values.

2.5.2 Consumers' sustainable knowledge

After reviewing various literature, I found consumers' environmental knowledge to be the most studied variable in regard to sustainable consumption. Findings show that knowledge of environmental issues positively influenced consumer intention and actual purchase of green products (Chan & Wong, 2012). According to Arbuthnot (2009), knowledge can be a catalyst for changing attitudes and can stimulate action. Previous research has discovered that, when consumers have more knowledge about the life-cycles of different products and their environmental impact, awareness levels will increase, which may lead to more favorable attitudes toward sustainable products (Kong et al., 2016; Niinimäki, 2010). In addition, findings by Kong et al. (2016) show that consumers have a higher understanding of the accessibility of sustainable apparel if fashion companies make efforts to spread knowledge on sustainability.

Research findings by Mu et al. (2012) indicate that the major channels that consumers use for product information search are public education, peer influence and corporate marketing information. The current marketing activities in the fashion industry are focused more on general commitments to action on sustainability and less on showing results (Kong et.al, 2016). A study by Carter (2009) found that many consumers are willing to go the extra mile and pay a premium for a product as long as there is reliable information on the ethical affiliation of such product e.g. fair trade, or recycled material. In order to increase consumers' sustainable knowledge, it is necessary for public education to provide a more action-based curriculum supported by accurate information on sustainability (Kong et.al, 2016). Moreover, findings by Lee and Hill (2012) suggest that campaigns can impact consumers' knowledge and concern for sustainability. Therefore, importance of sustainability should be developed through effective marketing and education.

2.5.3 Trust

In the context of sustainable products, trust is defined as a belief or expectation about the environmental performance of such products (Chen, 2013). Various studies have reported lack of consumer trust in sustainable claims and green characteristics of a product as a key barrier to purchasing sustainable products (Tsakiridou et al., 2008). Nowadays, consumers do not trust the green characteristics of the product and they are not convinced that consumption of these

products will lead to any environmental benefits. Further, consumers do not trust eco-labels and the information available on green packages and avoid purchasing such products (Chen, 2013). Thus, consumers' lack of trust emerges as a major cause for the reported attitude-behavior inconsistency.

2.5.4 Social influence

Consumers do not act as atomistic independent decision-making units. Their behavior is shaped with a frame of reference produced by the social groups to which each individual belongs (Merton & Rossi, 1949). Social influence, defined as change in an individual's attitude or behavior that results from the interaction with other individuals or social group (Rashotte, 2007), has increasingly been taken into consideration by many researchers across different product categories. For instance, research by Waller (1999) has found that in cases of non-routine events (such as buying sustainable products), information collection behavior, for example, by connecting to relevant others is activated and more intense for non-experts than ordinary users. More latest findings by Oerlemans (2013) indicate that there is evidence supporting the influence of specific social groups on the buying behavior of sustainable products, especially peers and other individuals with close proximity to consumers. To summarize, it can be said that subjective or social norm and reference group have a positive relationship with consumer sustainable purchase behavior.

2.6 Generation Y consumer and its consumption habits

Generation Y, also referred to as millennials, is a group of consumers who belong among the baby boomers and Generation X (Gen X). In this master thesis, Generation Y (Gen Y) is a term used to refer to those born between 1980 and 2000. In Europe, the Gen Y represents 24% of the population, which means that as a demographic group, they clearly have a significant purchasing power (Catalyst, 2019). Millennials were selected for the thesis because these consumers are more fashion conscious (Vuong & Nguyen, 2018), and thus make twice as many annual apparel purchases than baby boomers (Emarketer, 2018). Crewe and Davenport (1992) argue that Gen Y would prefer a higher number of low-quality, cheap and fashionable clothes as compared to baby boomers, who would prefer to purchase fewer number of higher quality clothes. According to Akers (2018), millennials are considered to be more flexible, adaptive and open to change than Gen X, who are more conservative and value more tradition in the sense of stability, hard work, and security. They are also more prone to hedonism, use more word-of-mouth, are less price conscious and are spending more money than Gen X (Colucci & Scarpi, 2013).

A review by Schweitzer and Lyons (2010) suggests that the millennials "want it all" and "want it now", in terms of good pay and benefits, rapid advancement, work/life balance, interesting and challenging work, and making a contribution to society. Additionally, 29% millennials argue that they can make the world a better place (Baron, 2019). In addition, Gen Y consumers

select and consume products that help them define who they are, what is important to them and what they value in life (Ordun, 2015). They have the desire to make the best decision in regard to not only price and quality but give consideration to make good investments for the future. Hence, they are more conscientious of the products they buy, as well as the social and environmental issues behind them (Hwang & Griffiths, 2017). On the one hand, they also give more importance to moral and ethical values, but on the other hand, they are more materialistic, status-seeking and are more prone to social comparison than previous generation (Colucci & Scarpi, 2013).

Based on findings by Ordun (2015), trend is the most differentiated attribute for millennials. As they are the first global generation connected by the Internet and social media, their buying decisions are more affected by social media than any other previous generations. They may trust the ideas of their virtual friends more than their real friends (Ordun, 2015). They are engaged in the digital worlds and have access to more information than any other previous generation had. As a result, millennials have extremely high expectations of the companies from which they decide to purchase products (Talbot, 2012). They are becoming increasingly aware of and concerned for natural and human-initiated disasters worldwide (Bhaduri & Ha-Brookshire, 2011), leading to changes in shopping habits and expectations for better, more sustainable products and new ways of consumer fashion (Accenture & H&M Foundation Report, 2016). A new World Economic Forum survey reports that the millennial generation views climate change and conflict as the most crucial issues we face today (World Economic Forum, 2018). In addition, 26% of millennials consider the fashion industry to be a serious polluter compared with 16% of baby boomers (Ward, 2019).

According to research by Pulse of the fashion industry, 75% of millennials in the five countries surveyed view sustainability as extremely or very important (GFA & BCG, 2019). From the report, an increase in sustainability mentions on social media was also evident. This growth was being one third higher than the overall growth of social media posts (Ward, 2019). Furthermore, 66% of global millennials are willing to spend more on brands that are sustainable according to the State of Fashion 2019 report by BoF & McKinsey. The same researchers found that 60% of millennials are interested in certified sustainable clothing (BoF & McKinsey, 2019), while 69% of millennials check claims like “eco-friendly” or “sustainable” when buying clothes (Hahn-Petersen, 2018). Millennials have less disposable wealth than previous generations, but they are willing to sacrifice their income for sustainable causes (Taylor, 2019).

Consumers are now questioning the link between low fashion prices and unethical working conditions in factories overseas. In addition, public trust in brands is in crisis at the moment. Generation Y consumers represent an important challenge, since traditional marketing methods seem unable to attract and to retain these individuals. According to the report by Deloitte (2019), more than 25% have zero trust in the media as sources of reliable and accurate information. It is evident that information empowerment has caused Gen Y consumers to be highly skeptical of both large companies in general and the messages they present (Lee & Hill,

2012). In the past two years, Fashion Revolution has seen hundreds of thousands of people take to the Internet to try to discover the hidden supply chain behind clothing. Therefore, green marketing, not backed up with action, will no longer satisfy today's consumers.

However, Ward (2019) findings indicate that 88% of US and UK consumers want brands to help them be eco-friendlier and more ethical. This suggests that the millennials have demonstrated their commitment to sustainability within the industry, and therefore the demographic of consumers are most likely to push this new trend. Now brands need to leverage their work toward better sustainable practices and maintain a competitive edge with Gen Y.

3 PRESENTATION OF H&M CASE

As my research focuses on the potential willingness of a consumer's engagement into a brand after learning about sustainability, choosing a brand familiar to respondents in the first place was a prerequisite. Due to their intense sustainability efforts and familiarity to consumers, H&M was selected as the main subject of my research.

3.1 Company H&M overview

H&M Hennes & Mauritz AB (H&M) is a Swedish multinational retail-clothing company, with over 5000 stores and strong digital presence in 50 markets (H&M Group, 2018a). According to the 2019 figures, the company employs more than 177.000 people in over 73 countries around the globe and produces around 600 million garments annually, generating sales of more than 20 billion euros yearly. Furthermore, the H&M Group consist of eight independent brands: H&M, COS, Monki, Weekday, & Other Stories, H&M Home, ARKET and AFOUND (H&M Group, 2019a). In 2019, the company was ranked 30th on the Best Global Brands scale, the same position than the previous year (Interbrand, 2019).

Founded in 1947, H&M is the second largest retailer in the world right behind Inditex, the parent company of Zara. H&M is leading the fast fashion change around the world, offering clothes, accessories, shoes, bags, home interior and sportswear for both men, women, teens, youngsters, and children. The business concept of the company is to offer fashion and quality at the best price to everyone, and in a sustainable way. With that in mind, price, quality and sustainability are deeply rooted in its DNA. The obsession of the company is to help all customers find everything from fashion pieces and unique designer collaborations to affordable wardrobe essentials, accessories, and motivational workout wear. H&M is not only a possibility for everyone to explore their personal style, but it also offers a chance to create a more sustainable fashion future (H&M Group, 2019a).

H&M is in creative collaboration with celebrities and world-renowned designers in order to drive brand desire, growth, and engagement with consumers. Among many big names that H&M has built a relationship with are Karl Lagerfeld, Stella McCartney, Roberto Cavalli,

Jimmy Choo, Lanvin, Versace, Balmain and Moschino. Since 2004, the H&M Foundation also partners with the UNICEF on programs supporting children's right, contributing to positive long-term change for people and communities, where the company operates (H&M Group, 2019a).

3.2 Sustainability in H&M

H&M Group's aim is to make sustainable products available and affordable for all. The sustainable mission of the company is to drive long-lasting positive change and improve living conditions by investing in people, communities and innovative ideas. The obsession of the company is to lead the change towards circular and renewable fashion while being a fair and equal company. As a pioneer in sustainable fast fashion, H&M produces a "Conscious Collection" line made of eco-friendly and recycled materials, creates many ad campaigns to encourage garment recycling, and has a voucher program offering discounts to those who donate their old clothes at its stores (H&M Group, 2019c).

H&M has clearly identified that consumers, particularly millennial consumers, are wanting to see more sustainable products available on the market. H&M has been putting sustainability in the center stage since 2010, when they introduced its sustainable initiative called "Conscious Collection", that is cost conscious, stylish and good for the environment and the people who make it (H&M Group, 2019c). Conscious products in H&M are made from at least 50% sustainable materials, such as organic cotton recycled polyester and lyocell, with the exception of recycled cotton that can only make up 20% of a product due to quality restraints (H&M Group, 2019c). Furthermore, in order to guarantee that the cotton farms produce real organic cotton, H&M actively involves in the global project called Better Cotton Initiative (BCI), which helps reduce stress on the local environment, improves the welfare of farming communities and provides better farming techniques to cotton farmers (H&M Group, 2019c). Already the world's biggest user of organic cotton, H&M has pledged to use only cotton from sustainable sources by 2020 (H&M Group, 2018b). In addition to recycled cotton, H&M also uses recycled polyester, recycled polyamide, recycled plastic, and recycled wool in product lines.

Moreover, H&M aims at sending zero waste from the organization to landfills. In 2013, H&M launched Garment Collecting program that allows shoppers to bring their old unwanted clothes in return for a 15% discount voucher to use for one item in the next purchase in store or online. Collected clothes are then: (1) Reused (clothing that is no longer wearable is converted into new products, such as remake collection or cleaning clothes); (2) Re-worn (clothing that can be worn again is marketed worldwide as second-hand goods); (3) Recycled (clothing that cannot be reused is recycled into textile fibers and used to make new materials and products such as insulation for cars for the auto industry) (H&M Group, 2019c). The ultimate aim is to close the loop, which means being able to turn old garments into new fashion. Moreover, the company adopts an up-cycling process, in which some textiles and fabrics are reprocessed and

used to create commercial products. As a result, this initiative enables the consumers not only to receive the discount when purchasing products at H&M, but also to save natural resource and contribute to reduced environmental impact by avoiding textile waste. In 2018, customers handed in 20.649 tons of old textiles to program for reuse and recycling (H&M Group, 2019c).

Though H&M's efforts on being a sustainable brand raised questions as to its real effectiveness mitigating the massive and growing environmental pollution of its fast fashion business, the investment placed into the sustainable programs shows H&M's concerns for sustainability (Yang, Song, & Tong, 2017). H&M is constantly improving and working towards having all aspects in its supply chain covered by sustainable approach. Moreover, H&M cooperates with the World Wide Fund for Nature (WWF) in the strategy to save water, which helps improve the management of water resources throughout the textile production cycle (Shen, 2014). H&M commits to reducing resource usage across their business operations that they rely on the most, like water and cotton, to make a positive change. Furthermore, they commit to being energy-efficient and reduce total CO₂ emission. Recently, H&M has introduced delivery by bicycle in the Netherlands in order to keep CO₂ emissions to a minimum (H&M Group, 2019c).

Moreover, H&M Conscious Foundation was created by the Stefan Persson family, as an independent organization that strives to create long term positive change and improve living conditions by investing in communities, people and innovative ideas. The Foundation is currently focusing on new recycling innovations, education, clean water and equality (H&M Foundation, 2019). In 2015, H&M Foundation launched its Global Change Award, in order to develop disruptive ideas that can help close the loop for fashion and to accelerate the shift from a linear to a circular fashion industry, with the aim of protecting the planet and living conditions. The winning innovations from 2019 include lab made vegan leather, fibers made of nettles, a digital system to make products recyclable from scratch, children's clothes that expand and a biodegradable toxic-free membrane for outdoor wear (H&M Foundation, 2019).

In addition, H&M promotes the importance of fair working conditions and environmental performance. The company provides detailed information about its suppliers, which are usually disclosed by many fashion brands. Last year, H&M introduced option "Product Sustainability" in its website as the new consumer-facing transparency layer. H&M shoppers can now find out not only the country where clothing was manufactured, but also details on materials and recycling, the name of supplier or authorized subcontractor where a garment was made, the factory address, and the number of workers employed there. The purpose of that is to offer complete transparency. It is the first effort of its kind by a retailer of this scale (The New York Times, 2019). One of the H&M's main goals for sustainable fashion future is to only use recycled or other sustainably sourced materials by 2030 and to have a climate positive value chain by 2040 (H&M Group, 2019c).

3.3 Bring It On campaign

The garment collecting campaign, “Bring It On”, raises awareness on the importance of garment recycling and creates a circular fashion economy. The goal of the initiative is to increase the amount of garments collected every year. H&M wants to close the loop on fashion by giving customers an easy solution to bring their unwanted or used clothing from any brand and in any condition (even if it is ripped, stained and/or falling apart) to any of the H&M store and place them into “garment collecting boxes” in return for a 15% discount voucher (seen in Appendix 2), so they can be reused, recycled or re-worn through H&M’s garment collecting initiative. The Bring It On film tells the journey that unwanted garments go on after they have been collected in store. The campaign video elaborates that even though not all the clothing will be remade into new items, donated fabric can be used to make a cardboard, fill pillows, or even make new fabric. Through inspiring stories, the campaign illustrated how the lifespan of a garment can be increased to keep it in the loop for as long as possible. In turn, this will help to save natural resources and ensure that zero garments go to landfill.

H&M first launched its worldwide Garment Collecting initiative in 2013 and has since then collected over 40.000 tons of clothing (H&M Group, 2017). In 2018, H&M Group collected 20.649 tons of textiles for reuse and recycling through garment collecting initiative and represents the equivalent of 103 million T-shirts (H&M Group, 2017).

4 EMPIRICAL STUDY OF SUSTAINABLE FASHION CONSUMPTION AMONG GEN Y REPRESENTATIVES

The main intention of this chapter is to present the structure and findings of the qualitative and quantitative research taken. Therefore, the results would enable me to answer the stated research questions. This chapter also presents the methodology and data gathering behind the research and its limitations and recommendations for further research. By understanding the scope of the research, I am therefore able to present its main findings and gain an overall understanding of sustainable fashion consumption in Slovenia.

4.1 Purpose of empirical study

The purpose of the thesis is to examine to what extent the Generation Y engages in sustainable fashion-related behaviors in Slovenia. Despite the fact that many previous researches were conducted to examine different aspects of a sustainable fashion consumption, my research focuses on the potential influence of sustainable practices on consumers’ brand engagement. Over the past few years, sustainability has been recognized as a major concern worldwide. Due to intense competition in the marketplace, the explosion of new tech-innovations and globalization in the last few years, integrating sustainability into core functions is key for every company (BoF & McKinsey, 2019). Thus, it is crucial for companies to know whether

sustainable practices are helping them build their brand and grow in the eyes of consumers, and if so, to what extent.

The key research questions that will be studied and included in the empirical research are:

- What are the general fashion purchasing habits of Generation Y consumer?
- To what extent do Generation Y consumers engage in sustainable fashion consumption?
- What kind of influence does knowledge of a company's sustainability practices have on consumer's brand engagement?
- How does the "Bring It On" campaign change consumers' attitudes regarding the brand and sustainable fashion?

4.2 Methodology

In order to support the empirical part of the thesis, the thorough research of secondary data in the theoretical part of the thesis provide a clear understanding of the research problem. This allowed me to understand the main idea behind the sustainable fashion concept. Thus, the empirical part is composed of collecting and analyzing primary data. Due to the nature of the problem, hybrid methodological technique was conducted, consisting of a qualitative experimental approach and brief questionnaire. The experimental approach included a presentation of H&M Conscious YouTube video: Bring It On. The purpose of showing a video was to familiarize interviewees with the sustainable project of the H&M brand and to analyze how being familiar with sustainability project impacts their willingness to engage in the brand.

Data for this research was obtained through hybrid methodological technique, consisting of in-depth interviews and brief questionnaire. The idea here was to merge elements of two methods within one study to take advantage of the benefits of singular methodology as well as to include both qualitative interpretation and descriptive statistics.

Qualitative experiments have a long tradition in social sciences and were first systematically described in the 1980s by Kleining (1986). Over the past few decades, this method was rarely used, since many researchers associate experiments with quantitative research. Qualitative experiments consciously intervene in situations in a way that allows interviewers to get new insights about their research object and therefore have experimental character. A strict experiment would have exposed the participants in isolation and tested the reactions in generally closed-ended questions (Robinson & Mendelson, 2012). Thus, the qualitative experiment approach offers the opportunity to deliberate his or her reaction in a meaning-constructive process that ultimately better reflected the transitioning mindset (Robinson & Mendelson, 2012), leading toward a more complete understanding of the process.

According to Strauss and Corbin (1990), qualitative research is any type of research that produces findings not arrived at by statistical procedures or other means of quantification.

There are some advantages of using qualitative research approaches. Firstly, by this approach, the researcher can figure out the knowledge, skills and attitudes concerning a specific research questions or phenomenon of interest (Hilal & Alabri, 2013). Mack et al. (2005) indicate that this is because the qualitative research provides information about the “human” side of an issue, concerning beliefs, opinions, behaviors, emotions and relationship of individuals.

As a result of above advantages, in-depth interviews were selected as the primary data collecting method. The main advantage of in-depth interviewing is the opportunity to uncover information which is often inaccessible using techniques such as questionnaires and observations (Blaxter et al., 2006). Furthermore, as the interviewer is present, there is lower chance of participants misunderstanding the question, as the interviewer may simplify questions that were not understood by his/her interviewees. This allows researchers to investigate people’s views in greater depth and also enables interviewees to speak in their own voice and express their own thoughts and feelings (Berg, 2009). Consequently, more appropriate answers and more accurate data will be reached.

Due to several justifications for adapting the qualitative approach, many researchers still avoid using this type of research due to its analyzing difficulty (Hilal & Alabri, 2013). There are also some other disadvantages to the method; studies are usually small-scale and could generate sample bias, potential inconsistencies can be observed, there is potential for subconscious bias, and the statistical analyzing methods used for analyzing quantitative data cannot be applied (Alshenqeeti, 2014).

To gather as much information as possible, it was necessary to use the qualitative data collection method. Questions for in-depth interviews were formulated in advance according to the analysis of secondary resources on sustainable fashion consumption (see Appendix 4 and 5). The in-depth interviews consisted of before-after qualitative and quantitative experiment and included a H&M Conscious YouTube campaign: Bring It On, which was the main point of the research. Before participants were asked to answer the last part of the interview, it was necessary to ensure that all of them watched the video until the end. The aim of showing a campaign was to familiarize informants with the sustainable project of the H&M brand and to investigate how being familiar with sustainability project influence their willingness to engage in the brand. Lastly, the brief before-after questionnaire was conducted to further investigate participants’ attitudes and to additionally compare answers.

In the first part, general factors influencing purchase intention of millennials towards fast fashion products were taken from studies by Vuong and Nguyen (2018) and Joergens (2016), since they conducted similar research among millennials in Vietnam. Therefore, other general sustainability related questions were adapted to questions used by McNeil and Moore (2015) and Lee and Hill (2012), in order to investigate participants’ sustainable fashion consumption, attitudes and their behavior. Furthermore, questions about what consumers do with products

once they have outlived their usefulness, and how this relates to the purchase of replacement products were adapted to Jacoby et al. (1977).

The second part of the research measured overall perception and environmental and social opinion towards H&M brand. This was done with both qualitative and quantitative analysis (using a 1-5 Likert scale). Similar Adidas related research was conducted by Benčina and Burja (2018) and by Jitske (2017) on the case study of G-Star's Raw for the Ocean Campaign and. Lastly, the short questionnaire was adapted to questions based on Customer-Based Brand Equity (CBBE) model used by Keller (2001) and Jones and Kim (2010), in order to further investigate participants' attitudes and to additionally compare answers.

The data collecting started in the beginning of February 2020 and concluded in the end of March 2020, through the conduction of interviews in person and via video call "Skype". In-depth interview was done face-to-face, while the questionnaire was answered in a written form. The answers were than transcribed into English language. On average, interviews ranged from 30 minutes to 1 hour. In the end, a total of 20 in-depth interviews were conducted, consisted of YouTube video campaign and included the qualitative experimental approach. All participants are presented in the Appendix 3.

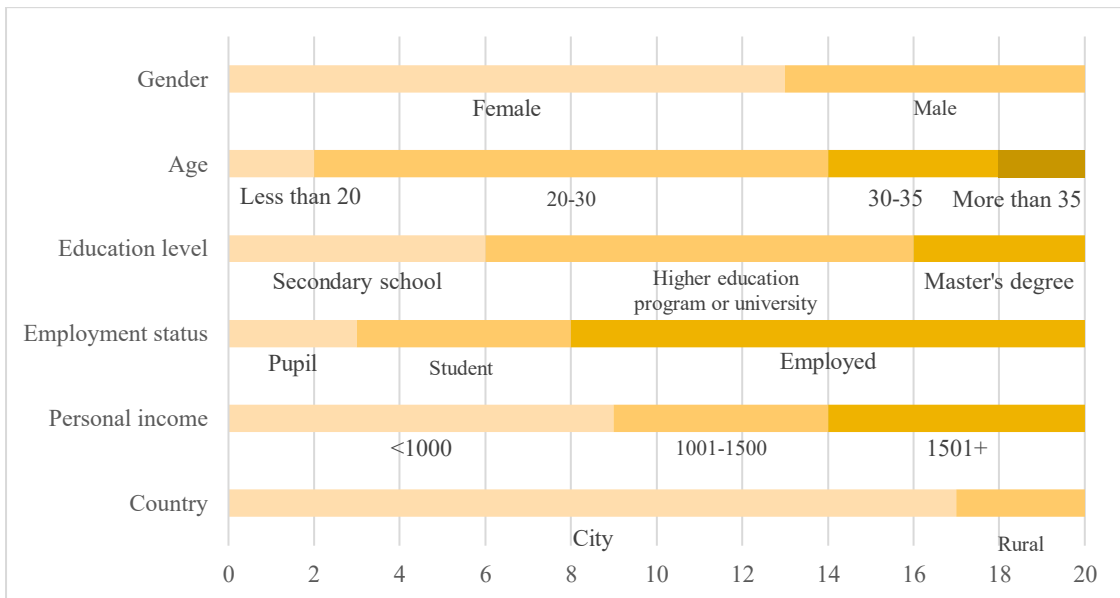
First part consists of informants' attitudes towards general clothing consumption, sustainability, disposing of and trends within the fashion industry. The second part of the research measured attitudes and opinion towards H&M and the perception of its environmental and social practices. That was done with both qualitative and quantitative analysis (using a Likert scale). The experimental part included showing YouTube video; H&M Conscious: Bring It On. The purpose of showing a video campaign was to familiarize participants with sustainable practices of the H&M brand. In part four, in order to gain a more detailed understanding of potentially changed participants' attitudes after the video, a short questionnaire was additionally conducted to see how being familiar with those sustainable practices influenced their engagement, purchase intention/intention to recommend, emotions, credibility and perceived environmental consciousness of the brand.

The main objective of in-depth interviews was to analyze how customers perceive the brand from sustainable perspective and to observe whether additional information about brand's sustainable projects impacts the customers' engagement and their attitudes in any way. The content of the interviews was interpreted and categorized with the qualitative analysis software NVivo. Results and main findings are presented descriptively or visualized by using charts, tables, word clouds, and word trees. My thesis ends with the analysis of the results of qualitative and quantitative data and the implications for potential further research.

4.3 Sample characteristics

In accordance with the title, the research sample consisted of 20 Gen Y respondents, of which 7 of them were male and 13 were female. As my research were focused on understanding Gen Ys' views (in my research those born between 1980 and 2000), the average age of respondents was 27. Most informants (12) had finished a university program, 6 interviewees had finished secondary school and 4 respondents had a master's degree. The majority of interviewees were employed (12) or students (5). Nine respondents had a personal monthly disposable income lower or equal to 1000 EUR net, 5 interviewees had an income between 1001 and 1500 EUR net and 6 people had an income higher than 1500 EUR net. The majority of participants come from city areas (17). More detail information on same demographics is presented in Figure 2 below. In addition, detailed information on the research sample can be found in Appendix 3.

Figure 2: Sample characteristics



Source: Own work.

5 RESULTS AND MAIN FINDINGS

The following chapter overviews the results and main findings of the in-depth interviews and brief questionnaire. The interviews were divided into 4 parts: general and sustainability-related questions, H&M related questions, qualitative experiment and quantitative before-after questionnaire.

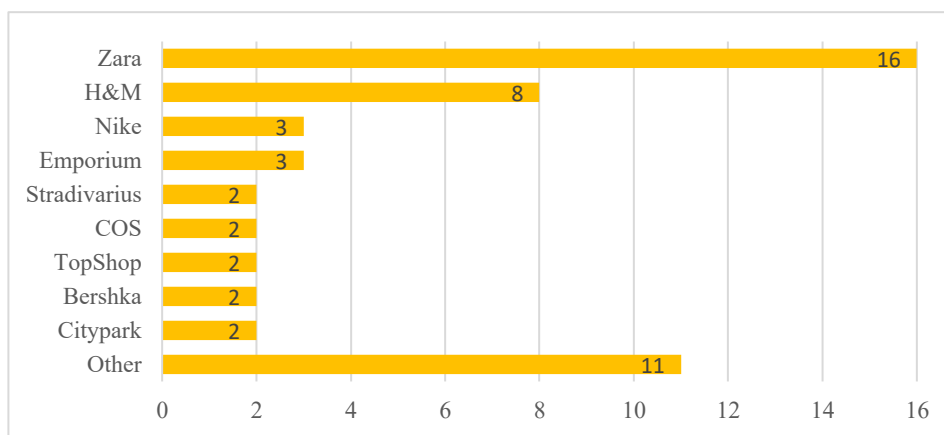
5.1 Part one: General, sustainability-related questions

Purchasing of clothes

The in-depth one-on-one interviews started with a question about where interviewees usually buy clothes and which label. The main objective of the first question was to explain participants' purchasing habits and to recognize their fashion brand preferences. The question was asked in order to encourage interviewees to start thinking about fashion, and to ease them into the topic of clothes and fashion.

As seen in Figure 3 below, most respondent mentioned more than one brand. 16 of 20 participants mentioned Zara. The second most common answer, chosen by 8 interviewees and mostly mentioned by female, was H&M. 5 respondents mentioned Nike and Emporium; a department store, where they can choose among different brands. Stradivarius, COS, TopShop, Bershka and Citypark, were mentioned by 2 participants. Some other brands such as G-star, New Yorker, S'Oliver, Salsa, Intimissimi, Closed, Tako, C&A, Gucci, Pull & Bear, Massimo Dutti, Sportina, Mango, Ralph Lauren, Supernova and Peek & Cloppenburg were mentioned only by 1 participant and are presented in the row Others for better visibility.

Figure 3: Usual fashion clothing brand of choice, more answers possible.



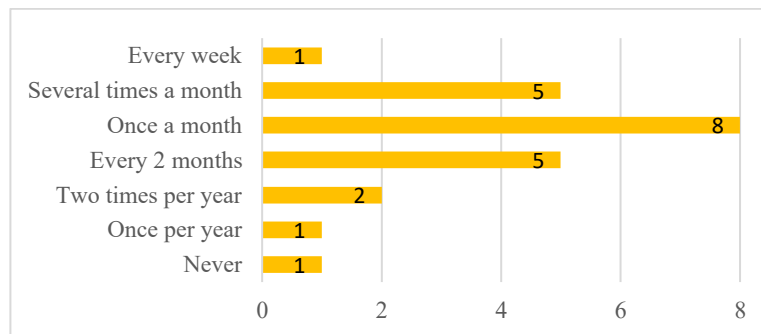
Source: Own work.

The chart above reveal that the chosen sample of respondents shop in fast fashion stores. Only 3 males have not mentioned any of the fast fashion brand. It is no surprise that 16 participants shop at Zara, the largest fashion retailer. It is interesting that Zara was mentioned by both female and male, while H&M was mainly mentioned by females (only one male has mentioned it). Due to the diversity of chosen brands, a chart provides a great base for further research of respondents' views on fast fashion brands. It should be noted that all informants pointed out more than one brand - usually three, which shows that all of the interviewees were not dead set on one brand only.

Frequency of buying in fast fashion stores

The next question focused on the frequency of buying in fast fashion stores (such as Zara, H&M, Stradivarius, TopShop, Bershka etc). Results are shown in Figure 4 below:

Figure 4: Frequency of buying in fast fashion stores.



Source: Own work.

When asked how often they shop in fast fashion stores, 8 interviewees, mostly female, answered that they shop approximately once a month in fast fashion stores. The next most common answer, mentioned by 5 informants, was every 2 months. 2 female respondents mentioned they shop several times a month, while 2 male respondents, usually shop two times per year, 1 male only once per year and 1 male never shops in fast fashion stores. Finally, one female respondent shops every week in a fast fashion store. She also stated that she perceived herself as “shopaholic” (obsessed with shopping), as every time she has a bad day, this is her therapy. It is clearly evident that male respondents shop fewer times in fast fashion stores.

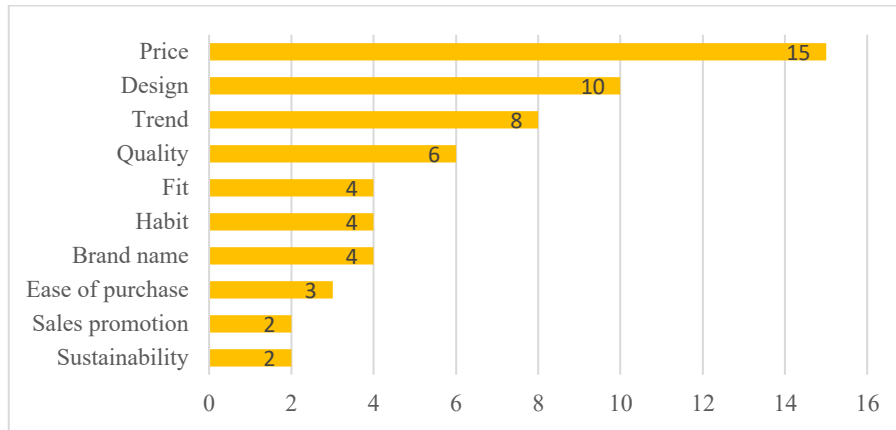
Main determinants for the purchase of specific fashion clothing brand

Third question identified insights into the underlying motivations behind the purchasing intention of specific fashion clothing brand. The purpose of the question was to analyze what is really important to consumers when deciding what brand to buy. As more answers were possible again, most respondents picked at least two factors.

Figure 5 below shows, that the factor mentioned most often was the price of a particular fashion clothing brand. 14 interviewees, mainly females, said they recognized it as the most influential aspect when deciding which fashion clothing brand to buy. Price was followed by design, pointed out by 10 respondents and trend, pointed out by 8 informants. 6 interviewees, mainly males, identified quality as one of the important determinants, while 4 interviewees mentioned fit, habit and brand name as one of the factors. Ease of purchase was mentioned by 3 interviewees, who usually buy in department stores (such as Emporium, Citypark, Peek &

Cloppenburg). The least important factors, mentioned by 2 participants each, were sales promotion and sustainability.

Figure 5: Main determinants for the purchase of fashion clothing brand, more answers possible.

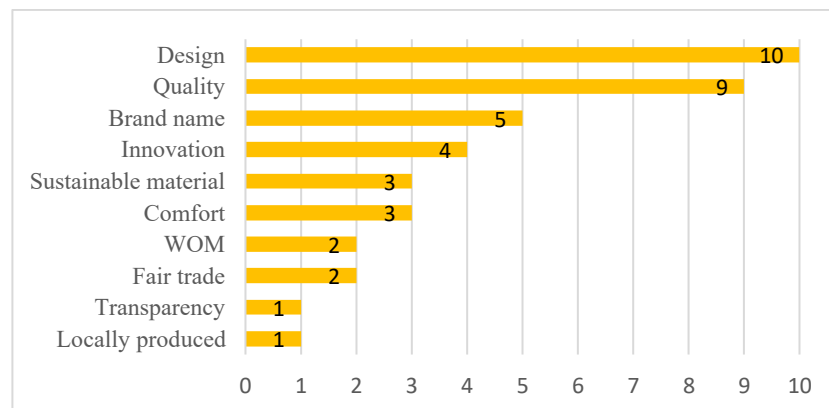


Source: Own work.

Reasons to influence participants to pay more than usually for clothes

With question 4, I tried to find out which reasons could influence participants to pay more than they usually would for clothes. The question aims to examine respondents' perceived added value of a specific garment as opposed to their usual factors for making a purchase, presented in question 3. If informants could not remember any added value factors, they were provided with possible examples, such as outstanding design, innovation, sustainable materials, the manufacturing standards, better fit, transparency, fair trade etc. Figure 6 shows which factors are influencing the participants to pay more than usual for clothes. Similar to previous question 3, the respondents mentioned more than one preferential factor.

Figure 6: Reasons to pay more than usual for fashion clothes, more answers possible.



Source: Own work.

As Figure 6 above shows, half of the in-depth interview participants would pay more than usual for a specific garment in case of better design. The informants described that special and esthetically different design could influence them to pay more than they usually would for fashion clothes. The second most influencing added value factor was the quality of garment, pointed out by 9 interviewees. It is important to mention that almost all respondents described quality in terms of better quality of materials and durability, pointing out they were willing to pay more than usual for a product that lasted longer and did not have to be substituted as rapidly as other products did. Additionally, 5 respondents were inclined to pay more than usual for clothes if they buy from brand name. 4 informants perceived the higher product value if the clothes were innovative, in terms of innovative material or special unique design. 3 respondents also mentioned sustainable materials being one of the added value factors that contribute to a higher recognized added value. Sustainable materials included the use of recycled materials, organic materials or environmentally-friendly production. Similarly, 3 respondents pointed out that comfort would convince them to pay more for a product, defined as more of an overall feeling: the particular garment might fit well yet not especially comfortable. Word-of-mouth (friends' influence) and fair trade (fair labor conditions) were each mentioned by 2 participants, while transparency and locally produced clothes were each mentioned by only one interviewee.

Purchase of replacement clothes

As the constant change, overconsumption and materialistic values are at the center of our society, I wanted to find out why Millennials purchase new clothes, when the old ones they possess are still satisfactory. The questions were adapted to Jacoby et al. (1977) as they conducted a similar research about what consumers do with products once they have outlived their usefulness, and how this relates to the purchase of replacement products. As consumers do not act and behave in the same manner across different products and services (Strähle, 2017), the main idea of question 5 is to find out how this relates to fashion products.

When I asked about reasons for a new purchase, the common responses were mentioned, grouped in the following sentences, presented in Appendix 6. The most frequently cited reason for buying a new garment when the old one was still performing satisfactorily was the desire for a garment of better design, mentioned by 6 participants. The second most often mentioned reason for having more than one similar garment that is still wearable is that the other garment is not trendy anymore, mentioned by 4 participants. Four female participants pointed out, that they usually buy new clothes, despite having a similar piece at home, because they feel better when buying something new. 3 participants mentioned that they usually buy a new piece of clothing, because of the desire for a garment of better quality. As a result of sales promotions, two participants usually buy new clothes, even though the old one was still wearable.

Describing consumer disposition behavior

As consumer behavior can be defined as the acquisition, consumption and disposition of goods (Jacoby et al, 1977), it is important to focus attention on consumer disposition behavior as well. The previous questions were focused mostly on pre-purchase and purchase behavior, while the aim of question 10 was to understand how millennials dispose of the clothes once they have outlived their usefulness. Jacoby et al. (1977) have articulately proposed a conceptual model to specify the types of disposition behavior that are available for consumer to choose from. According to disposition decision taxonomy, when a consumer contemplated the disposition of a product, there appear to be three general choices available to him: keeping it, getting rid of it permanently and getting rid of it temporarily. According to Jacoby et al. (1977), this basic taxonomy can be articulated further and can be found in Appendix 7.

My research modified Jacoby et al.'s model, as two general differences were added. Namely, in the beginning when a consumers contemplated the disposition of a garment, the decision may differ either if she/he contemplates the disposition of a once-loved garment, which is still wearable or if she/he contemplates the disposition of a once-loved garment, which outlived its usefulness (e.g. torn, low quality).

Respondents were able to provide more than one disposition decision. Thus, the 20 respondents provided 29 disposition decisions for once-loved garment, which is still wearable and 23 disposition decisions for a once-loved garment, which outlived its usefulness (e.g. ruined, torn, low quality). Using modified taxonomy presented in Appendix 7 as my guide, the following results are presented.

Table 1: Disposition decision for the still wearable clothes, more disposition decisions possible.

	Number of disposition decisions
KEEP IT	5
Store it for later use	5
GET RID OF PERMANENTLY	24
Give it away (Donate it) Resell / Reuse / Recycle	17
Trade it To be used	4 4
Sell it Through middleman	3 3

Source: Own work.

As seen from Table 1 above, as many as 17 participants stated that they give the clothes away in the disposal stage. They tend to give them away (donate them) to Humana containers, Red Cross or Caritas for reselling, reusing or recycling or give them to siblings or friends. Additionally, 5 participants store clothes in their wardrobes. Those clothes which the owner becomes tired of are more likely to be stored than those that are ruined. Majority of them pointed out that they are simply lazy tidying them up, while two female participants mentioned that they usually store clothes on the attic as they will perhaps wear them again after a while. Additionally, 4 participants make disposition decisions to trade clothes with others on swap meets “Izmenjevalnica” to be used again. The least mentioned decision was to sell clothes (15%) through middleman (Bolha or Facebook marketplace) to be used again. The findings indicate that the probability of millennials getting rid of clothes permanently is much higher than keeping clothes or getting rid of them temporarily.

Table 2: Disposition decision for the ruined clothes, more disposition decisions possible.

	Number of disposition decisions
KEEP IT	8
Convert it to serve new purpose	8
GET RID OF PERMANENTLY	15
Thrown it away	7
Give it away (Donate it) To be resold / reused / recycled	7
Trade it To be resold / reused, recycled	1

Source: Own work.

When it comes to disposition decision for the ruined clothes, the interviewees yielded 23 decisions, summarized in Table 2 above. 8 participants made their disposition decisions to convert clothes to serve new purposes, for instance using old torn clothes as a cleaning cloth. Additionally, 7 participants simply throw away their ruined clothes, while 7 participants give them away (donate them) to Humana containers, where they are resold, reused or recycled. The least employed decision was to trade ruined clothes, which was pointed out only by one interviewee. She mentioned trading/exchanging with H&M and Intimissimi, to be resold, reused or recycled, in return for a coupon or discount.

In my research, temporary disposition appears to be never considered, which supports findings by Jacoby et al, 1977 as well. Although Jacoby’s et al. taxonomy of disposition decisions is found to be useful, it is limited to provide the implications of personal, interpersonal and societal related factors on disposition decision method.

Importance of sustainable aspect for participants

Question 7 was asked to gain insights into participants' importance of sustainable aspect in general. Jalas (2004) argues that consumer choices and the importance of environmental aspects in consumers' everyday purchasing behavior should be the center of attention. Thus, an important step in promoting sustainable consumption is to find out how important the concept of sustainability is to consumers. Question 7 was asked in order to encourage participants to start thinking about the environmental aspect. Since I wanted to find out the interviewees' environmental attitude in general, informants were asked to rank their overall importance of sustainable aspect on a scale from 1 to 5 (1 being the lowest ranking and 5 the best possible ranking). The results showed that 11 informants viewed sustainability aspect as a very important concern, 5 interviewees stated that they were not sure or had no idea whether sustainability aspect is important to them, while 4 of respondents stated that they did not pay attention to sustainable aspect at all.

The content of the interviews was interpreted and categorized with the qualitative analysis software NVivo, in order to determine the most common associations about the importance of sustainability aspect for respondents. The most common views are shown in Appendix 8.

11 respondents answered that the sustainability aspect is important for them. The most often provided reason for such a positive concern was that they are paying more attention to sustainability design, as they are now adults, and all grown up. It is important to mention that when participants were asked why they pay attention to sustainability, many of them had difficulties providing a reason behind it. Therefore, many of them pointed out the environmental issues like global warming, air pollution and waste disposal and additionally added the examples of their sustainable actions, for instance: waste sorting, using public transport, avoiding plastic bags, reusable makeup remover pads and using organic pesticides for grapes.

On the other hand, some of them pointed out that if they knew more about environmental issues, they would become even more important for them, while one female interviewee added that the importance of sustainability and environmental concerns should be emphasized more in the schools, in order to gain importance and become her value. One participant even mentioned that she is creating her own sustainable swimwear collection, while another informant stated that she is aware of sustainable aspect, since it is a trend nowadays.

Four participants did not pay any attention to the sustainable aspect. When asked why so, they could not provide any specific reason. They mostly answered that they did not pay attention to sustainable aspect and were not conscious about environmental issues in general. The great majority of unsure respondents (5 interviewees) could not decide at all, as they had no environmental knowledge or information about sustainability. Some of them stated that if they knew that their action would benefit to overall environmental change, they would pay more

attention to the sustainable aspect and would consciously seek to minimize the negative impact. However, as more than half of participants were aware of the sustainability aspect, this provides a great base for further research of the respondents' sustainable behavior.

Ranking of importance of sustainable aspect for participants

In addition to describing interviewees' importance of sustainable aspect, the informants were asked to rank their overall importance of sustainable aspect on a scale from 1 to 5 (1 being the lowest ranking and 5 the best possible ranking). From the results above, it is evident that the sustainability aspect is quite important for most people. The value that appear most often was 4, while the overall average was 3.4.

Participants' thoughts about the term "sustainability", in regard to the clothes they buy

With question 8, I wanted to find out what the term "sustainability" means to them, in regard to the clothes they buy, in order to ensure they could properly provide answers to the questions that would follow. I wanted to identify whether they understood the meaning of sustainable clothes. Some of the respondents were completely unfamiliar with the term sustainability in terms of clothing.

As seen in Figure 7 below, the word cloud was designed, in order to visualize the most common thoughts and opinions about the term "sustainability". The bigger the word, the more frequently it was used by the participants. The words the participants used most frequently were: *materials, sustainable, clothes, made, better, natural, less, black, durable, quality, basic, longer, last, eternal, cotton, environmentally, eco etc.*

“All processes, all materials and methods being outsourced are in accordance with environmentally friendly principles that do not harm the planet...” (I18)

“Materials could be recycled, less toxins are used in production, environmentally friendly dyes are used, less chemicals, renewable materials, which can be used repeatedly and replaced naturally...” (I4)

Additionally, 2 participants mentioned also social responsibility of sustainable clothes and fair-trade production, for instance:

“Sustainability means that people are fairly treated and paid and that they did not suffer...” (I5)

One informant even mentioned three different aspects of sustainability and emphasized quite a few of its attributes:

»Sustainable clothing costs more, because all costs need to be included in the final price, from raw materials, production to logistics. It also means that labor along the supply chain is fairly paid. Therefore, sustainable clothes have no environmental impact. Less water is used in the production phase. The product is made from suitable manufacturers closer to home, to cut down on CO₂ emissions. These clothes are everlasting, made from natural materials that could be recycled.« (I15)

The participants' views showed that they perceive sustainable clothing labeled as “natural”, “durable” or “high quality”. Therefore, I can conclude that “recycled” is not necessarily synonymous to “sustainable” in a consumer's mind.

Participants' actions toward being a more sustainable fashion consumer

With question 9, I tried to find out what actions (if any) participants are taking in order to become more sustainable fashion consumers. If they could not remember any of them, they were provided with examples of possible actions, such as buying sustainable brands, buying the highest quality available, recycling no longer used clothes, repairing and using fabric for other purposes etc.

Four male respondents said that they did not take any action to become more sustainable fashion consumers. In general, participants hardly associate sustainability to clothes. When I explained possible actions toward being a more sustainable fashion consumer, they provided variety of different actions.

They mostly described actions in terms of durability of clothes and upcycling, i.e. washing clothes less often, sawing torn clothes or using old clothes as a cleaning rag. Additionally, four

informants define their actions in terms of not “buying too much stuff” and following own personal style, for instance:

“I consciously try to ask myself when I shop if I really need a particular garment.” (I3)

Two female participants mentioned donating no longer used clothes, for instance:

“I never throw away old garments, but I rather donate them to Humana, Red cross or give them to friend of mine [...]” (I20).

In addition, two interviewees mentioned they attended clothing swaps, where participants exchange their valued but no longer used clothing for clothing they will use. Clothing swaps are considered not only a good way to refill one’s wardrobe, but also are considered an act of environmentalism (One Green Planet, 2014).

Only one participant clearly stated that environmental values are his priority and that he buys from Swedish sustainable brand Dedicated.

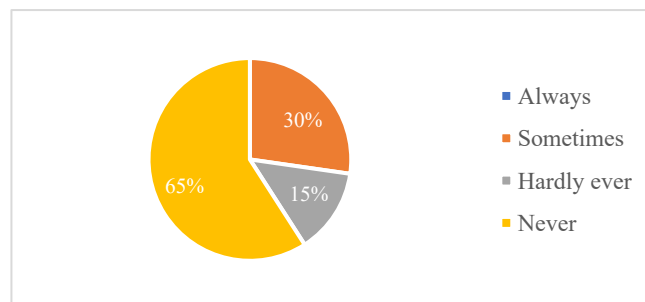
“It is important for me to wear organic and fair trade certified cotton made from people that I know, they are provided with basic social standard, and this firm provides 100% transparency of its certified suppliers.” (I15)

Further investigation of collected answers show, that participants mostly mentioned actions such as extending the lifetime of clothes, donating no longer used clothes, using natural detergents, repairing and upcycling fabric for other purposes.

Frequency of thinking about sustainability when buying clothes

Following the questions 9, the informants were asked how often they think about sustainability, when they buy clothes. Figure 8 below shows the frequency of their actions.

Figure 8: Frequency of thinking about sustainability when buying clothes.



Source: Own work.

As mentioned earlier, the majority of informants hardly associate sustainability and fashion clothes. The chart clearly shows that the majority (13 participants) said they had never thought about sustainability aspect when buying clothes. This confirms the answers to question 3 (factors influencing purchase of fashion clothing brand), where only 2 informants mentioned sustainability as one of the influencing factors when buying clothes. 6 out of 20 respondents said they sometimes think about sustainable actions, while 3 interviewees hardly ever think about it. None of the participants mentioned “always”. Thus, the results clearly show that in general, for the majority of respondents, sustainability is not such an important factor, when buying fashion clothes.

Familiarity with sustainability-related practices in the fashion industry

Furthermore, in question 10 respondents were asked whether they were aware of the latest sustainability-related practices in the fashion industry. I wanted to identify what the participants perceived as sustainable, whether they knew about the latest sustainable practices, and if so, which one and how well they knew them.

The findings show that 7 informants could not give an example of any explicit sustainability-related practices in the fashion industry, while 6 informants could provide at least 1 practice in the apparel market. Figure 9 below shows the most popular answers. Numbers below each picture show how many of the 13 respondents gave an example of a particular sustainability-related practice.

Figure 8: Familiarity with sustainability-related practices in the fashion industry (more answers possible, new total=13)



Source: Images from Pinterest, 2019. Design: Own work.

As Figure 9 shows, 4 participants that come across any sustainability-related practices mentioned organic cotton as one of the most evident practice on the market. The second most common answers were H&M garment collecting box, recycled materials and Intimissimi recycling initiative, mentioned by 3 millennial respondents each. As I mentioned earlier in my thesis, H&M wants to close the loop on fashion by giving customers an easy solution to bring their unwanted or used clothing from any brand and in any condition (even if it is ripped, stained and/or falling apart) to any of the H&M store. Intimissimi, similar to H&M, in collaboration with I:CO gives new life to unwanted clothing by reusing materials to create new products (Intimissimi, 2020). 2 respondents also recognized Zara's Join Life collection as sustainable. The fast fashion brand Zara has developed a sustainable collection, Join Life, as part of the activities by the parent company Inditex to strengthen its sustainability commitments. The collection is made of forest friendly and animal friendly materials, such as organic, recycled wool and Tencel (Zara, 2020). With 1 mentions each, the sustainable retail packaging, fair trade certification, Adidas Parley, Asos Eco Edit, sustainable brand Dedicated, The Base Label and Stella McCartney were recalled as some of the sustainable practices in the fashion industry.

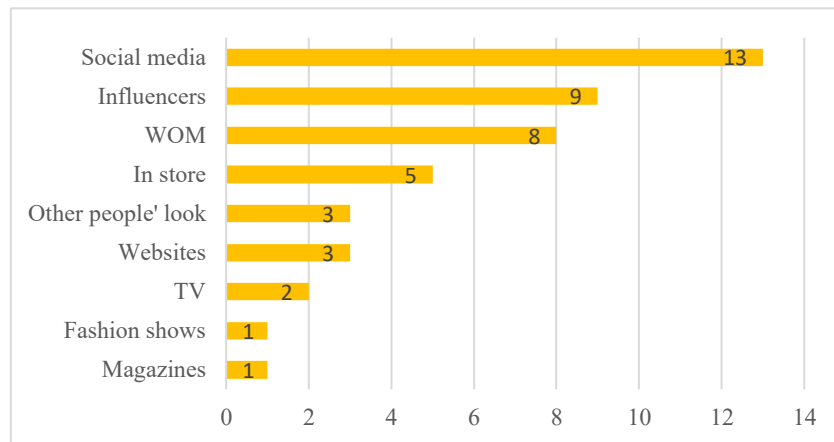
Diving deeper into the collected answers, the mentioned answers cover a wide variety of sustainable aspects. Some of them recalled sustainable practices by specific sustainable brands, while one participant pointed out social aspect (Fair Trade Certificate) as well. However, the majority of interviewees mentioned environmentally friendly practices, especially clothing recycling and sustainable materials.

An overview of where millennial consumers find out about the latest trends and sustainability within the fashion industry

The first part of in-depth interviewees concluded with an overview of where millennials find out about the latest trends and sustainability within the fashion industry and whether they follow them at all.

Findings show that 4 informants did not follow the latest trends, while 16 respondents regularly or occasionally followed the latest trends and checked what is new on the fashion market. Majority of interviewees mentioned at least one source through which they found out about the latest news on the apparel market. The source of information included social media channels, influencers, WOM, websites, magazine, TV ads, advertisements in stores, etc. More detailed information about the specific fashion trends is presented in Figure 10 below. 16 respondents could name at least one specific channel where they got the latest fashion updates.

Figure 9: Sources of latest trends on the fashion apparel market (more answers possible, new total = 16)



Source: Own work.

Of the 16 respondents, the majority of them mentioned more than 1 channel. 13 of them mentioned social media as their main channel of latest trends. To specify, Instagram and Pinterest were mentioned as the main sources of following new trends. While referring to social media, 9 respondents pointed out that they are following various influencers and seeing the new fashion trends that the influencers were wearing on Instagram pics.

8 trend-familiar respondents pointed out that word of mouth (WOM) was their main channel for discovering about current fashion trends, for instance through discussion with friends or family members. Although the online advertising is essential nowadays, seeing a particular garment in a physical store clearly has an important role for 5 respondents. Those informants also mentioned that they found out about ongoing trends directly when buying new clothes in fashion stores. Additionally, 3 interviewees mentioned seeing new trends based on other people's appearance or basically, what other people were wearing in a particular time. 3 millennials identified new trends in the apparel segment while browsing websites, for instance, Zara or H&M online website shop. Similarly, 2 respondents came across new trends by watching TV. Both stated that they see what other actors wear, for instance, while they are watching series or reality shows. The least mentioned source of trends were fashion shows and magazines, mentioned by 1 participant each.

5.2 Part two: H&M related questions

Participants' associations to H&M brand

The second part of the research focuses on H&M related questions. The main purpose of the question 12 was to explore which associations come to informants' minds when they hear the brand H&M. All participants were asked to provide 3 words. Figure 11 below shows the prevalent answers and presents how many interviewees stated each associations.

Figure 10: Most common associations to H&M brand



Source: Images from Google, 2020. Design: Own work.

The top 3 words that come to participants' mind when they hear "H&M" were: Cheap, Basic clothes and Massive. The most common word Cheap came into the minds of 11 participants, the second association was Basic clothes (e.g. white T-shirt), mentioned by 8 interviewees and the third word was Massive, mentioned by 6 respondents.

Following the three most common associations, 5 participants mentioned word Trendy. Many respondents associated H&M directly with its clothing lines, for instance Sportswear and Kids' clothing were mentioned both by 4 informants, as well as Low Quality mentioned by the same number of participants. In addition, the following associations: H&M logo, City park, Global and Accessible, came to mind to 3 respondents each. In order to ensure better visibility, the following words are removed from Figure 11, as they received a single mention: Organic cotton, green labels, Swedish, Huge store, Trousers and Sweaters.

Perception of H&M being an environmentally conscious brand

In question 13, the informants were asked to describe their views about H&M as being an environmentally conscious brand. The main purpose of question 14 was to examine whether the participants perceived H&M as an environmentally conscious brand before the showcased video. The finding, as seen in Table 3 below, show that 9 interviewees answered that they did not recognize H&M as an environmentally conscious company, 7 respondents were not sure whether H&M is an environmentally conscious brand and 4 interviewees perceived H&M as an environmentally conscious company.

Table 3: Overall perception of H&M being environmentally conscious company

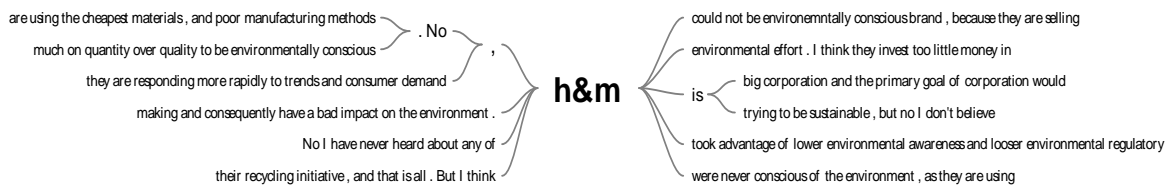
Is H&M an environmentally conscious company?	Most associated phrases
No (9 millennial respondents)	The cheap material, poor manufacturing methods, fast fashion, low quality, mass production, following fashion trends, corporation, profit is more important than environment, high water consumption, CO ₂ pollution, chemicals, complying to minimum environmental standards, marketing tricks
Not sure (7 millennial respondents)	No evidence, never notice any sustainable practice, not able to connect.
Yes (4 millennial respondents)	Follow trend of sustainability and environmental importance, recycling, H&M is a conscious sustainable clothing line, organic cotton

Source: Own work

Perception of H&M as not environmentally conscious company

When analyzing negative perception, the qualitative analysis software NVivo was used to determine the most common answers when informants were asked about their opinion about H&M as an environmentally conscious company. The results are summarized in the word tree presented in Figure 12 below.

Figure 11: Word tree – negative perception of H&M as an environmentally conscious brand



Source: NVivo visualization from collected data

The most common answer that informants mentioned was that H&M was never conscious of the environment, as they are using the cheapest materials, and poor manufacturing methods. According to their words, they produce low quality products, using poor manufacturing methods, in order to cut costs. Thus, interviewees mostly mentioned that cheap fast fashion brand could not be sustainable at all, as “sustainable” and “fast fashion” are two contradictory terms. 5 participants added, they would need to sell better quality of clothes and consequently sell for higher prices, in order to be perceived as a sustainable brand. Three informants did not recognize environmental awareness as the focus of H&M corporation as its main aim would always be profit over sustainability. Quick changes in fashion trends and overproduction were

two phrases mentioned many times as well. In addition, two respondents also pointed out that they exploit natural resources, as they produce large amounts of products (mass production), while one expressed the view that firms working closely with textile were environmentally unfriendly due to high water consumption, use of chemicals and CO₂ pollution. Two millennial respondents stated the decline of sustainable standards, since its production is located in developing countries, where environmental standards are low. Even though three informants heard about H&M's sustainability efforts (recycling, sustainable collection, organic cotton), they did not believe them as they felt it was more of an ongoing trend and marketing trick. Two informants did not think of H&M as an environmentally conscious company simply because they never saw any news or action that would show the company putting more focus on sustainable or environmental consciousness.

Not sure if H&M is an environmentally conscious company

7 participants stated that they could not decide if H&M is an environmentally conscious company or not, as they had no sufficient knowledge based on which they could form their judgement. 5 of them added they are unable to relate sustainability efforts to fast fashion brands that foster overconsumption and produce cheap, low quality products. Two respondents expressed the view that H&M probably did not follow environmental trends, since they produce clothes in developing countries with minimum legal regulations and standards.

Perception of H&M as an environmentally conscious company

Only 4 informants stated they perceived the H&M company as an environmentally conscious company. The main reason that those participants expressed positive perception was that the trend of sustainability is becoming more and more important and that the majority of multinational enterprises have been following that trend lately. All mentioned that they knew about the recycling initiative and sustainable conscious collection in H&M, which is a positive solution to the problem of discarded clothes. Other interviewees mentioned that the company is heading into the right direction, as they had only heard about H&M's sustainability efforts among fast fashion brands.

Perception on H&M being a socially conscious brand

In addition to the previous question, the interviewees were asked whether they perceived H&M as a socially conscious company. Similarly, the aim of question 14 was to find out whether the interviewees perceived H&M as a socially conscious brand. The results from Table 4 below show that 10 respondents were not sure or had no idea whether H&M is a socially conscious brand. 7 interviewees answered that they did not recognize H&M as a socially conscious company, while 3 respondents identified H&M as a socially conscious company.

Table 4: Overall perception of H&M being a socially conscious company

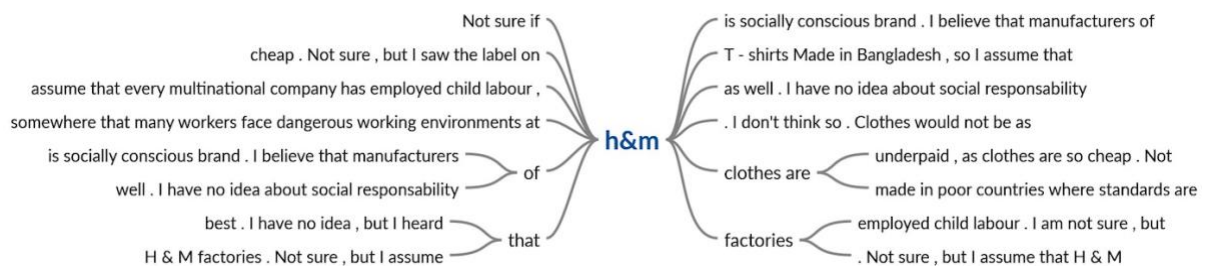
Is H&M socially conscious company?	Most associated phrases
Not sure (10 millennial respondents)	No evident care for the social aspect, not able to connect, Made in Bangladesh, child labor, sweatshop, underpaid.
No (7 millennial respondents)	Cheap clothes, underpaid, True Cost, Rana Plaza, women working, extreme time pressure, poor working conditions, unsafe processes, hazardous substances.
Yes (3 millennial respondents)	Conscious about social aspect, multinational corporation, socially responsible company.

Source: Own work

No ideas on H&M being a socially conscious company

10 interviewees reported that they were not sure and were not able to tell if H&M is a socially responsible company. As Figure 13 shows, participants mostly mentioned that they did not see a social case as the focus of the company, since their primary focus is to sell as much and as cheap as possible. In addition, the majority of uncertain respondents could not decide at all, as they said they had no sufficient knowledge. However, three noticed the label on their clothes “Made in Bangladesh”, while two mentioned that they heard the news about low wages of garment workers in general and child labor scandals in Nike and Apple production, but could not surely say the same for H&M.

Figure 12: Word tree – “not sure” perception towards H&M as socially conscious brand



Source: NVivo visualization from collected data

Perception of H&M as not a socially conscious company

6 respondents answered they did not perceive H&M as a socially conscious company. Five of them pointed out that it is not possible to deliver such cheap clothes, while giving garment workers a living wage. Moreover, 2 respondents mentioned they watched the documentary film The True Cost, where they saw dangerous working conditions of people who make clothes for the world’s fashion. In addition, the collapse of Rana Plaza, a garment factory in Bangladesh,

where H&M had sourced labor from, was mentioned by one participant as well. Furthermore, 2 participants also mentioned issues regarding working conditions.

“H&M surely creates unreasonable production targets, resulting in people working very fast under extreme pressure.” (I15)

“H&M is nowhere near the payment of a living wage.” (I5)

One interviewee also mentioned that poor environmental practices impact the workers' health in fashion industry and that surely H&M is doing the same.

Perception of H&M as socially conscious company

Three interviewees answered that they perceive H&M as socially conscious company. When further investigating this matter, I realized that all of them assume H&M is conscious about the social aspect as they are a multinational corporation and have to benefit of society at large. One mentioned that she heard about social issues of Primark brand, but has never heard about any issues regarding the social aspect of H&M.

“I assume they are conscious about the social aspect, if they are environmentally friendly, I believe they are also a socially responsible company, but honestly I have never thought about that.” (I6)

Familiarity with H&M garment collecting boxes within the stores

Question 15 was intended to find out if participants are either familiar with H&M's garment collecting boxes within the stores or if they ever brought their clothes into the boxes.

17 respondents were not familiar with H&M stores' garment collecting boxes for recycle or had never heard about it. On the other hand, out of 3 interviewees, that were familiar with the recycling boxes, only one female participant brought her clothes into the H&M stores' boxes for recycling. That shows the huge marketing potential for H&M to increase consumers' awareness of a brand's recycling project.

Familiarity with H&M conscious: Bring It On campaign

The second part of the interviews concluded with question 16, which asked participants about their familiarity with the campaign H&M Conscious: Bring It On that was showcased afterwards as part of the experiment. Although 3 participants already knew about H&M's recycling initiative, none of the them had heard about the specific showcased project beforehand. Therefore, it was possible to proceed with the qualitative experiment.

5.3 Part three: Qualitative experiment

Part three of the in-depth interviews entailed the qualitative experiment. First, the interviewees were shown the YouTube video H&M Conscious: Bring It On, and then they were asked to share their thoughts and answer a few questions about the video. The video campaign can be accessed via the following link: <https://www.youtube.com/watch?v=7i4JSzB8VIU>

Participants' brief summary of the Bring It On campaign main idea

As described in the chapter "Case presentation", The H&M Conscious: Bring It On campaign raises awareness on the importance of garment recycling. H&M wants to close the loop on fashion by giving customers an easy solution to hand in their unwanted garments.

When asked about the main idea of the campaign, all interviewees showed a high enough level of understanding the campaign, which enabled a smooth further responding to the questions that would follow. All interviewees provided very similar summaries of the project, pointing out that H&M wants to encourage consumers to bring their old, unwanted clothes to their stores, and they will make new garments out of them. Some participants focused more on not disposing the clothes, but rather bringing them to H&M stores. In addition, two female respondents also mentioned that H&M wants to promote diversity in racial, gender and sexual orientation. In general, the video was informative enough for first-time watchers; it was therefore possible to proceed with the experiment.

Participants' thoughts about the H&M project

In question 18, after giving brief summaries of the H&M Conscious: Bring It On campaign, the interviewees were asked about their thoughts of the showcased campaign. I wanted to find out their opinions behind their brief summaries, explained in the previous question.

The campaign conveyed very positive thoughts, meaning that all of 20 participants perceived the Bring It On project in a positive way. The word cloud presented in Figure 14 below shows the most common thoughts about the campaign. The bigger the word, the more frequently it was used by the participants. As seen from the word cloud below, the positive words the participants used most frequently were: *positive, good, opinion, project, amazing, encouraging, idea etc.*

Figure 13: Most common thoughts about the H&M Conscious: Bring It On project

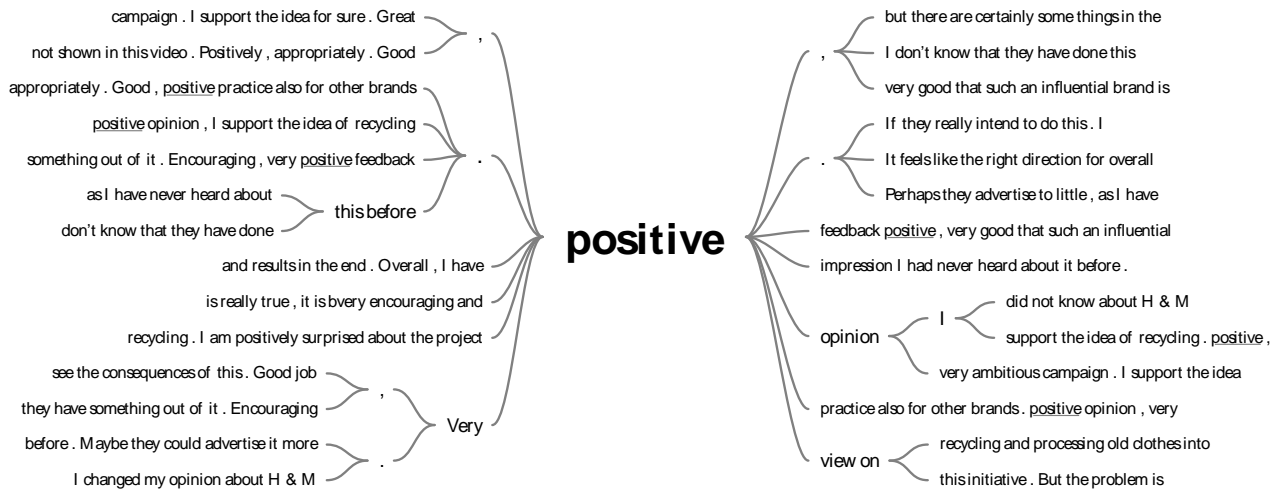


Source: NVivo visualization from collected data

The prevailing view was that the campaign was extremely positive as H&M can make new garments out of old ones. Eleven participants have never heard about the recycling project before or some of them had no idea that something like that is even possible. Five informants also pointed out that H&M could increase awareness about the project and advertise it more in order to encourage even more people to bring their unwanted clothes into the stores. The respondents saw recycling of old clothes as a fascinating project that demonstrated great action in the right direction, especially as H&M is an influential brand and is powerful and well recognized among consumers.

Although all respondents viewed project in a positive and encouraging way, 4 participants added some concerns about the campaign as well. They stated that despite the fact the campaign was really good presented, the H&M uses marketing tricks, as being sustainable is currently a big trend. In addition, they mentioned that H&M is still selling too many clothes and that the overall effect is therefore not so positive. Therefore, three pointed out that recycling itself is only one piece in the mosaic, meaning that the problem of the fashion industry should start resolving in the overall supply chain and not producing so many clothes. It was mentioned by 2 participants that H&M should show more information and results in the end of the video, in order to achieve trust from people and that the brand definitely has some profit out of the project, for instance free materials from old clothes. Overall informants' thoughts are presented in Figure 15 below.

Figure 14: Word query – thoughts about the H&M Bring It On project

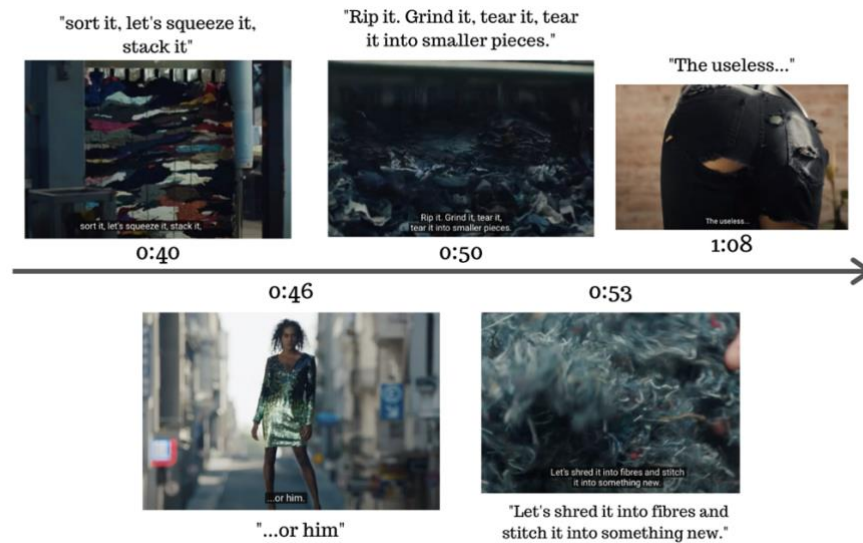


Source: Nvivo visualization from collected data

Most memorable parts of the Bring It On video

The aim of question 19 was to find out which sections of the campaign participants found most interesting and memorable. The most frequently specified parts are visualized in Figure 16 below.

Figure 15: Visualization of the most memorable parts of H&M Conscious: Bring It On video



Source: Images from H&M Conscious: Bring It On. Design: Own work.

For more than half of informants the most memorable parts of the video were taken in factory, where clothes were torn into smaller pieces and shredded into new fibers, revealing the process of recycling. Those people found it most fascinating that new garments could be made out of old clothes, which was unlike anything they had seen before. For 3 interviewees, the most shocking part was a man wearing a shiny green dress. For 2 informants, the most memorable part was where the massive amount of clothes were presented in the factory with the following note: “sort it, let’s squeeze it, stack it”. They were shocked about how many clothes we actually have. Finally, for 2 male participants, torn and useless black trousers was the scene they found most memorable.

Perception on H&M being an environmentally conscious brand – after seeing the video

After the showcased Bring It On video, respondents were informed with the garment collecting project of the H&M brand. With question 20 I wanted to find out if participants’ perception of the company has changed in any way. Similar to question 13, the interviewees were asked to describe and share their views whether they perceived H&M as an environmentally conscious brand after they had seen the presented video. The main purpose of the question was to investigate if people’s opinion about the H&M and their impression of the brand as environmentally friendly were changed or influenced after the showcased video.

The H&M’s sustainable consciousness was something that majority of interviewees had not been familiar with before they saw the video, and something they saw as a great effort and the right direction for the fashion industry. 11 respondents perceived H&M as a more sustainable and environmentally conscious brand after they had seen the Bring It On video and the garment recycling efforts of the company. The number of the interviewees showing same opinion

towards the sustainability of the brand was 9 millennials. It is important to mention that none of the participants mentioned having a negative opinion or perceived H&M as less sustainable than they had perceived it beforehand.

The results, as seen in Table 5 below, show that 11 participants perceived H&M as more environmentally friendly after they had seen the Bring It On video. All of them explained their opinions either as an amazing idea and great project or as a pleasant surprise. 4 of them added that the project clearly showed great insights into the recycling process, while two of them mentioned H&M’s right intention toward sustainable efforts.

“The campaign clearly shows the process of recycling, which is amazing, as I finally understand how it works.” (I6)

“Amazing idea, I like the brand more now. I will go to check the recycling collection for sure” (I7).

“H&M is definitely a leader in sustainable fashion” (I9).

One participant also mentioned that she is feeling more engaged with the brand after the video.

“Very emotional and relatable.” (I13).

Table 5: Perception change of H&M being an environmentally conscious or sustainable brand – after seeing the video

Is H&M an environmentally conscious company – after seeing the video?	Most associated phrases
More sustainable (11 millennial respondents)	Amazing idea, great project, pleasant surprise, changed my mind, small steps, great insight into the recycling, emotional, relatable, respect, leader.
Same (9 millennial respondents)	Same opinion, still mass production, fast fashion, sell too many clothes, not enough, great marketing, change every part in the supply chain, don't support the multinational company.

Source: Own work

On the other hand, results show that 9 respondents still doubt the H&M’s environmental efforts, feeling that recycling itself is still not enough for a multinational company, as it is only one tiny part of sustainability in the fashion industry. They said that although the company was trying to be sustainable, the impact of its environmental efforts was minor. One also added “[...] I know how dirty the production side of clothing is, especially harsh chemicals used in dyes and H&M won’t never show the production side of the supply chain [...]” (I11). 3

informants indicated that they were doubting the campaign, pointing out the great marketing efforts of the fashion brand aimed at trying to follow the trends and win new consumers. Moreover, 3 participants mentioned that H&M is still a fast fashion brand, selling massive amounts of cheap and low quality clothes and therefore it is not possible to be sustainable at the same time, as “[...] H&M wants to “compensate” for an overall unsustainable behavior. [...]” (I2).

Participants’ perceived impact of campaign Bring It On

With the concluding question of the qualitative experiment I wanted to find out if participants perceived any kind of impact of the Bring It On campaign on themselves as individuals. For example, whether they would pay more attention to the brand in the future or would they start donating no longer used clothes to the recycling boxes into H&M store or even would they start purchasing more H&M clothes.

The results show that 18 respondents stated that the Bring It On campaign has had a positive impact on themselves, while only 2 respondents mentioned that their opinion and views do not changed in any way after the showcased video.

The majority of informants that responded favorably mentioned that the main consequence of the project was that they will start considering to donate more old and no longer used clothes to the garment collecting boxes into H&M stores. Seven of them pointed out that they will be more aware of the H&M Conscious recycling collection. Some interviewees also mentioned that despite the positive impact, they will not buy more clothes from H&M. For instance, four respondents mentioned that “[...] it is a great and positive project, but my opinion of the brand will not change and I will still not start buying clothes in H&M [...]”. Three participants expressed that the project fascinates them and that they are interested in trying out the H&M Conscious recycling collection, showing their strong purchase intention. Additionally, one interviewee went even further and stated that he will also recommend donating clothes to H&M to his friends. Some participants, who consider the campaign as having a positive effect, also stated the increase of people's overall attitude as the key influence, as H&M is a multinational well-known brand with powerful impact that positively influences the entire industry and the consumers. Lastly, one also mentioned the possibilities of new technologies, such as recycling, could impact the industry as a whole.

On the other hand, 2 people do not perceive any impact of the campaign at all. One of them felt that H&M is not promoting recycling enough to believe them, while the other participant said he would rather donate clothes to Humana, as he supports donating clothes to poor families.

5.4 Part four: Quantitative experiment

In addition to the qualitative experiment, the participants were asked to answer a short questionnaire before and after the showcased video. The purpose of the questionnaire was to gain deeper insights into the last two research questions; what kind of influence does knowledge of a company's sustainability practices have on consumer's brand engagement and how does the Bring It On campaign change consumers' attitudes regarding the brand and sustainable fashion. Responses to 19 different questions were measured on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

To test whether the difference between the means is statistically significant, the statistical software SPSS was used. Firstly, the Shapiro-Wilk and Kolmogorov-Smirnov normality test was used. As the tests showed that data is not normally distributed, the non-parametric Wilcoxon Signed-Ranks dependent test was performed. This test is used to test whether there is a significant difference in scores obtained from two related data sets. For the purposes of this study, it was tested whether participants' attitude and intention were significantly different after the H&M Bring It On video campaign. More specifically, it was analyzed whether the emotions, trust, intention to keep buying the brand, perceived environmental consciousness and active brand engagement were likely to be significantly higher or lower than before seeing the showcased video campaign.

The Wilcoxon test shows that many of the measured constructs have not changed after the showcased video. Thus, the signed ranks test results in Appendix 9 show a positive increase of the perception of the brand in the 3 researched aspects after the experimental video was showcased, meaning p value is lower than 0.05 in the following cases: brand feelings, brand trust and perceived environmental consciousness of the H&M brand. To rephrase, there is 95% confidence that the ranking of listed examples before will be lower than the ranking after seeing a video. As shown in Appendix 9, there is a statistically significant difference before and after the showcased video campaign in "H&M gives me a feeling of warmth" sub-category ($Z=-2$, $p<0.05$). Additionally, there is a statistically significant difference "I trust (sustainability claims by) the makers of H&M" ($Z=-3.226$, $p<0.05$), "I am well informed of the makers of H&M" ($Z=-1.998$, $p<0.05$), "I respect H&M" ($Z=-2.517$, $p<0.05$) and also "H&M is an environmentally friendly brand" ($Z=-3.207$, $p<0.05$). This is an indicator that the participants changed their feelings, trust and their environmental consciousness of the company. It is important to mention that sub-dimensions purchase intention or intention to recommend and active brand engagement did not change after the showcased video. A more detailed comparison is presented in the chapter "Interpretation of findings".

6 DISCUSSION

6.1 Interpretation of findings

The following chapter summarizes the most important findings of the study, which consisted of 20 in-depth interviews and a brief questionnaire. The latter focused on the relationship between sustainability and brand engagement of Gen Y consumers in the case of H&M company, one of the biggest players and one of the most eco-conscious brand within the fast fashion market. It is important to mention that the selected sample of millennial consumers shop in fast fashion stores, specifically in H&M, which was the second most common answer provided by the participants. Thus, this means that they were able to express their thoughts and associations about the brand.

The results show that Zara and H&M were the brands most desired by consumers at the time. The most common answer provided by respondents was that they shop on average in fast fashion stores once a month. It is evident that millennials' purchasing decisions are influenced by price, design and latest trends. Price still remains the most important criterion for making a purchase, which supports the findings by Jorgens (2006). Furthermore, participants perceived that added value of a specific garment were design, quality and brand name. Although sustainability was not one of the underlying motivations, nor perceived added value behind purchasing intention of the clothing brand, the chosen sample followed the trends on the fashion market. Additionally, this confirms the finding in the study of Han and Nguyen (2018), who stated that millennials are big fans of new designs and the latest trends. Results show that for participants the driver "to be fashionable" outweighs the driver "to be ethical or sustainable"; they discovered the novelties mainly via social media, influencers and WOM. Birtwistle and Moore (2007) whose research focuses on disposal of fashion items assert that this phenomenon is due to lack of knowledge of the negative effects of the fashion industry on the environment. Therefore, their results show that many different factors influence the purchase of replacement clothes; psychological factors (e.g. emotions, peer pressure), intrinsic factors (e.g. product condition, value, innovations) and extrinsic factors (e.g. change of trend, urgency). This also corresponds to the findings by Jacoby et al. (1977). Furthermore, the findings of my study show that majority of participants usually donate still wearable clothes to Humana containers, Red Cross or Karitas or give them to siblings or friends, while the most common answer for disposition decision for the worn clothes was to convert clothes to serve new purposes (e.g. cleaning cloth) or simply throw them away.

The ranking of respondents' general importance of the sustainable aspect picked most often was 4 (on a scale from 1 to 5), which shows that the representatives of Gen Y view the sustainability aspect as an important concern; they are aware of the environmental concerns like global warming, air pollution and waste disposal. Many of them argued that if they knew more about the environmental issues, these would become even more important for them. This supports the study by Joshi and Rahman (2015) who demonstrated that environmental

knowledge may have a positive effect on the consumer green purchase intention and behavior. Moreover, participants had difficulties providing examples of sustainable practices within the fashion industry; the most common associations were organic cotton and H&M's garment recycling boxes. The majority provided very similar views on the meaning of "sustainability" in regard to clothes, focusing mostly on higher quality of materials, durability of clothes and timeless design. Thus, "recycled" was not synonymous to "sustainable" in a consumer's mind. Furthermore, participants described their sustainable actions in regard to clothes they buy as repairing or upcycling fabric for other purposes. It is important to mention that they have difficulties providing their view on sustainability and sustainable actions, as they were quite unfamiliar with the term sustainability in terms of clothing. As a result, 13 respondents never think about sustainability when buying clothes. Many previous studies have clearly shown the attitude-behavior gap, which also corresponds to my findings.

Although three participants had been familiar with the H&M garment collecting before the in-depth interviews were conducted, however, none of the 20 informants had been familiar with the campaign Bring It On. Since the main purpose of the thesis was to investigate how brand's sustainable project influences brand engagement, participants were shown a video of the H&M Conscious: Bring It On garment collecting initiative that raises awareness of the importance of garment recycling and circular fashion economy. Extant literature mentions brand-related knowledge as one of the most influential factors that affect green purchase intention and behavior (e. g., Kong et al., 2016). Therefore, after seeing the campaign, informants were asked to express opinions and rank the brand again. The findings show that feeling of warmth, trust and perceived environmental consciousness toward H&M increased. This indicated clearly that the shown video has had a positive impact on the type of feeling that makes consumers feel a sense of calm or peacefulness. According to Keller (2001), consumers may feel more sentimental, warmhearted, or affectionate about the brand after the campaign, which also corresponds to Green (2008) and Kurowska (2003) findings that sustainable projects can bring a deeper meaning to a brand image and consequently stronger emotional bonds and differentiation. Moreover, increased consumer knowledge also strengthens consumer's trust into brand's sustainable efforts and reinforces the attitude-behavior relationship. The change in brand image can also be seen from the fact, that the showcased campaign, the informants described H&M as an fascinating idea and a great project. Although the most common associations of H&M before the showcased video were "cheap", "massive" and "basic clothes", after seeing the video many saw H&M as an powerful and positive influence. Interviewees were surprised that multinational company was spreading awareness about environmental issues. The difference between the "before" and "after" average rankings of the H&M brand's environmental consciousness was the highest of the analyzed aspects; the average ranking increased from 2 to 3.15.

Results show that despite higher ranking after the showcased video of sub-dimensions emotions, trust and perceived environmental consciousness, intention to recommend and active brand engagement have not changed, which clearly shows that garment collecting campaign

was not able to obtain the “deeper” aspects of active engagement, characterized by intense and active loyalty (Keller et al., 2001). While increasing the knowledge of consumers is of importance, apparently the H&M campaign was not sufficient enough to persuade consumers to purchase clothes in H&M stores.

6.2 Limitations and recommendations for further research

Due to the broad nature of the thesis topic, the hybrid methodological technique was considered to be the most suitable method for collecting key data. While qualitative data gives us the advantage of exploring the subject, brief survey enables further comparison of findings. By using both methods, qualitative and quantitative, I was able to gather many more insights and thus was able to understand the broader picture of the problem. As questionnaires do not offer the researcher the opportunity to follow up ideas and clarify issues, 20 in-depth interviews were conducted. In addition, the limitation presents data sampling, as my research questions were answered using a sample of 20 participants who were my acquaintances and it might be the case that not all insights were collected.

The second potential limitation concerns Joergens’ (2006) argument that it is particularly difficult to study consumer opinions, attitudes and perceptions regarding environmental and social issues as they are a very sensitive area of research and informants might answer in a more socially desirable way. This phenomenon is called social desirability bias and was taken into account in this research study. The interview was structured firstly with more general questions and then moved to more specific questions in order to collect interviewees’ honest opinions and ensure an open communication with no right or wrong answer. Accordingly, as a starting point for the discussion, the research topic was explained in the beginning and a definition of sustainable fashion was provided to the participants who were unfamiliar with the term. Even though the study aims to address the above issue, there is still probability of socially desirable answers provided by participants.

The final recognized limitation lies in the fact that most of the millennial respondents are my acquaintances or friends, which represents a certain social bias, as participants are not coming from “all paths of life”. Moreover, there is a cultural bias as well, since all interviewees share a common cultural background (growing up in Slovenia) and 65% of interviewees were females, which also represents a gender bias.

CONCLUSION

As the clothing or fashion industry is one of the most polluting industries in the world, sustainability is considered as a necessity for every company to survive and thrive. Thus, companies are placing intensive efforts to incorporate sustainable projects into their marketing strategies (Kong et al., 2016). The purpose of the thesis was to examine to what extent the Gen Y consumer engages in sustainable fashion-related behaviors in Slovenia and to test (on a small

scale) what is the actual impact of the H&M company's sustainable project on the consumers - does it really have any influence on the consumer's brand engagement? Among fast fashion companies, H&M is in the forefront of incorporating sustainability in its business model (H&M Group, 2018b). Therefore, the main aims of the empirical research were - first, to understand the behavior and views of the Generation Y representatives concerning the aspect of buying fashion clothing and to study their sustainable fashion-related attitudes and behaviors; second, to study their overall perception and sustainable consciousness of the H&M brand, next to familiarizing them with the sustainable project of the company; and, finally, to compare millennials' attitudes before and after the showcased video. Furthermore, I was able to see how being familiar with a brand's sustainable efforts impacts their engagement of the brand.

The thesis overviews the theoretical concepts such as fast fashion, environmental and social issues, key sustainable models, trends, brand actions and sustainable fashion consumption with the focus on consumer brand engagement. It is evident from the literature that company's sustainable projects can bring deeper meaning to a brand image and consequently create stronger emotional bonds and differentiation and thus, stronger brand engagement. Although culture of consumerism is presented nowadays across all demographic segments, it is clear from the theoretical part that Gen Y consumers are seeking more sustainable products and new ways of consumer fashion (Accenture & H&M Foundation Report, 2016). As the aim of the research was to analyze potential connection between the sustainability and fashion consumption, I conducted 20 in-depth interviews. I also used a brief questionnaire to gather data and to additionally compare findings before and after the showcased video.

Results show a very positive opinion of the H&M campaign and a dramatic increase of perceived environmental attitude of the brand. Not only did the participants perceive H&M as a more environmentally friendly brand after they had seen the Bring It On video campaign, the majority also thought more positively about the brand in general. They expressed strong intention of bringing their old, unwanted clothes to garment collecting boxes into H&M stores or even showed strong purchase intention of H&M's Conscious recycling collection. Questionnaire results show, that although the campaign did not impact Gen Y's active engagement with the brand, it has influenced their emotions and trust toward the H&M brand. It was interesting to observe that even though the informants were very involved with the brand, they lacked knowledge of the sustainable efforts of fashion companies in general and also of the H&M company. The majority of interviewees were not aware of H&M's garment collecting boxes and nobody was aware of the project the video showcased, even though the marketing campaign was launched in 2017. This indicates that while the brand's sustainable efforts do change the emotional and rational reactions to a brand, the brand has not reached consumers with its marketing actions. A consequence of unawareness is that consumers said they want to behave more sustainably but do not know how; they are unfamiliar with the possible solutions for fast fashion, namely sustainable fashion. Moreover, consumers are not aware of where such clothes can be bought, which corresponds to the findings by Goworek et al. (2012), seeing that consumers do not always recognize the retailers who sell sustainable clothes. The gap between

millennials' stated interest in sustainability and their actual purchasing patterns is not due to lack of conviction but product availability and lack of clear marketing, argues Hahn-Petersen (2018).

The findings indicate that sustainable attitudes and behavior of fashion consumers' are influenced by their general level of concern for social and environmental well-being. Consumers who shop in fast fashion stores are the least interested in environmental concerns, which is consistent with the finding of Birtwistle and Moore (2007). Besides this, consumers find sustainable fashion difficult to understand. Results show that despite understandable marketing message, participants lack valuable information of brand's sustainable efforts. The majority of participants in this study were not aware of the impact of fast fashion and clothing consumption on the environmental and related social issues. A lack of knowledge around what was sustainably produced in fashion was a consistent thread through all interviews. Many of respondents question the link between low prices of fashion items, mass production, new fashion collections every week and sustainability, which clearly shows the lack of trust in brands. Findings show that familiarizing consumers with company's sustainable efforts and environmental consciousness positively impacts their brand perception, emotions, trust into brand and implies positive perceived environmental consciousness. The problems of unawareness of environmental and social issues within fashion industry and how to act more sustainably and the existence of sustainable clothes can be solved by education. According to Connell (2010), consumers who have more pro-environmental knowledge about clothes, would adjust their buying behavior and thus purchase more sustainable clothes. As modernization and globalization lower the valuable information about clothes, it is crucial for brands to make supply chains more transparent. There is a need for sustainability production information to be more explicit and support the feeling of having some impact more widely when making choices as an individual. Governments and businesses must also collaborate closely to develop standards and practices for building circular fashion systems by designing, producing, selling and collecting garments that can be easily reused or recycled. Garment manufacturing companies could invest in the development of new fibers that will lower the environmental effects of clothes production. Besides that, clothing makers and retailers can help steer consumers toward clothing-care practices that have a smaller environmental toll and keep a garment in good shape for longer. In the end, brands need to be concrete on exact product attributes, maintain an efficient digital communication strategy and make a greater effort on making sustainable apparel accessible.

In addition, a shift in the mindset on both parts of consumers and brands must occur. Non-governmental organizations and fashion brands can help to expedite this process by not only starting to take more responsibility for their products once the products leave the store, but also by committing resources to help spread awareness to change consumer behavior. For instance, fashion magazines, bloggers and retailers can help steer consumers toward buying sustainable fashion brands or raise awareness about sustainable practices that have smaller environmental footprints. Fashion consumers need to reassess their values and shift their spending away from

fast fashion towards quality and sustainability. Thus, buying less and more mindfully could shift the culture of consumerism into fashion as it used to be – high quality and timeless. Additionally, as majority of consumers feel disempowered, have limited awareness and feel unable to make sustainable choices with clothing, it is essential for H&M and companies in general to raise awareness about the importance of sustainability through marketing efforts and continue to tackle the environmental and social issues within the fashion industry. Thus, brands have to stop raising awareness about “unnecessary products” and start to experiment with technological innovation, such as innovative materials, wardrobe tech or clothing rental service.

REFERENCE LIST

1. Accenture & H&M Foundation Report. (2016). Future of sustainable fashion. Retrieved on 1 December 2019 from https://www.accenture.com/t20170410T044051Z__w__/_us-en/_acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Consulting/Accenture-HM-Global-Change-Award-Report.pdf
2. Ajzen, I. (2001). Nature and operation of attitudes. *Annual review of psychology*, 52(1), 27-58.
3. Akers, K. L. (2018). Leading after the boom: Developing future leaders from a future leader’s perspective. *Journal of Management Development*, 37(1), 2-5.
4. Alshenqeti, H. (2014). Interviewing as a Data Collection Method: A critical Review. *English Linguistics Research*, 3(1), 1927-6036.
5. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15.
6. Baron, K. (2019). Eco-Ethical Retail Tech. Towards Our Sustainable Future. Retrieved on 7 December 2019, from <https://www.stylus.com>
7. Beard, N., (2008). The branding of ethical fashion and the consumer: a luxury niche or mass-market reality? *Fashion Theory*, 12(4), 447–468.
8. Benčina, Ž. & Burja, T. (2018). *Impact of innovation on consumer’s brand perception* [Master’s Thesis, University of Ljubljana, Faculty of Economics].
9. Berg, B.L. (2009). *The Practice of Social Research*. Wadsworth, Belmont CA.
10. Bhaduri, G. & Ha-Brookshire, J. E. (2011). Do transparent business practices pay? Exploration of transparency and consumer purchase intention. *Clothing and Textiles Research Journal*, 29(2), 135-149.
11. Bhardwaj, V., & Fairhurst, A. (2010). Fast Fashion: Response to changes in the fashion industry. *International Review of Retail, Distribution and Consumer Research*, 20(1), 165-173.
12. Birtwistle, G., & Moore, C.M. (2007). Fashion clothing – where does it all end up? *International Journal of Retail and Distribution Management*, 35(3), 210–216.
13. Black, S. (2008). *Eco-Chic: The fashion paradox*. London: Black Dog Publishing

14. Blaxter, L., Hughes, C. & Tight, M. (2006). *How to Research* (3rd ed.). London: McGraw-Hill Education.
15. Bly, S., Gwozdz, W., Reisch, L.A. (2015). Exit from the high street: An exploratory study of sustainable fashion consumption pioneers. *International Journal of Consumer Studies*, 39, 125–135.
16. BoF & McKinsey. (2019). The State of Fashion. Retrieved on 15 November 2019 from <https://www.mckinsey.com/~media/McKinsey/Industries/Retail/Our%20Insights/The%20influence%20of%20woke%20consumers%20on%20fashion/The-State-of-Fashion-2019.ashx>
17. Brundtland, G. (1987). *Report of the World Commission on Environment and Development: Our Common Future*. United Nations General Assembly document.
18. Cabiddu, F., De Carlo, M., & Piccoli, G. (2014). Social media affordances: Enabling customer engagement. *Annals of Tourism Research*, 48, 175-192.
19. Carter, R. E. (2009). Will consumers pay a premium for ethical information? *Social Responsibility Journal*, 5(4), 464–477.
20. Catalyst. (2019). Revealing the Real Millennials. Retrieved on 15 of February 2019 from <https://www.catalyst.org/research/generations-demographic-trends-in-population-and-workforce/>
21. Chen, Y. S. (2013). The drivers of green brand equity: green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307-319.
22. Circle Textiles Closing the Loop for Workwear. (2017). Retrieved on 27 November 2019 from <http://www.circle-economy.com/wp-content/uploads/2017/01/ReShare-Life-Cycle-Assessment-Results.pdf>
23. Clavin, B. & Lewis, A. (2005). Focus groups on consumers' ethical beliefs. *The Ethical Consumer*, 173–188.
24. Colucci, M. & Scarpi, D. (2013). Generation Y: Evidences from the Fast-fashion market and implications for targeting. *Journal of Business Theory and Practice*, 1(1), 1.
25. Crewe, L., and E. Davenport. (1991). The puppet-show: Changing buyer-supplier relationships within clothing retailing. *Transactions of the Institute for British Geographers*, 17(2), 183–197.
26. Deloitte. (2019). The Deloitte Global Millennial Survey 2019. Retrieved on 23 January 2020 from <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/deloitte-2019-millennial-survey.pdf>
27. Doeringer, P., & Crean, S. (2006). Can Fast Fashion Save the U.S. Apparel Industry? *Socioeconomic Review*, 4(3), 353-377.
28. Doran, C. J. (2009). The role of personal values in fair trade consumption. *Journal of Business Ethics*, 84(4), 549-563.
29. Emarketer. (2018). Millennials Make More Apparel Purchases than Other Generations. Retrieved on 29 of November from <https://www.emarketer.com/content/millennials-make-more-apparel-purchases-than-other-generations>
30. EMF. (2017). A new textiles economy: redesigning fashion's future. Ellen MacArthur

- Foundation. Retrieved on 13 March 2019 from <https://www.ellenmacarthurfoundation.org/publications/a-new-textiles-economy-redesigning-fashions-future>
31. Environmental Audit Committee. (2019). *Fixing fashion: clothing consumption and sustainability*. Sixteen Report of Session 2017-2019. UK Parliament.
 32. Ertekin Z.O. & Atik D. (2015). Sustainable markets: motivating factors, barriers, and remedies for mobilization of slow fashion. *Journal of Macromarketing*, 35, 53-69.
 33. Esposito, M., Tse, T., Soufani, K. (2016). Is the circular economy a new fast-expanding market? *Thunderbird International Business Review*, 60(5), 725-728.
 34. Euromonitor. (2019). Purchase Apparel & Footwear Market Research Reports. Retrieved on 27 November from <https://www.euromonitor.com/apparel-and-footwear>
 35. European Parliament. (2019). *Environmental impact of the textile and clothing industry. What consumers need to know*. European Parliamentary Research Service.
 36. Fast Company. (2019). Bad news: The fashion industry is actually slowing down on sustainability. Retrieved on 27 November 2019 from <https://www.fastcompany.com/90347710/bad-news-the-fashion-industry-is-actually-slowing-down-on-sustainability?partner=feedburner>
 37. Fletcher, K. (2008). *Sustainable Fashion & Textiles: Design Journeys*. Oxford: Earthscan.
 38. Gam, H.J., Cao, Hl, Bennett, J., Helmkamp, C., & Farr, C. (2011). Application of design for disassembly in men's jacket. *International Journal of Clothing Science and Technology*, 22(2), 83-94.
 39. GFA & BCG. (2019). Pulse of the Fashion Industry. *Global Fashion Agenda and The Boston Consulting Group*. 91.
 40. Goworek, H., Fisher, T., Cooper, T., Woodward, S., Hiller, A. (2012). The sustainable clothing market: An evaluation of potential strategies for UK retailers. *Int. J. Retail Distrib. Manag.* 40, 935–955.
 41. Green, H. (2008). *The greening of the corporation*. Business Week.
 42. Grubor, A. & Milovanov, O. (2017). Brand Strategies in the Era of Sustainability. *Interdisciplinary Description of Complex System*, 15(1), 78-88.
 43. H&M Foundation. (2019). H&M Conscious Foundation. Retrieved on 12 December 2019, from <https://hmfoundation.com>
 44. H&M Group (2019a). About us. Retrieved on 6 December 2019 from <https://hmgroup.com/about-us/h-m-group-at-a-glance.html>
 45. H&M Group (2019c). Sustainability. Retrieved on 6 December 2019 from <https://hmgroup.com/sustainability.html>
 46. H&M Group. (2017). H&M calls for a global movement to collect used clothes with its new "Bring it" campaign. Retrieved on 12 December from <https://hmgroup.com/media/news/general-2017/hm-bring-it-campaign.html>
 47. H&M Group. (2018a). Annual report 2018. Retrieved on 6 December 2019 from <https://about.hm.com/content/dam/hmgroup/groupsite/documents/masterlanguage/Annual%20Report/Annual%20Report%202018.pdf>

48. H&M Group. (2018b). Sustainability Report 2018. Retrieved on 6 December 2019 from https://about.hm.com/content/dam/hmgroupp/groupsite/documents/masterlanguage/CSR/reports/2018_Sustainability_report/HM_Group_SustainabilityReport_2018_%20FullReport.pdf
49. Hahn-Petersen, L. (2018). Millennials Say They Care About Sustainability. So, Why Don't They Shop This Way? *Business of Fashion*. Retrieved on 12 December 2019 from <https://www.businessoffashion.com/articles/opinion/op-ed-millennials-say-they-care-about-sustainability-so-why-dont-they-dont-shop-this-way>
50. Hilal, A.H. & Alabri, S.S. (2013). Using Nvivo for data analysis in qualitative research. *International Interdisciplinary Journal of Education*, 2(2), 181-186.
51. Hofman-Kohlmeyer, M. (2017). Customer engagement with a brand in the context of social media. *ISE Research Institute*, 5(0), 172-177.
52. Hollebeek, L.D. (2011). Demystifying Customer Brand Engagement: Exploring the Loyalty Nexus. *Journal of Marketing Management*, 27(7-8), 785-807.
53. Human Development Reports. (2019). Human Development Index Ranking. United Nations Development Programme. Retrieved on 23 March from <http://hdr.undp.org/en/content/2019-human-development-index-ranking>
54. Hwang, J. & Griffiths, M. (2017). Share more, drive less: Millennials value perception and behavioral intent in using collaborative consumption services. *Journal of consumer marketing*, 34(4), 132-146.
55. Interbrand. (2019). Best global brands ranking 2019. Retrieved on 6 December 2019, from <https://www.interbrand.com/best-brands/best-global-brands/2019/ranking/>
56. Jackson, T. (2008). The challenge of sustainable lifestyles. *In State of the World, Innovations for the Sustainable Economy, Worldwatch Institute*, 45–60.
57. Jacoby, J., Carol, K.B. & Dietvorst T.F. (1977). What about disposition? *Journal of marketing*, 22-38.
58. Jalas, M. (2004). Consumers as subjects and participants of environmental management. *Environment and Business – Everyday Practices and Critical Questions*, 211–226.
59. Jitske, N. (2017). *Consumers' choices towards eco-fashion. A case study of G-Star's Raw for the Ocean Campaign* [Master's Thesis, Erasmus University Rotterdam]
60. Joergens, C. (2006). Ethical fashion: Myth or future trend? *Journal of Fashion Marketing and Management*, 10(3), 360–371.
61. Jones, C. & Kim, S. (2010). Influences of retail brand trust, off-line patronage, clothing involvement and website quality on online apparel shopping intention. *International Journal of Consumer Studies*, 34(6), 627-637.
62. Joshi, Y. & Rahman Z. (2015). *Factors Affecting Green Purchase Behavior and Future Research Directions*. Indian Institute of Technology Roorke.
63. Kaiser, S.B., Nagasawa R.H. & Hutton S.S. (1991). Fashion, Postmodernity and Personal Appearance: A symbolic Interactionist Formulation. *Symbolic Interaction*, 14(2), 165-185.
64. Keegan, J. E. (2016). *Accountability in the Fashion Industry: Loopholes in the H&M value chain*. School of Global Policy and Strategy.

65. Keller, K.L. (2001). Building customer-based brand equity. *Marketing Management*, 10(2), 14-19.
66. Khurana, K. & Ricchetti, M. (2016). Two Decades of Sustainable Supply Chain Management in the Fashion Business. *Journal of Fashion Marketing and Management*, 20(1), 89–104.
67. Kiron, D., Kruschwitz, N., Haanaes, K., Reeves, M., Goh, E., Diepenhorst, C. & Woods, D. (2013). The innovation bottom line. *MIT Sloan Management Review Research Report*.
68. Kleinig, G. (1986). The Qualitative Experiment. *Kölner Zeitschrift für Soziologie und Sozialpsychologie*, 38(4), 724-750.
69. Kong, H. M., Ko, E., Chae, H., & Mattila, P. (2016). Understanding fashion consumers' attitude and behavioral intention toward sustainable fashion products: Focus on sustainable knowledge sources and knowledge types. *Journal of Global Fashion Marketing*, 7(2), 103–119.
70. Kos Koklic, M., Dmitrovic, T. & Hrlec Gorse, M. (2018). »Putting in« vs. »putting on«: *Insights into sustainable consumption of food products vs. apparel*.
71. Kotler, P. and Lee, N. (2005). Best of Breed: When it comes to gaining a market edge while supporting a social cause, corporate social marketing, leads the pack. *Social Marketing Quarterly*, 11(3), 91-103.
72. Kraaijenhagen, C., Van Oppen, C., Bocken. N. (2016). Circular business. Collaborate and Circulate. *Circular Collaboration, Amersfoort*.
73. Kurowska S. (2003). Sustainable consumption. *International Journal of Consumer Studies*, 27(3), 237-238.
74. Lacy, P., Keeble, J., McNamara, R., Rutqvist, J., Haglund, T., Cui, M. & Buddemeier, P. (2014). Circular advantage-innovative business models and technologies to create value in a world without limits to growth. *Chicago, IL: Accenture*.
75. Lee, H.H. & Hill, J.T. (2012). Young Generation Y consumers' perceptions of sustainability in the apparel industry. *Journal of Fashion Marketing and Management*, 1361-2026.
76. Linden, R. Annie. (2016). An Analysis of the Fast Fashion Industry. *Senior Projects Fall 2016*, 30.
77. Lundblad, L. & Davies, I. (2016). The values and motivations behind sustainable fashion consumption. *Journal of Consumer Behavior*, 15(2), 149-162.
78. Mack, N., Woodsong, C., MacQueen, K., Guest, G., & Namey, E. (2005). *Qualitative research methods: A data collector's field guide*. Research Triangle Park, NC: Family Health International.
79. McKinsey. (2016). Style that's sustainable: A new fast-fashion formula. Retrieved on 27 November 2019 from <https://www.mckinsey.com/business-functions/sustainability/our-insights/style-thats-sustainable-a-new-fast-fashion-formula#>
80. McKinsey. (2017). The global forces inspiring a new narrative of progress. Retrieved on 27 November 2019 from <https://www.mckinsey.com/business-functions/strategy->

and-corporate-finance/our-insights/the-global-forces-inspiring-a-new-narrative-of-progress

81. Mcneill, L., & Moore, R. (2015). Sustainable fashion consumption and the fast fashion conundrum: Fashionable consumers and attitudes to sustainability in clothing choice. *International Journal of Consumer Studies*, 39(3), 212–222.
82. Merton, R.K. & Rossi, A.K. (1949) Contributions to the theory of reference group behavior. In *Social Theory and Social Structure*, 225–275.
83. Morgan, L. R., & Birtwistle, G. (2009). An investigation of young fashion consumers ' disposal habits. *International Journal of Consumer Studies*, 33(2), 190–198.
84. Mu, J. W., Lee, S. S., & Ryu, M. H. (2012). Consumption awareness according to information search and consumer education for green consumption: Comparative study between Korea and China. *Journal of Korean Home Management Association*, 30, 29–44.
85. Niinimäki, K. (2010). Eco-Clothing, consumer identity and ideology. *Sustainable Development*, 18(3), 150–162.
86. Oerlemans, L. (2013). Social influence on sustainable consumption: Evidence from a behavioral experiment. *International Journal of Consumer Studies*, 37(2), 172-180.
87. Olander, F., & Thøgersen, J. (1995). Understanding of consumer behavior as a prerequisite for environmental protection. *Journal of consumer policy*, 18(4), 345- 385.
88. Ordun, G. (2015). Millennial (Gen Y) consumer behavior, their shopping preferences and perceptual maps associated with brand loyalty. *Canadian Social Science*, 11(4), 40-55.
89. Padel, S., & Foster, C. (2005). Exploring the gap between attitudes and behavior: Understanding why consumers buy or do not buy organic food. *British food journal*, 107(8), 606-625.
90. Phipps, M., Ozanne, L. K., Luchs, M. G., Subrahmanyam, S., Kapitan, S., Catlin, J. R. & Weaver, T. (2013). Understanding the inherent complexity of sustainable consumption: A social cognitive framework. *Journal of Business Research*, 66(8), 1227-1234.
91. Porter, M.E. & Kramer, M.R. (2007). Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility. *Harvard Business Review*, 84(12), 78-92, 163.
92. Rashotte, L. (2007) Social influence. In *Blackwell Encyclopedia of Sociology*, 4426–4429.
93. Rattalino, F., (2018). Circular advantage anyone? Sustainability-driven innovation and circularity at Patagonia, Inc. *Thunderbird International Business Review*, 60, 747-755.
94. Reinhardt, F.L. (2000). Down to earth: Applying business principles to environmental management. *Boston, MA: Harvard Business Press*.
95. Robinson, S., & Mendelson, A. L. (2012). A Qualitative Experiment: Research on Mediated Meaning Construction Using a Hybrid Approach. *Journal of Mixed Methods Research*, 6(4), 332–347.
96. Schweitzer, L. & Lyons, S.T. (2010). New Generation, Great Expectations: A field study

- of the Millennial Generation. *Journal of Business and Psychology*, 25, 281-292.
97. Shen, B. (2014). Sustainable Fashion Supply Chain: Lessons from H&M. *Sustainability*, 6(9), 6236-6249.
 98. SSI. (2019). Sustainability Society Index. Retrieved on 29 November 2019 from <http://www.ssfindex.com>
 99. Strähle, J. (2017). Green Fashion Retail. In *Green Fashion Retail*, 1-6.
 100. Strauss, A., & Corbin, J. M. (1990). Basics of qualitative research: Grounded theory research: Procedures, Canons, and Evaluative Criteria. *Qualitative Sociology*, 13(1)
 101. Striet, C.M. & Davies, I.A. (2012). *Sustainability isn't sexy: An exploratory study into luxury fashion*. Greenleaf Publishing.
 102. Tahir, M. (2017). *Consumer Purchase Behavior Toward Eco-Labeling*. Ryerson University. Master of Arts.
 103. Talbott, S. L. (2012). Generation Y and Sustainability. *University of Tennessee Honors Thesis Projects*, 1–37.
 104. The New York Times. (2019). H&M's Different Kind of Clickbait. Retrieved on 12 December 2019, from <https://www.nytimes.com/2019/12/18/fashion/hms-supply-chain-transparency.html>
 105. Tsakiridou, E., Boutsouki, C., Zotos, Y., & Mattas, K. (2008). Attitudes and behaviour towards organic products: an exploratory study. *International Journal of Retail & Distribution Management*, 36(2), 158-175.
 106. Verhoef, P.C., Reinartz, W. & Krafft, M. (2010). Customer Engagement as a New Perspective in Customer Management. *Journal of Service Research*, 13(3), 247-252.
 107. Vivek, S.D., Beatty, S.E., Morgan R.M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *The Journal of Marketing Theory and Practice*, 20(2), 127-145.
 108. Vuong, H. G. & Nguyen, M. T. (2018). Factors Influencing Millennials' Purchase Intention towards Fast Fashion Products: A Case Study in Vietnam. *International Journal of Social Science and Humanity*, 8(8), 235-240.
 109. Waller, M.J. (1999) The timing of adaptive group responses to nonroutine events. *Academy of Management Journal*, 42, 127-137.
 110. Ward, C. (2019). Communicating with Conscious Consumers. Toward Our Sustainable Future. Retrieved on 7 December 2019 from <https://www.stylus.com>
 111. Woodyard, P. (2017). Fast Fashion's Effect on People, The Planet & You. *TEDxUniversity of Mississippi*
 112. World Economic Forum. (2018). This is what millennials want in 2018. Retrieved on 16 January from <https://www.weforum.org/agenda/2018/01/this-is-what-millennials-want-in-2018/>
 113. Yang, S., Song, Y., & Tong, S. (2017). Sustainable retailing in the fashion industry: A systematic literature review. *Sustainability*, 9(7), 1–19.
 114. Zils, M. (2015). Towards a Circular Economy: Rethinking value chains to boost resource productivity. (2015). Retrieved on 20 November 2019 from https://environnement.brussels/sites/default/files/user_files/2._zils_v03.pdf

APPENDICES

Appendix 1: Povzetek

Modna industrija je od 90.let prejšnjega stoletja doživela velike spremembe. S porabnikovo željo po bolj modno naravnanih oblačilih se je množična proizvodnja standardiziranih oblačil strmo krčila, to pa je vodilo v dramatično prestrukturiranje celotnega modnega sektorja. Novo tisočletje je prineslo povsem nove modele poslovanja, modele, ki so na prvo mesto postavili nizko ceno, visoko stopnjo modnosti in zelo hitro proizvodnjo. Uveljavitev sodobnih tehnoloških procesov je omogočilo hitro dobavo več modnih kolekcij poceni oblačil na sezono ter tlakovalo pot začetku fenomena, ki ga danes označujemo s skovanko hitra moda – industrijskim trendom, osredotočenim na krajšanje dobavnih rokov in polnjenje tržišča z vedno novimi izdelki na najhitrejši in najcenejši mogoči način.

Hitra moda je koncept, ki je prvenstveno usmerjen k velikemu spodbujanju potrošnje, izdelava in prodaja neznanske količine modnih kosov, ki jih oblečemo manj kot desetkrat, zaradi česar je hitra moda direktno povezana s t.i. »*throwaway*« trendom, fenomenom zavrženega tako rekoč novega oblačila. Zaradi tega nastajajo ogromne količine odpadnih oblačil ter posledično težave, ključne za dobrobit in prihodnost družbe. Razpoložljivi viri delovne sile kot tudi surovin ne bodo mogli v nedogled dohajati zahtev modne industrije, v kateri vse več trgovcev poskuša na vse načine krajšati produkcijske cikle in proizvajati več za manj. Kot meni vrsta raziskovalcev, hitra moda prinaša posledično številne težave, ki negativno vplivajo na dobrobit in prihodnost družbe, kot so močno onesnaževanje, degradacija okolja, uničevanje naravnih virov, slabe delovne razmere in neenake porazdelitve ekonomskih dobrin.

Dandanes je modna industrija panoga, ki takoj za naftno industrijo najbolj onesnažuje naš planet. Veliko svetovnih blagovnih znamk, kot so H&M, Zara, Nike, Adidas opisujejo sebe kot trajnostna podjetja in trajnostne prakse izpostavljajo kot eno svojih temeljnih vrednot. Na primer, H&M je v ospredju vključevanja krožne ekonomije v njihov poslovni model, marketing strategije ter oglaševalske kampanje. Zaradi močne konkurence ter globalizacije v zadnjih letih je vključitev trajnosti v temeljne funkcije ključnega pomena za vsako podjetje (McKinsey, 2017). A kako je trud podjetij za razvoj trajnostnih praks sprejet v očeh porabnikov? Kakšen je dejanski vpliv trajnostnih praks na zaznavanje in vključevanje blagovne znamke?

Čeprav je kultura potrošništva dandanes neizogibna, se Milenijci oz. porabniki Generacije Y vedno bolj zavedajo in skrbijo za okoljsko in družbeno problematiko ter iščejo bolj trajnostne izdelke ter nove trajnostne načine mode. Namen magistrske naloge je preučiti, v kolikšni meri se porabnik generacije Y vključuje v potrošnjo trajnostne mode v Sloveniji. Moje raziskave preučujejo potencialno povezavo med trajnostnimi praksami in vključevanjem blagovne znamke na primeru enega vodilnih podjetij v modni industriji – H&M. Namen magistrskega dela je torej v majhnem obsegu preučiti, kakšen vpliv ima multinacionalka na področju trajnostnih praks na porabnike. Trajnostni atributi postajajo vse pomembnejši pri vrednotenju blagovne znamke, saj trajnost lahko prinese globlji pomen podobe znamke in posledično ustvari močnejše čustvene vezi in vključenost.

Magistrsko delo je sestavljeno iz dveh delov – teoretičnega in empiričnega. Teoretični del vključuje pregled literature s preučevanjem znanstvenih člankov in raziskav na izbranih temah. V teoretičnem delu se osredotočam predvsem na hitro modo, okoljska in družbena vprašanja, krožne modele, trajnostne trende ter trenutne raziskave o trajnostni modi ter vključevanju porabnikov. Temeljita raziskava sekundarnih podatkov je služila kot temelj za jasno razumevanje raziskovalnega problema z namenom podpore empiričnega dela magistrskega dela.

Empirični del je sestavljen iz zbiranja in analize primarnih podatkov. Zaradi obsežne narave problematike je bila izvedena hibridna metodološka tehnika, sestavljena iz kvalitativnega eksperimentalnega pristopa ter kratkega vprašalnika. Kvalitativna raziskava je obsegala 20 poglobljenih intervjujev, sestavljenih iz štiri delov ter predstavitev YouTube videoposnetka kampanje H&M Conscious: Bring It On. Namen prikaza videoposnetka je bil seznaniti udeležence s trajnostnim projektom blagovne znamke H&M in analizirati, kako poznavanje trajnostnega projekta vpliva na njihovo pripravljenost za vključitev v blagovno znamko po eksperimentu.

Pri analizi rezultatov je razvidno, da je blagovna znamka H&M druga najbolj zaželena znamka med porabniki, torej imajo udeleženci dovolj informacij, da lahko izrazijo svoje mnenje o znamki H&M ter opišejo svojo izkušnjo z njo. Najpogostejše asociacije, ki so prišle porabnikom na misel ob besedi H&M, so poceni, masovno ter v trendu. Izbranim milenijcem, ki povprečno enkrat na mesec nakupujejo v trgovinah s hitro modo, sta trenutno najbolj zaželeni blagovni znamki Zara in H&M. Očitno je, da na nakupno odločitev milenijcev vplivajo cena, dizajn ter najnovejši trend. Kot glavne faktorje dodane vrednosti določenega kosa oblačila pa je večina intervjuvancev izbrala poseben dizajn, kvaliteto ter ime blagovne znamke. Rezultati kažejo, da na nakup nadomestnih oblačil vplivajo tako psihološki faktorji (npr. čustva), notranji dejavniki (npr. stanje izdelka, inovacije) ter zunanji dejavniki (npr. sprememba trenda). Čeprav trajnost ni bila ena od glavnih motivov za nakupno namero blagovne znamke oblačil, je izbrani vzorec sledil trendom na modnem trgu; trende največkrat odkrivajo preko družbenih medijev, vplivnežev in od ust-do-ust.

Pri analizi vprašanj o seznanjenosti s trajnostnimi praksami se je izkazalo, da skoraj polovica udeležencev ni poznalo niti ene trajnostne prakse v modni industriji. Ostali udeleženci so največkrat izpostavili kot trajnostno prakso organski bombaž. Udeleženci so težko povezali pojem trajnost v povezavi z oblačili, ki jih kupujejo. Trajnostno modo so opisali kot naravni materiali, oblačila, ki so v trendu dlje časa, ter boljša kvaliteta. Glede na to da je večini intervjuvancev pomemben trajnostni vidik, se njihovi pozitiven pogled ne odraža v nakupni nameri, saj 65% udeležencev generacije Y nikoli ne pomisli na trajnost, ko kupuje oblačila.

Anketiranci so H&M pred ogledom videa ocenjevali s štirih vidikov – splošnih čustev do blagovne znamke, zaupanja do znamke, nakupne namere, aktivnega vključevanje ter okoljsko

ozaveščenost znamke. Vsak izmed faktorjev je dobil oceno od 1-5. Po ogledu videoposnetka so H&M znamko ocenili še enkrat. Povprečna ocena okoljske ozaveščenosti, splošnih čustev do znamke ter zaupanja v blagovno znamko se je po izvedenem eksperimentu povečala. Z vidika trajnosti se je mnenje intervjuvancev prav tako spremenilo, saj je povprečna ocena narasla s 2 na 3.15 po ogledu videa. Po ogledu videa H&M Conscious Bring it On je bila večina vprašanih presenečena nad trajnostno prakso recikliranja rabljenih oblačil. Večina jih ni nikoli slišala za dejstvo da bi bilo kar 95% vseh oblačil, ki se vsako leto znajdejo na smetišču mogoče reciklirati ter posledično ponovno zaživeti. Predstavitev projekta Bring It On je povzročila znatno povečanje zaznavanje trajnostne naravnosti podjetja, saj večina milenijcev prej ni bila seznanjena z le-temi. Po ogledu videa je bil projekt sprejet z velikim navdušenjem, saj so mnogi izpostavili H&M kot navdih tudi drugim blagovnim znamkam in trud, ki ga multinacionalno podjetje vlaga v širjenje problematike zavrženih oblačil.

Rezultati kažejo, da se kljub višji oceni treh podkategorij, nakupna namera in aktivno vključevanje porabnikov ni spremenila, kar jasno kaže, da kampanja ki poziva k recikliranju rabljenih oblačil, ni uspela pridobiti »globljega« vidika aktivnega vključevanja milenijcev. Čeprav je seznanjenost porabnikov s trajnostnimi praksami zagotovo pomembna, H&M kampanja očitno ni uspela prepričati porabnikov k nakupu blagovne znamke H&M v prihodnosti.

Raziskave nakazuje, da ima ozaveščenost ter znanje o trajnostnih produktih in poslovnih praksah podjetja močan vpliv na zaznavanje in vključevanje blagovne znamke. Prav tako lahko trajnost pripomore k globljemu pomenu znamke in posledično ustvari močnejše čustvene vezi diferenciacijo ter posledično konkurenčno prednost. Hkrati pa je pomembno omeniti, da kljub temu, da vzorec anketirancev nakupuje v H&M, niti eden izmed anketirancev pred raziskavo še ni slišal za projekt Bring It On. Presenetljivo je, da nihče izmed vprašanih ni poznal bistvo omenjenega projekta, je smiselno predlagati, da H&M posveti več pozornosti in oglaševalskega proračuna za širjenje zavedanja o trajnostnih praksah podjetja. Številni ankertanci se sprašujejo o povezavi med nizkimi cenami mode, množično proizvodnjo ter trajnostjo, kaj jasno kaže na pomanjkanje zaupanja v blagovne znamke ter znanja. Nevladne organizacije in podjetja bi morala več pozornosti nameniti okoljskim problemom ter spodbujati kupce, da postanejo bolj trajnostno usmerjeni porabnike modnih oblačil. Poleg tega se mora zgoditi sprememba v miselnosti tako na strani porabnikov kot tudi blagovnih znamk. Modni porabniki bi morali ponovno oceniti svoje vrednote ter začeti kupovati kakovostna in trajna oblačila. Na primer, modne revije, blogerji in podjetja lahko pomagajo usmeriti porabnike k nakupu trajnostnih blagovnih znamk ali ozaveščati o trajnostnih praksah z manjšim okoljskim odtisom. Medtem ko porabniki Generacije Y veljajo za »super povezane« ter »aktivne državljane«, saj večina verjame, da podjetja lahko pozitivno vplivajo na družbo, je mogoče sklepati, da naj H&M in podjetja na splošno še bolj ozaveščajo o svojih trajnostnih prizadevanjih in še naprej rešujejo okoljska ter družbena vprašanja v modni industriji.

Appendix 2: Example of garment collecting initiative at H&M Stores

Figure 16: Garment collecting box and voucher at H&M store in Ljubljana



Source: Own images

Appendix 3: Sample characteristics

Table 6: Overview of sample characteristics

	Gender	Age	Education level	Employment status	Personal income	Country
Interviewee 1	M	28	Secondary school	Employed	1501+	City
Interviewee 2	M	19	Secondary school	Pupil	<1000	City
Interviewee 3	F	28	Higher education program or university	Employed	1501+	City
Interviewee 4	F	25	Higher education program or university	Student	<1000	City
Interviewee 5	F	25	Higher education program or university	Student	<1000	City
Interviewee 6	F	25	Higher education program or university	Student	<1000	City
Interviewee 7	F	26	Higher education program or university	Employed	1001-1500	City
Interviewee 8	F	30	Secondary school	Employed	1501+	City
Interviewee 9	M	29	Secondary school	Employed	1001-1500	City
Interviewee 10	M	36	Higher education program or university	Employed	1001-1500	City
Interviewee 11	F	33	Higher education program or university	Employed	<1000	City
Interviewee 12	F	39	Higher education program or university	Employed	1501+	Rural
Interviewee 13	F	31	Master's degree	Employed	1001-1500	Rural
Interviewee 14	F	24	Master's degree	Student	<1000	City
Interviewee 15	M	30	Master's degree	Employed	1501+	City
Interviewee 16	F	29	Master's degree	Employed	1501+	City
Interviewee 17	M	24	Higher education program or university	Student	<1000	City
Interviewee 18	M	28	Higher education program or university	Employed	1001-1500	Rural

Interviewee 19	F	19	Secondary school	Pupil	<1000	City
Interviewee 20	F	20	Secondary school	Pupil	<1000	City

Source: Own work

Appendix 4: Interview agenda – qualitative experiment (English version)

First of all, I would like to thank you for your time and willingness to participate in this interview and to help me better understand sustainable fashion consumption in Slovenia. Before we start, please answer the following questions (name, age, education level, employment status, personal income (<1000/1001-1500/1501+), country (rural/city)).

Questions:

General, Sustainability-related questions

1. Where do you usually buy clothes? Which brands?
2. How often do you shop in fast fashion stores, such as H&M, Zara, Primark, Top Shop... (every week, several times a month, once a month, every 2 months ...)?
3. What are the main factors that influence your decision which brand of fashion clothes will you buy?
(If they need assistance: price, quality, ease of purchase, comfort, sustainability, brand identity, trendy/fashionable, habit, store environment, sales promotion)
4. What would convince you to pay more than usual for clothes?
(If they need assistance: design, innovation, sustainable material (possibility of recycling, fair labour conditions, smaller carbon footprint), manufacturing standards, transparency itd...)
5. Why do you purchase new clothes when the old ones you possess are still performing satisfactorily? (If they need assistance: not trendy anymore, no longer correspond to my own preferences or self-image, lower quality, clothing was bought for an one-off event etc.)
6. Which actions do you take when you decide to no longer use a particular garment for this purpose? Do you keep it? / Permanently dispose of it? / Temporarily dispose of it?
 - a) *If you keep it*, do you continue to use it for its original purpose? / Do you convert it to serve another purpose? / Do you store it perhaps for later use?
 - b) *If you decide to permanently dispose of it*, do you throw it away? / Do you give it away? / Do you trade it? / Do you sell it?
If you sell it, do you sell it to consumer / to middleman / through middleman?
If you give it away, sell it or trade it, will it be recycled, reused or reworn by the recipient?
 - c) *If you decide to temporarily dispose of it*, do you loan it? / Do you rent it to some else?
7. How important is sustainable design/aspect for you? (first describe it and then rank it from 1-5)
8. What does the term “sustainability” mean to you, in regard to the clothes you buy?
9. What actions are you taking in order to become a more sustainable fashion consumer ((If they need assistance: buying more environmentally / socially friendly clothes (buying

sustainable brands, buying locally produced clothing, choosing second-hand instead of new, choosing renewable fabrics, choosing sweatshop “free” products, buying the highest quality available), recycling no longer used clothes (for example bring to recycling box/sell second hand..), expand time of clothes (repair, use fabric for other purposes) etc.

If yes, how often do you think about sustainability when buying clothes? (always / sometimes / hardly ever / never)

10. Have you recently seen any sustainability-related practice in the fashion industry? (In companies or retail stores, for instance reduction of packaging material, recycled materials, organic materials, reduced chemical products (no pesticides used in fiber growth), water usage control, recycling boxes within stores, information about impact of laundering and care, initiatives, ads, campaigns).
- If yes, could you specify which one?
11. Where do you find out about the trends in fashion industry? (internet, social media, shop window, magazine & newspaper, celebrities, people around you, not following trends (personal style)

H&M related questions

12. What are 3 words that come to your mind when you hear H&M?
13. To what extent do you consider H&M an environmentally conscious company? Why yes/not?
14. To what extent do you consider H&M a socially conscious company? Why yes/not?
15. Have you ever brought your clothes into the H&M stores’ boxes for recycle?
16. Are you familiar with H&M Conscious: Bring It On campaign? If yes, where did you come across it?

Now I will show you a short video on **YouTube H&M Bring It On**

<https://www.youtube.com/watch?v=7i4JSzB8VIU&t=5s>

17. Could you briefly summarize the main idea of the project?
18. What are your thoughts about the project?
19. What was the most memorable thing you remember from the video? Why?
20. How do you perceive H&M brand in terms of sustainability after seeing this video?
21. What kind of impact could projects such as Bring It On have on you (would you pay more attention to the brand in the future, would you start purchasing more H&M clothes, would you start donating no longer used clothes to the recycling boxes into H&M stores?)

Brief questionnaire (English version)

EMOTIONS

H&M gives me a feeling of warmth.

H&M gives me a feeling of fun.
H&M gives me a feeling of excitement.
H&M gives me a feeling of security.
H&M gives me a feeling of social approval.
H&M gives me a feeling of self-respect.

PURCHASE INTENTION / INTENTION TO RECOMMEND

I will buy H&M clothes in the near future.
I would be willing to recommend H&M to my friends.

CREDIBILITY (TRUST/KNOWLEDGE)

I trust (sustainability claims by) the makers of H&M.
I am aware of the makers of H&M.
The makers of H&M are innovative.
I like H&M.
I respect H&M.

ENGAGEMENT

I really like to talk about H&M with others.
I am always interested in learning more about H&M.
I am proud to have others know I wear H&M brand.
I like to visit the H&M's website.
Compared to other people, I closely follow news about H&M.

PERCEIVED ENVIRONMENTAL CONSCIOUSNESS

H&M is environmentally conscious brand.

Appendix 5: Opomnik – kvalitativen eksperiment (slovenska verzija)

Zahvaljujem se vam za vaš čas in pripravljenost sodelovati v intervjuju. S tem mi boste pomagali k boljšemu razumevanju potrošnje trajnostnih oblačil v Sloveniji. Preden začnemo, bi vas prosila, če se lahko na kratko predstavite (ime, starost, izobrazba, s čim se ukvarjate, vaš dohodek (<1000/1001-1500/1501+), kraj bivanja (vas/mesto).

Vprašanja:

Splošna vprašanja o nakupnih navadah oblačil ter trajnosti

1. Kje ponavadi kupujete oblačila? Katera znamka?
2. Kako pogosto kupujete v trgovinah s hitro modo? Npr. H&M, Zara, Primark, Top Shop itd. (Vsak teden, nekajkrat na mesec, enkrat na mesec, na 2 meseca,...)
3. Kateri so glavni dejavniki, ki vplivajo na vašo odločitev za nakup določene blagovne znamke? (Če potrebujete pomoč: cena, kvaliteta, enostavnost nakupa, udobje, trajnost, poistovetenje z blagovno znamko, trend, navada, izgled trgovine, popusti)
4. Kaj bi vas prepričalo, da bi v dani situaciji plačali več za določen kos oblačila? (kaj je tist added value oblačil? Če potrebujete pomoč: »design«, udobje, da mi dobro pristoji, vpliv ambasadorja blagovne znamke, kvaliteta, inovacija, trajnostni/eko material, možnost recikliranja oblačil, pravična delovna sila, proizvodni standardi, transparentnost itd..)
5. Zakaj ponavadi kupite nov kos oblačila, kljub temu da je star kos oblačila še vedno v primernem stanju? (Če potrebujete pomoč: ker ni več v trendu, ne ustreza mojim trenutnim preferencam/samopodobi, slab material/lastnost/kakovost, oblačilo je bilo kupljeno le za enkratni dogodek itd.)
6. Katera dejanja sprejmete, ko se odločite, da ne boste več uporabljala določenega kosa oblačila? (Ga še vedno hranite? / Ga trajnostno odvržete? / Ga začasno odvržete?)
 - a) Če ga še naprej hranite, ali ga še vedno kadarkoli uporabljate v prvotni namen? / Ali ga uporabljate za kakšen drug namen? / Ali ga shranite morda za kasnejšo uporabo?
 - b) Če se odločite, da ga trajnostno odvržete, ali ga odvržete kot kos smeti? / Ali ga podarite komu? / Ali trgujete z njim? / Ali ga prodate?
 - c) Če ga prodate naprej, ali ga prodate neposredno nekomu drugemu? / posredniku? / preko posrednika?
Če se odločite, da ga boste nekomu podarili, prodali ali trgovali, bo kos oblačila recikliran, ponovno uporabil za nek drug namen, ponovno nosil?
 - c) Če se odločite, da ga začasno odvržete, ali ga le posodite nekomu? / Ali prejimate rento?
7. Kako pomemben vam je trajnostni vidik? (Najprej opišite vaše mnenje, nato ocenite od 1-5; (1) Se popolnoma ne strinjam, (2) Se ne strinjam, (3) Se niti strinjam niti ne strinjam, (4) Se strinjam, (5) Se popolnoma strinjam)
8. Kaj za vas pomeni pojem »trajnost«, v povezavi z oblačili, ki jih kupujete?

9. Ali sprejemate kakršnakoli odločitve, s katerimi bi postali bolj trajnostno usmerjeni potrošnik oblačil? (Če potrebujete pomoč: kupovanje okolju/družbi prijaznih oblačil, kupovanje trajnostnih blagovnih znakov, nakup lokalno proizvedenih oblačil, nakup rabljenih oblačil, nakup oblačil iz obnovljivih tkanin, nakup oblačil, ki niso proizvedena v izkoriščevalskih podjetjih, nakup najvišje kakovosti oblačil, recikliranje starih oblačil, podaljševanje časa oblačil, npr. uporaba tkanine za druge namene (staro majico uporabim za čiščenje/jo zašijem itd.)
- Če je odgovor pritrdilen, kako pogosto pomislite na trajnost, ko kupujete nova oblačila? (vedno/včasih/skoraj nikoli/nikoli)
10. Ali ste v zadnjem času opazili trajnostno usmerjeno prakso v modni industriji? (V podjetju ali trgovini npr. zmanjšanje embalažnega materiala – npr. plastičnih vrečk, manjša poraba vode, kemikalij, boljši okoljski pogoji v proizvodnji, rabljena oblačila, obnovljive tkanine, podaljšanje časa oblačil, reciklažna akcija/zabojniki v trgovinah, kamor lahko prinesete stara oblačila, oglasi, kampanje itd.)
- Če je odgovor pritrdilen, prosim pojasnite specifično katera praksa?
11. Kje ponavadi izveste o trendih v modni industriji (če jih spremljate), kje najdeš informacije o zadnjih trendih?? (social media, WOM, magazins, websites, in store, tv, ambassadors, portals/forums/blogs)

Vprašanja, ki se navezujejo na znamko H&M

12. Na katere 3 besede pomislite, ko slišite H&M?
13. V kolikšni meri menite, da je H&M okolju prijazno podjetje? Zakaj da/ne?
14. V kolikšni meri menite, da je H&M družbeno prijazno podjetje? Zakaj ja/ne?
15. Ste že kdaj prinesli svoja rabljena oblačila v H&M reciklažne zabojnike?
16. Ali poznate H&M Conscious: Bring It On kampanjo? Če da, kje ste jo opazili?

Sedaj vam bom pokazala kratek videoposnetek H&M kampanje Bring It On na YouTube.
<https://www.youtube.com/watch?v=7i4JSzB8VIU&t=5s>

17. Bi lahko na kratko povzeli glavno sporočilo projekta?
18. Kakšno mnenje imate o projektu?
19. Kaj vam je najbolj ostalo v spominu iz video posnetka? Zakaj?
20. Kako sedaj gledate na znamko H&M v smislu trajnosti po ogledu video posnetka?
21. Kakšen vpliv bi lahko imeli projekti, kot je Bring It on?

Kratek vprašalnik – kvantitativen eksperiment (slovenska verzija)

ČUSTVA

H&M mi daje občutek toplote.

H&M mi daje občutek zabave.

H&M mi daje občutek navdušenja.
H&M mi daje občutek varnosti.
H&M mi daje občutek družbenega odobravanja.
H&M mi daje občutek samospoštovanja.

NAKUPNA NAMERA/PRIPOROČILO NAKUPA

Kupil/a bom H&M oblačila v bližnji prihodnosti.
Priporočil/a bom nakup H&M oblačil svojim prijateljem

KREDIBILNOST (ZAUPANJE/ZNANJE)

Zaupam (trditvam o trajnosti) znamki H&M?
Poznam proizvajalce H&M oblačil.
Proizvajalci H&M oblačil so inovativni.
H&M znamka mi je všeč.
Sproštujem znamko H&M.

VKLJUČENOST

Zelo rad/a govorim o znamki H&M z drugimi.
Vedno me zanima več o znamki H&M.
Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M.
Rad/a obiščem spletno stran znamke H&M.
V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M.

ZAZNANA OKOLJSKA OZAVEŠČENOST

H&M je okoljska ozaveščena blagovna znamka.

Appendix 6: Overview of reasons for buying replacement clothes

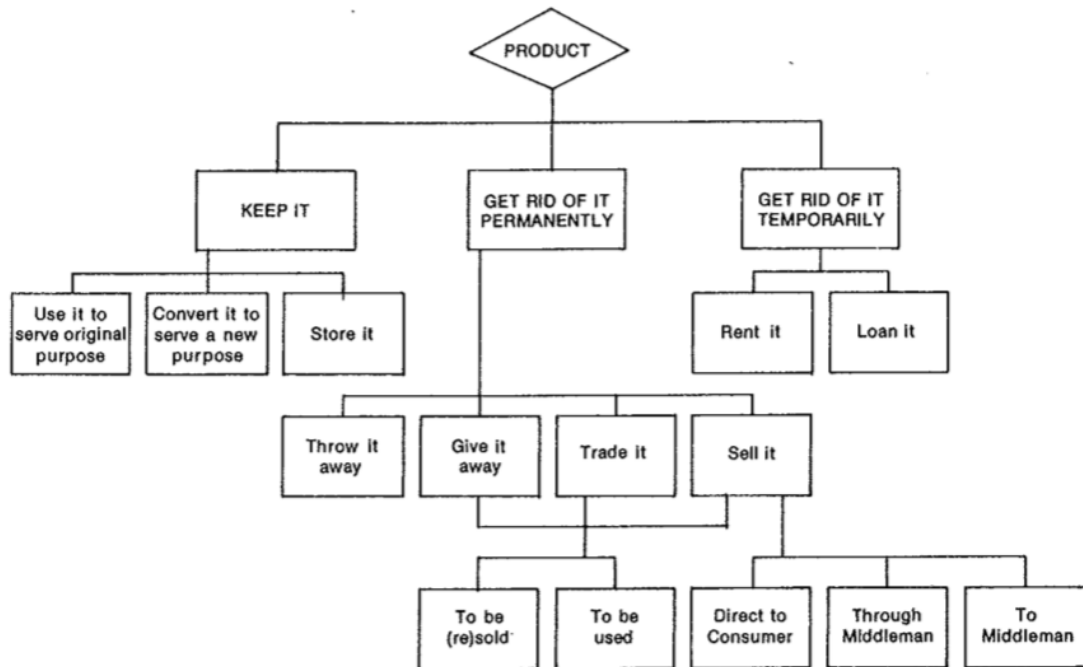
Table 7: Overview of common reasons for a new purchase of clothing

Reasons	Provided answers by participants
It had better design than the old one (e.g. cute sign on a T-shirt)	<p>“It looks slightly better than the old one.” (I2)</p> <p>“It has some special detail that the old one doesn't have”. (I7)</p>
It did not fit in with the changing trends.	<p>“I see something new on Instagram, and I got this feeling inside me, that I need this, which gave me a feeling of short-term happiness.” (I9)</p> <p>“I constantly follow the latest trends on Instagram, and I immediately feel inspired. I always feel good if I wear trendy clothes. [...]” (I19).</p>
It simply makes me happy buying new clothes.	<p>“After having an intense basketball training, I always go to BTC and buy something new.” (I20)</p> <p>“Sometimes it simply brightens my day having something new... If I have a bad day, I sometimes go shopping and I know it is usually just an excuse for buying something new.” (I17)</p> <p>“I don't know... Irrational decisions.... I feel better when I have something new.” (I3)</p>
Lower quality of the old one	<p>“I only buy new garment if the old, used one I possess is of very bad quality... When I need something, I will buy.” (I1)</p>
Sales promotions	<p>“Sometimes an e-mail from Zara about sales promotions influences my decision of buying new clothes, even though I do notd actually need them.” (I15)</p>

Source: Own work

Appendix 7: Disposition decision taxonomy

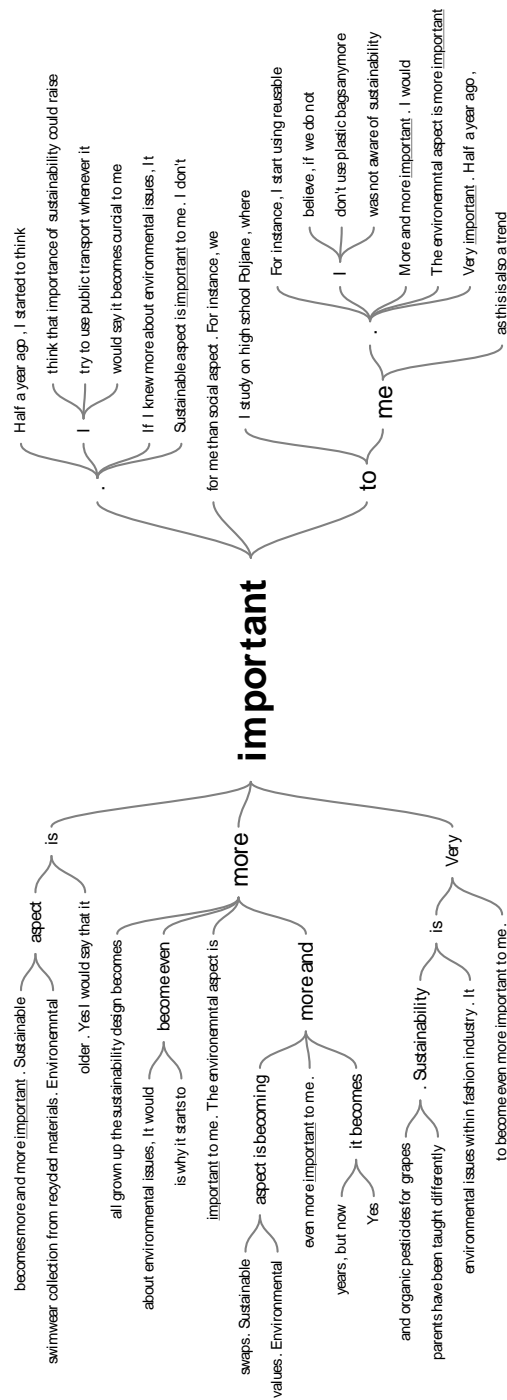
Table 8: Disposition decision taxonomy



Source: Jacoby et al., 1977

Appendix 8: Most common associations about importance of sustainable aspect

Figure 17: The common associations about importance of sustainable aspect



Source: NVivo visualization from collected data

Appendix 9: SPSS Analysis – Wilcoxon signed-rank test

Wilcoxon Signed Ranks Test

		Ranks		
		N	Mean Rank	Sum of Ranks
Zelo rad/a govorim o znamki H&M z drugimi - Zelo rad/a govorim o znamki H&M z drugimi	Negative Ranks	0 ^a	,00	,00
	Positive Ranks	3 ^b	2,00	6,00
	Ties	17 ^c		
	Total	20		
Vedno me zanima več o znamki H&M - Vedno me zanima več o znamki H&M	Negative Ranks	2 ^d	6,00	12,00
	Positive Ranks	7 ^e	4,71	33,00
	Ties	11 ^f		
	Total	20		
Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M - Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M	Negative Ranks	3 ^g	4,00	12,00
	Positive Ranks	4 ^h	4,00	16,00
	Ties	13 ⁱ		
	Total	20		
Rad/a obiščem spletno stran znamke H&M - Rad/a obiščem spletno stran znamke H&M	Negative Ranks	1 ^j	6,00	6,00
	Positive Ranks	6 ^k	3,67	22,00
	Ties	13 ^l		
	Total	20		
V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M - V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M	Negative Ranks	3 ^m	4,67	14,00
	Positive Ranks	4 ⁿ	3,50	14,00
	Ties	13 ^o		
	Total	20		
H&M mi daje občutek toplote - H&M mi daje občutek toplote	Negative Ranks	0 ^p	,00	,00
	Positive Ranks	4 ^q	2,50	10,00
	Ties	16 ^r		
	Total	20		
H&M mi daje občutek zabave - H&M mi daje občutek zabave	Negative Ranks	4 ^s	5,50	22,00
	Positive Ranks	7 ^t	6,29	44,00
	Ties	9 ^u		
	Total	20		
H&M mi daje občutek navdušenja - H&M mi daje občutek navdušenja	Negative Ranks	3 ^v	6,17	18,50
	Positive Ranks	7 ^w	5,21	36,50
	Ties	10 ^x		
	Total	20		
H&M mi daje občutek varnosti - H&M mi daje občutek varnosti	Negative Ranks	1 ^y	4,50	4,50
	Positive Ranks	5 ^z	3,30	16,50
	Ties	14 ^{aa}		
	Total	20		
	Negative Ranks	2 ^{ab}	2,00	4,00

H&M mi daje občutek družbenega odobravanja - H&M mi daje občutek družbenega odobravanja	Positive Ranks	4 _{ac}	4,25	17,00
	Ties	14 _{ad}		
	Total	20		
H&M mi daje občutek samospoštovanja - H&M mi daje občutek samospoštovanja	Negative Ranks	2 _{ae}	3,50	7,00
	Positive Ranks	6 _{af}	4,83	29,00
	Ties	12 _{ag}		
	Total	20		
Zaupam (trditvam o trajnosti) znamki H&M - Zaupam (trditvam o trajnosti) znamki H&M	Negative Ranks	1 _{ah}	5,00	5,00
	Positive Ranks	14 _{ai}	8,21	115,00
	Ties	5 _{aj}		
	Total	20		
Poznam proizvajalce H&M oblačil - Poznam proizvajalce H&M oblačil	Negative Ranks	2 _{ak}	4,50	9,00
	Positive Ranks	8 _{al}	5,75	46,00
	Ties	10 _{am}		
	Total	20		
Proizvajalci H&M oblačil so inovativni - Proizvajalci H&M oblačil so inovativni	Negative Ranks	5 _{an}	6,40	32,00
	Positive Ranks	9 _{ao}	8,11	73,00
	Ties	6 _{ap}		
	Total	20		
H&M mi je všeč - H&M mi je všeč	Negative Ranks	8 _{aq}	6,50	52,00
	Positive Ranks	5 _{ar}	7,80	39,00
	Ties	7 _{as}		
	Total	20		
Spoštujem znamko H&M - Spoštujem znamko H&M	Negative Ranks	2 _{at}	6,00	12,00
	Positive Ranks	11 _{au}	7,18	79,00
	Ties	7 _{av}		
	Total	20		
Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti - Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti	Negative Ranks	3 _{aw}	4,00	12,00
	Positive Ranks	5 _{ax}	4,80	24,00
	Ties	12 _{ay}		
	Total	20		
Priporočil/a bom nakup H&M oblačil svojim prijateljem - Priporočil/a bom nakup H&M oblačil svojim prijateljem	Negative Ranks	2 _{az}	4,75	9,50
	Positive Ranks	6 _{ba}	4,42	26,50
	Ties	12 _{bb}		
	Total	20		
H&M je okoljsko prijazna blagovna znamka - H&M je okoljsko prijazna blagovna znamka	Negative Ranks	1 _{bc}	14,00	14,00
	Positive Ranks	17 _{bd}	9,24	157,00
	Ties	2 _{be}		
	Total	20		

a. Zelo rad/a govorim o znamki H&M z drugimi < Zelo rad/a govorim o znamki H&M z drugimi

b. Zelo rad/a govorim o znamki H&M z drugimi > Zelo rad/a govorim o znamki H&M z drugimi

c. Zelo rad/a govorim o znamki H&M z drugimi = Zelo rad/a govorim o znamki H&M z drugimi

d. Vedno me zanima več o znamki H&M < Vedno me zanima več o znamki H&M

- e. Vedno me zanima več o znamki H&M > Vedno me zanima več o znamki H&M
- f. Vedno me zanima več o znamki H&M = Vedno me zanima več o znamki H&M
- g. Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M < Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M
- h. Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M > Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M
- i. Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M = Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M
- j. Rad/a obiščem spletno stran znamke H&M < Rad/a obiščem spletno stran znamke H&M
- k. Rad/a obiščem spletno stran znamke H&M > Rad/a obiščem spletno stran znamke H&M
- l. Rad/a obiščem spletno stran znamke H&M = Rad/a obiščem spletno stran znamke H&M
- m. V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M < V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M
- n. V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M > V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M
- o. V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M = V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M
- p. H&M mi daje občutek toplote < H&M mi daje občutek toplote
- q. H&M mi daje občutek toplote > H&M mi daje občutek toplote
- r. H&M mi daje občutek toplote = H&M mi daje občutek toplote
- s. H&M mi daje občutek zabave < H&M mi daje občutek zabave
- t. H&M mi daje občutek zabave > H&M mi daje občutek zabave
- u. H&M mi daje občutek zabave = H&M mi daje občutek zabave
- v. H&M mi daje občutek navdušenja < H&M mi daje občutek navdušenja
- w. H&M mi daje občutek navdušenja > H&M mi daje občutek navdušenja
- x. H&M mi daje občutek navdušenja = H&M mi daje občutek navdušenja
- y. H&M mi daje občutek varnosti < H&M mi daje občutek varnosti
- z. H&M mi daje občutek varnosti > H&M mi daje občutek varnosti
- aa. H&M mi daje občutek varnosti = H&M mi daje občutek varnosti
- ab. H&M mi daje občutek družbenega odobravanja < H&M mi daje občutek družbenega odobravanja
- ac. H&M mi daje občutek družbenega odobravanja > H&M mi daje občutek družbenega odobravanja
- ad. H&M mi daje občutek družbenega odobravanja = H&M mi daje občutek družbenega odobravanja
- ae. H&M mi daje občutek samospoštovanja < H&M mi daje občutek samospoštovanja
- af. H&M mi daje občutek samospoštovanja > H&M mi daje občutek samospoštovanja
- ag. H&M mi daje občutek samospoštovanja = H&M mi daje občutek samospoštovanja
- ah. Zaupam (trditvam o trajnosti) znamki H&M < Zaupam (trditvam o trajnosti) znamki H&M
- ai. Zaupam (trditvam o trajnosti) znamki H&M > Zaupam (trditvam o trajnosti) znamki H&M
- aj. Zaupam (trditvam o trajnosti) znamki H&M = Zaupam (trditvam o trajnosti) znamki H&M
- ak. Poznam proizvajalce H&M oblačil < Poznam proizvajalce H&M oblačil
- al. Poznam proizvajalce H&M oblačil > Poznam proizvajalce H&M oblačil
- am. Poznam proizvajalce H&M oblačil = Poznam proizvajalce H&M oblačil
- an. Proizvajalci H&M oblačil so inovativni < Proizvajalci H&M oblačil so inovativni
- ao. Proizvajalci H&M oblačil so inovativni > Proizvajalci H&M oblačil so inovativni
- ap. Proizvajalci H&M oblačil so inovativni = Proizvajalci H&M oblačil so inovativni
- aq. H&M mi je všeč < H&M mi je všeč
- ar. H&M mi je všeč > H&M mi je všeč

as. H&M mi je všeč = H&M mi je všeč

at. Spoštujem znamko H&M < Spoštujem znamko H&M

au. Spoštujem znamko H&M > Spoštujem znamko H&M

av. Spoštujem znamko H&M = Spoštujem znamko H&M

aw. Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti < Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti

ax. Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti > Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti

ay. Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti = Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti

az. Priporočil/a bom nakup H&M oblačil svojim prijateljem < Priporočil/a bom nakup H&M oblačil svojim prijateljem

ba. Priporočil/a bom nakup H&M oblačil svojim prijateljem > Priporočil/a bom nakup H&M oblačil svojim prijateljem

bb. Priporočil/a bom nakup H&M oblačil svojim prijateljem = Priporočil/a bom nakup H&M oblačil svojim prijateljem

bc. H&M je okoljsko prijazna blagovna znamka < H&M je okoljsko prijazna blagovna znamka

bd. H&M je okoljsko prijazna blagovna znamka > H&M je okoljsko prijazna blagovna znamka

be. H&M je okoljsko prijazna blagovna znamka = H&M je okoljsko prijazna blagovna znamka

Test Statistics^a

	Z	Asymp. Sig. (2-tailed)
Zelo rad/a govorim o znamki H&M z drugimi - Zelo rad/a govorim o znamki H&M z drugimi	-1,732 ^b	,083
Vedno me zanima več o znamki H&M - Vedno me zanima več o znamki H&M	-1,271 ^b	,204
Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M - Ponosen/a sem, da drugi vedo, da nosim blagovno znamko H&M	-,351 ^b	,726
Rad/a obiščem spletno stran znamke H&M - Rad/a obiščem spletno stran znamke H&M	-1,403 ^b	,161
V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M - V primerjavi z drugimi ljudmi, zelo natančno spremljam novice o znamki H&M	,000 ^c	1,000
H&M mi daje občutek toplote - H&M mi daje občutek toplote	-2,000 ^b	,046
H&M mi daje občutek zabave - H&M mi daje občutek zabave	-1,069 ^b	,285
H&M mi daje občutek navdušenja - H&M mi daje občutek navdušenja	-,973 ^b	,331
H&M mi daje občutek varnosti - H&M mi daje občutek varnosti	-1,276 ^b	,202
H&M mi daje občutek družbenega odobravanja - H&M mi daje občutek družbenega odobravanja	-1,394 ^b	,163
H&M mi daje občutek samospoštovanja - H&M mi daje občutek samospoštovanja	-1,613 ^b	,107
Zaupam (trditvam o trajnosti) znamki H&M - Zaupam (trditvam o trajnosti) znamki H&M	-3,226 ^b	,001
Poznam proizvajalce H&M oblačil - Poznam proizvajalce H&M oblačil	-1,998 ^b	,046
Proizvajalci H&M oblačil so inovativni - Proizvajalci H&M oblačil so inovativni	-1,334 ^b	,182
H&M mi je všeč - H&M mi je všeč	-,500 ^d	,617
Spoštujem znamko H&M - Spoštujem znamko H&M	-2,517 ^b	,012
Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti - Kupil/a bom kos oblačila znamke H&M v bližnji prihodnosti	-,905 ^b	,366
Priporočil/a bom nakup H&M oblačil svojim prijateljem - Priporočil/a bom nakup H&M oblačil svojim prijateljem	-1,222 ^b	,222
H&M je okoljsko prijazna blagovna znamka - H&M je okoljsko prijazna blagovna znamka	-3,207 ^b	,001

a. Wilcoxon Signed Ranks Test

b. Based on negative ranks.

c. The sum of negative ranks equals the sum of positive ranks.

d. Based on positive ranks.