



BI Norwegian Business School - campus Oslo

GRA 19502

Master Thesis

Component of continuous assessment: Thesis Master of Science

Final master thesis – Counts 80% of total grade

Too fast to be green? A qualitative study of young consumers behavioral patterns and attitudes towards sustainability in the fast fashion industry.

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Start: 02.03.2018 09.00

Finish: 03.09.2018 12.00

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Hand-in date:
02.09.2018

Programme:
Master of Science in Strategic Marketing Management

“This thesis is a part of the MSc programme at BI Norwegian Business School. The school takes no responsibility for the methods used, results found and conclusions drawn.”

Preface

This thesis marks a milestone for both of us. After years of hard work, we have finally completed a Master of Science program in Strategic Marketing Management at BI Norwegian Business School. With that being said, we are hopefully well prepared for new obstacles in the future.

We would like to thank our supervisor, Erik Olson for guiding us and investing a significant amount of time in this thesis, which has added tremendous value.

We would also like to thank BI for two great years, and last but not least a fantastic learning environment.

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Abstract

Purpose - The objective of this paper is to provide a thorough analysis, with young consumers attitudes, emotions, characteristics and knowledge regarding sustainability in the fast fashion industry, and to present a clear gathered conclusion of all these components.

Theory and Methodology - This thesis reviews literature on sustainability and fast fashion. It identifies the biggest gaps in current theory. Our intention is to explore the consumption behavior of individuals, and outline their general beliefs by utilizing in-depth interviews.

Findings - The paper concludes that though consumers are in an important era of fashion and sustainability, young consumers are in general oblivious or ignorant to issues surrounding them. We conclude that many of the respondents have the case of “willful ignorance” and are in addition pro-green biased.

Implications - Consumers need time to adapt to this new “sustainable” way of thinking, and even though they state they want more information, the truth is that some will not be willing to change their spending and shopping patterns just yet.

Originality - The thesis sheds light on a prominent issue in the media, and takes a deep dive into topics that have no or little relevant theory

Keywords: Fast fashion, sustainability, willful ignorance,

1.0 Introduction

The phrase “fast fashion” refers to low-cost clothing collections that mimic current luxury fashion trends. Fast fashion helps sate deeply held desires among young consumers in the industrialized world for luxury fashion, even if it partly embodies unsustainability (Joy et al., 2012).

“I made this item you are going to buy, but I didn’t get paid for it” (The Independent, 2017). This message was hidden in a piece of clothing and was discovered by a shopper in a Zara store in Istanbul. The aforementioned scandal is just one recent scandal out of numerous others affecting the fast fashion industry in the modern world today. On the contrary, though there are large amounts of scandals, there are copious of efforts to promote sustainability campaigns in most of the major fast fashion brands, such as H&M, Zara, Topshop etc.

Some argue that Zara laborers plea for help is a result of a fast fashion business model, and an issue that should no longer be ignored. After this recent discovery consumers took to Twitter to convey their disgust with the brand, and the exploitation of humans (The Independent, 2017). Another recent scandal that the media has shed light on, is the accusation of H&M burning 12 tons of new, unused clothing per year in Denmark, even though they are trying to maintain a solid sustainability program, hence a sustainable image (FashionUnited, 2017). As these are just few of many recent hot topics, it is apparent that the fashion industry has obtained a somewhat dirty price tag. This is the dark truth few retailers are willing to talk about.

Though the fast fashion industry creates issues, the industry also creates millions of jobs around the globe, and contributes to a growing world economy (The Guardian, 2012). Within the textile and clothing industry, there has been a dramatic change in the number of employees. In 1990, 34.2 million people worked in the textile industry worldwide, and in 2014 this number had nearly doubled to an astonishing 57.8 million (FashionUnited, 2014). The fashion industry also obtained profits of about 1,5 trillion euros annually in apparel, as well as footwear in 2016 (Global Fashion Agenda, 2017). Approximately 60

million people are employed within the value chain in this industry, and according to the Global Fashion Agenda Report (2017) the world economy could gain 160 billion euros on annual basis if the industry addressed the environmental issue appropriately. According to The Atlantic (2012), consumer spending on clothing has nearly doubled from 2000 to 2015, and according to MarketLine, the global industry has been growing at a 4.78 % yearly rate since 2011 (Foundation of Economic Education, 2017). This results in a 60 % increase, meaning that the average consumer is buying 1.5 more than what they did just a few years ago. In general, consumers have a greater interest in shopping now.

In the 1950s in the US, consumers spent 12 % of total income on clothing, and in the 2000s this decreased to only 4 % (The Atlantic, 2012). The fast fashion concept has emerged in recent years, and the retailers are now milking the idea of seasonal collections, and increasing the number of collections per year from four collections to a new weekly collection. Hence, this has led to a shorter product life cycle for a garment, and higher profits for fast selling merchandise. In addition, low prices and variety motivates consumers in their purchasing patterns (National Post, 2009).

The industry is also in a constant evolution, and fast fashion brands are beginning to speak out about environmental issues. In nearly every single store you enter today, there is an environmental message that can be read. H&M has a “conscious” collection, where recyclable cotton is an important aspect (TheFashionLaw, 2016). In addition there are other “do good” initiatives such as Zara’s “Join Life” campaign, which has the same focus, primary usage of recycled materials (TheFashionLaw, 2016).

The industry has become much more efficient as technology has improved. This has lowered the price of clothing dramatically, as mass production has become common, and the average consumer purchases more clothing than before. Now, new garments are on the market nearly as fast as the designer has created them. This has created a disruption in the fashion industry and the availability of the garments for consumers. This dramatic fall in prices has however led to questionable sustainability problems, and an issue that has been raised is how the

large increase in clothing being produced has affected and affects the environment.

This topic is interesting as there is little literature on young consumers perception of sustainability issues in the fast fashion industry. We want to investigate this from a social and environmental perspective, as this topic has obtained a lot of publicity. In addition, this is a problem that media has pinpointed as an ongoing issue that is likely to grow into a larger issue in the future. Most articles also have a quantitative approach, hence our paper takes a different approach as it takes a deep dive into the consumers' trail of thought, and provides a broader insight. Previous research has focused on more narrow topics, such as consumers' attitudes and knowledge towards recycling, green characteristics, the influence of bloggers, and such. However, research has not yet looked at the big picture as a whole, and similarities between these relevant topics.

This paper will therefore unravel the mechanisms behind consumer consciousness, actual purchase intentions and behavior in the fast fashion industry. The objectives of our research are as follows: Firstly, to unfold young consumers knowledge about the sustainability issues in the fast fashion industry, explore the consumption behavior, and outline their general beliefs and social norms. Secondly, to investigate where the consumers place the blame for recent scandals. Is it perhaps the brand itself or does the blame lies within oneself? Thirdly, to present new suggestions to change young consumers mindset and actions. This is of importance as it is a growing issue, and this paper may help shed light on attitudes, thoughts, beliefs and perceptions young consumers have. In addition, we have explored how consumers can change these purchase patterns, and what stakeholders can do to follow these possible changes in the future.

2.0 Literature Review

2.1 Background

2.1.1 Fashion revolution:

In the beginning of the 19th century, fashion designers played a fundamental role in high fashion. Later on, the industry and distribution played a bigger role in supporting and anticipating the development of the end consumer. A further dispatch of the fashion cycle took place in the late 1970s, which was the result of the emergence of “ready-to-wear” collections that bore the name of the designer. Now, with the digital revolution in mind, the use of communication is vital for increasing consumers’ awareness. It allows wider interaction and extended approach to a wider knowledge, different cultures, “instant see and shop”, discussions, sharing news, chatting and interacting with brands and consumers.

2.1.2 Development into fast fashion

Especially over the past two decades the fashion industry has evolved vastly. The rapid changes in the fashion industry have influenced the design, quality, and last but not least, the speed to market. The changing dynamics and trends in the fashion industry have resulted in a increase in number of seasons. Structural characteristics in the supply chain have forced retailers to demand lower costs, better quality and quicker delivery (Doyle et al., 2006). Looking back at the late 1980s, fashion retailers predicted the consumer demand and actual fashion trends in advance, in order to be competitive in the fashion industry. It was not until the 1980s, there was reported an increase in the import of fashion oriented apparel (Bailey & Eicher, 1992). During this period consumers became more fashion conscious, and started to purchase apparel more frequently. This resulted in retailers having to mark down garments, as clothing did not sell out like it used to. This proved to not be the key to profit in the industry.

2.1.3 Fast Fashion

Fast fashion retailers take the “speed to the market” approach to show fashion that is not yet in competitor’s stores. From 1999 and onwards, “fashion shows” and depicting the latest trends became a phenomenon. This eventually lead to a

normalization of the process, to which large retailers such as Mango, H&M, Zara, Topshop and New Look adapted to. With new processes, they had the opportunity of having large amount of garments in their stores within three to five weeks after they had been showed on the runway (Barnes & Lea- Greenwood, 2006).

Therefore, we can say that the fashion industry shifted from forecasting future trends to estimating real time data (Jackson, 2001). Although there are both upsides and downsides to this industry, research shows that the fashion industry is the second most polluted industry in the world, after the oil industry (Martin, 2015).

2.2 Consumer knowledge and fast fashion

After the large shift of focus in the industry over the last decade, more and more consumers are interested in understanding how and where clothes are made. The fashion revolution movement has started to give a voice to consumers, inviting them to actively question fashion brands information on the primary activities in the company, and the relative impacts fast fashion has on the environment.

Having access to this information is both beneficial to the consumer as well as to the fashion brand. It has the ability to raise awareness, making consumers form information based decisions and requiring an immediate response from corporations, which are otherwise faced with a very high reputational risk (Corbellini, 2009). However, one of the main issues with the fashion industry today is in the consumers understanding of the importance and severity of fast fashion.

Multiple researchers have identified variables influencing sustainable clothing consumption. Stern (2000) has found that this behavior can be divided into four types; personal capabilities, attitudinal factors, contextual forces, and habits or routines. This can also include an individual's beliefs, values or general attitudes, including previous knowledge of sustainability. In addition, many researchers have initially found that environmental knowledge is a crucial predictor of sustainable behavior (Thøgersen, 2000). Environmental knowledge can be defined as “factual information that individuals have about the environment, the ecology of the planet, and the influence of humans actions on the environment” (Arcury & Johnson, 1987). Even though many organizations now utilize sustainable fibers,

encourage second hand clothing channels, and support ethical labor practices, many consumers are still hesitant to support these changes. However, this is very individual, and varies vastly across different segment groups. Consumers rather see barriers in the acceptance of sustainably produced products, or do not know enough about it.

The lack of this knowledge is therefore one of the main issues for why consumers do not make environmental decisions. The reasons behind lack of knowledge can vary due to several reasons. Thøgersen (2010) has firstly found that it can be due to consumers' unawareness of the particular behavior and what it is associated with. Second, consumers might be aware of the negative effect it might have, but uncertain of the exact impact it can have on the people and the planet, and therefore not understand the necessity of the need for sustainable changes. Lastly, even though some people may be aware, they simply do not care about the negative impacts, or do not know what measures to take towards being more environmentally conscious (Thøgersen, 2000). However, in contrast to the findings found above, Stern (2000) also observed that an increase in consumers' knowledge does not necessarily result in modification of purchase behavior. Hence, there are contradictory findings in theory, which makes this an interesting topic for further research. Another outlook could be to research whether how giving consumers easily accessible information about the way garments are made affects purchase intentions, in order to supplement the existing theory.

As literature has been mostly focused around consumer knowledge at a societal level, other gaps such as understanding of environmentally significant individual behavior need to be further explored. Therefore, with little research on fast fashion being a consumer-oriented approach, this is a downgraded researched area. Since the Internet era, information is spreading at a great speed, and consumers all around the globe obtain more options in their purchases. Research has found that fast fashion has been criticized for being non-sustainable, however, knowledge regarding actual sustainability issues in fashion production is limited (McNeill & Moore, 2015). We therefore ask the following research question;

RQ1: How conscious are young consumers regarding important issues in the fashion industry?

2.3 Consumer attitudes

An attitude is defined as “an enduring set of beliefs about an object that predisposes people in a particular way toward the object” (Weigel, 1983).

According to theory in the area of consumer attitudes, it has been found that individuals behave in ways consistent with their attitudes. However, research in this area has also shown both positive and negative relationships between attitudes towards the environment and behavior. Hence, there are obvious differences in literature, and this area can still be further researched.

There is some evidence that consumers do not always hold positive attitudes towards the characteristics of sustainable garments. Connell (2014) has found that many consumers identify these garments as less fashionable, very counterculture in style, not well fitting, uncomfortable, and therefore prefer more mainstream clothing. Some research even indicates that consumers are willing to pay for more sustainable clothing. Sustainable clothing refers to “fabrics derived from eco-friendly resources, such as sustainably grown fiber crops or recycled materials”. It also refers to how these fabrics are made (Connell, 2014). For instance, Connell (2014) found that consumers were willing to pay up to 25% more for an organic cotton shirt compared to a shirt made from conventional cotton from a brand that is already considered green. An apparent gap in research is how people would perceive this, if the information came from a fast fashion brand (Joy et al. 2012). Another gap is the identification of the respondents, as this will naturally affect the results. The age group, social status and income will naturally be a mediator. In addition, a criticism of this finding is also that people may think that they are willing to go through with something, however not follow through in a real life purchase context.

In addition, Morgan and Birtwistle (2009) found that due to lack of media coverage, there is no correlation between customer awareness, purchase intentions and environmental impact. On the contrary, other researchers argue that to some extent there is a correlation between the media coverage at a specific point in time and the purchase intentions. Some participants in the aforementioned research stated that they may consider to change their purchase consumption and disposal

behavior if they were initially more aware of issues. As a solution, the study concluded that fast-fashion retailers need to take action and the responsibility for the amount of fashion clothing being produced and sold through their stores by initiating programs in terms of textile disposal to increase the reuse and recycling of fashion clothing.

McNeill & Moore (2015) have found that consumers attitudes towards sustainability in fashion is determined by their general level of concern for social and environmental well-being, their preconceptions towards sustainable fashion, and their prior behavior in relation to ethical consumption actions. The current research finds that “self” consumers, typically the younger consumers that use fashion to reinforce a particular social identity, hold unfavorable or non neutral views towards sustainable fashion, which is consistent with these attitudes; displaying no drive to seek out sustainable products, and particularly other positive attitudes towards fast fashion cycles. In addition, they do not exhibit a connection between interest in sustainability and their choice to shop at second hand stores. Such behavior was exerted for reasons such as saving money or finding something unique or “cool”, vs. level of ethical concern (McNeill & Moore, 2015).

2.4 The paradox of willful ignorance

Multiple studies have found that, unsurprisingly, consumer’s choices are normally poorly connected to, or completely disconnected with their actual values (Moisander & Pesonen, 2002). This does not apply to all customers, but can be seen as a general pattern. Despite recent media storms on ongoing issues in the fashion industry, consumer research has frequently neglected this area. Consumers often out that they condemn sweatshop labor, and would not buy clothing made from such sweatshops. However, there are behavioral inconsistencies at the point of decision-making. Some consumers may be showing “moral hypocrisy” (Ehrich, Kristine R., Irwin, Julie R 2005; Batson, Thompson, and Chen 2002), meaning many would like to appear morally correct, but have inconsistencies in their actual behavior and moral. One reason for this is that consumers care about ethical issues, but not to the same extent as price and quality, when sacrifices must be made, consumers usually trade-off the ethical aspects first. Previous research has

found that this aspect of ethical attribute information can induce a mismatch between consumer sentiment and behavior because it allows consumers to be *willfully ignorant* of attribute values that may cause them stress (Ehrich, Kristine R., Irwin, Julie R, 2005). As a way to ignore these emotional costs of incorporating knowledge of the potentially ethical attribute into the decision, consumers might choose to pass up the opportunity to learn about it. Even though not requesting information, and ignoring it when it is provided has the same effect, these two possibilities do not have the same psychological effect on the consumer. Previous research has also shown that omitting a stressful action is more comfortable than choosing to act, even though they have the same outcome (Ehrich, Kristine R., Irwin, Julie R, 2005). These negative emotions entail causing people to avoid obtaining certain information about attributes, in order to avoid actually making the decision (Anderson, 2003; Luce, 1998; Luce, Payne, and Bettman, 2000). This theory is also proven by Pettit & Sheppard (1992), which find that once an individual becomes more aware, he or she might still not be ready to take action to address environmental concerns. They find that if the information provided to the consumers becomes threatening and cognitive dissonance can not be resolved, the individual is accountable to evoke a psychological defence mechanism such as e.g. denial.

In today's society, young consumers are increasingly dependent on fast fashion to help satiate desires for luxury fashion, even if it embodies unsustainability (Joy et al., 2012). Therefore, with also an apparent increase in awareness and conscious of green values, it is highly interesting to examine their need for commitment to fast fashion, and whether or not our respondents are ignorant towards important issues. In general, there has been little relevant research concerning this, and our research question is therefore as following;

RQ2: What are young consumers attitudes and emotions towards sustainability in fast fashion?

2.5 Green Consumerism

The term sustainability has become a new mantra, and more and more people are aware of the concept of fashion sustainability. The idea of being green, also called

“Green consumerism” is defined as the action when consumers are buying products for their environmentally sustainable features (Sparks and Shepherd, 1992). However, this is a poorly defined term in literature, and is defined in many different ways. Hence, this may be seen as a weakness in this research area. This notion of green behavior has become a popular way to address environmental concerns without compromising the market driven economy. That is, the concern for the environment has been conveyed into consumer demand for environmentally friendly products (Pettit & Sheppard, 1992).

In general, previous research has found that knowledge and awareness forms attitudes, to which can influence consumer behavior (Reser and Bentrupperbaumer 2005; Hoyer and MacInnis 2004). Researchers have distinguished the difference between green and brown consumers. For instance, green consumers are more observant of green products and thus, more critical to them than brown consumers seem to be. However, in most cases, research has found that though consumers have pro-environmental attitudes, consumers might still not always intend to buy greener products (Luchs et al. 2010).

Nevertheless, research lacks in controlling for how a consumer would define being “green”, in addition to what they believe it takes to be “green”. It is an interesting and popular research area to examine. In general, little research has successfully shown factors that contribute or define a green person. It is therefore highly interesting to examine the context of young consumers attitudes towards their self-identification as “green” consumers, and to the factors previously given.

RQ3: What do consumers consider as being green?

2.6 The Fast Fashion Value Chain

There is a large shift in the fashion industry from a production approach to a market demand approach. Retailers have started to understand how important flexibility and rapid responsiveness is in the market. The fashion pipeline identifies the vertical system that starts from the production stages of raw materials to the manufacturing, and to the distributive stages of the textile and clothing industries (Corbellini, 2009).

In sustainability, we can identify three crucial factors; planet, people, and profit. Moreover, this means producing fashion while turning the attention to our planet and its natural resources, respecting people operating at every stage of the fashion pipeline, and to increase profit due to stakeholder engagement approach (Corbellini, 2009). As previously mentioned, the key success factors towards sustainability in fashion are communication and control. However, due to the new processes of value chains, it may be very difficult to gain control of the process, as well as communicating every activity of every step (Caniato et. al., 2012). This is also a large contributing factor to why issues rise, and it is therefore extremely difficult to identify the core of the larger issues, such as the aforementioned Zara scandal from 2017.

In respect of the value chain, previous research has shown that from the consumers' perspective, some argue that the change to a more sustainable fashion future has to come from the fashion consumers, also called the end user. Although fashion consumers are increasingly showing awareness towards sustainability (Shen, 2014), many are still reluctant to adopt sustainable changes to their consumption choices in the clothing sector (McNeill & Moore, 2015). Such changes can for instance be to take responsibility for their personal consumption and to be aware of how their garments are made. Contrary, some argue that the core of the issues lie with the brand itself (Shen, 2014). This has not been studied on a larger scale, and we see this is a gap in current literature. From the retailers' perspective, some fast fashion retailers have answered to this and started to adopt environmentally friendly strategies in recent years. For instance, with offering clothing made of organic cotton and involving some clothing recycle initiatives (Park & Kim, 2016).

A prominent gap is from the consumer's perspective on current issues, and where to place the blame. There is little research on whether the distributor or the brand of the value chain that contributes mostly to the issues raised concerning sustainability. The issue may be whether consumers distinguish who is to blame for the environmental issues being caused. Is it for instance Zara or is it its cooperating vendors? Which directs us to the following research question;

RQ4: In what part of the value chain do consumers place blame regarding ethical decisions of recent scandals, and who is it to blame?

2.7 Social norms as factors to green behavior

Consumers influence each other in many ways. They copy each others behavior, they share important information through casual conversations, and they seek and give opinions (Bertrandias & Goldsmith, 2006). Eager consumers are due to the fast moving industry primed to browse fast fashion stores every three weeks in order to search for new styles and to follow new trends (Barnes & Lea-Greenwood, 2006). Moreover, the “throwaway market” has now become a trend or even a norm to most young consumers (Bhardwaj & Fairhurst, 2010).

One of the greatest factors that drive young consumers consumption behavior is the influence of bloggers and so called “influencers”. As humans in the 21st century, we are constantly exposed to this pressure, through several channels. As of today, the largest segments in the blogger industry consist of fashion blogs. Such blogs focus on fashion, trends, products, e-commerce, and street- and personal style, dominating over 50 % of the top 200 blogs in Norway (Blogglisten, 2018). According to Allen (2009) bloggers bring their readers up-to-date on trends and inspire them by showing their personal styles. Research has also found that fashion blogs have changed the face of fashion communication through control being shifted from sender to receiver. The power of mass media channels is that it reaches out to more, however the interpersonal channels such as blogs are much more effective in changing consumers attitudes and influencing their decisions to either purchase or drop a new product (Rogers, 2003). Bloggers have the ability to influence any purchase decisions because they are likely to be viewed as highly credible, due to their perceptions of being “experts” by their readers (Halvorsen et al., 2013). The current research stresses the importance of bloggers great power to influence readers, as well as being their main source of fashion inspiration.

Though there is a great deal of research on the impact of well-known people, such as influencers and bloggers, there is little research concerning the fashion impact of friends and family, other potential factors, and nevertheless the sustainable

impact of this. This is an under researched area that needs to be further investigated. What we are aware of is that the “throwaway culture” has recently become a trend or a norm (Bhardwaj & Fairhurst, 2010). This research therefore looks at all of the respondent’s factors for green behavior, and aims at identifying new important factors.

RQ5: Are consumers affected by social norms in terms of sustainability?

As there is little research in general concerning young consumers and their willingness to change, the intention of this research is to identify new suggestions to improve and increase awareness amongst young consumers, in order for them to become more “green”.

RQ6: How can consumers mindsets and actions be changed?

3.0 Methodology

3.1 Objective

The objective of our research is to unfold young consumers knowledge about the sustainability issue in fast fashion through in-depth interviews. Our intention is to explore the consumption behavior of individuals, and outline their general beliefs. In addition, we want to examine where in the value chain the consumers place the blame for recent large scandals - is it perhaps the brand itself or does the blame lies within oneself? Our objective is therefore to create a “mental map” of the young consumer’s view, opinions, and beliefs regarding the fast fashion industry. In addition, to dig deeper into why and how consumers think and act the way they do, by analyzing the different responses, before the final conclusion.

3.2 Research design

In this article, we will utilize an exploratory research design to gain more insight and understanding, define the problem more precisely and identify relevant courses to action. We will utilize in-depth interviews, where the sample is selected to generate maximum insights, but is also small and non-representative. The primary data is qualitative in nature and is analyzed accordingly. Before

conducting the in-depth interviews, we ran a pre-test on two individuals that fit the criteria, to see whether or not the interview guide (Appendix A), gained enough information. Hereafter, we did some minor changes to the interview guide, and began interviewing our sample.

3.3 Participants

It is of importance that all participants are female, and in the age group between 20 and 28. As mentioned previously, our sample is chosen to generate maximum insight, in other words, until saturation. However, if respondents turn out to not fit the criteria, their data is retrieved from the analysis. The criteria is that they all fit within the preset control characteristics, such as age, sex, previous knowledge of the green theme, as well as having a variety in shopping habits, behavior and personality patterns. After conducting twelve interviews, as well as two pretests, we established the data we needed.

We have chosen to utilize a probability convenience sampling, due to the advantage of having access to this sample. We see the disadvantage of biased answers as this is an easy sample to obtain, however we want to note that this intended sample is representative for this small target segment. This sampling technique entails recruiting respondents in the researchers inner circle, as these are representative for the target segment, even though they are not representative of the whole population. Note that none of the participants can have any previous knowledge of the objective of this study.

Lastly, this target group is selected as research shows that his group is in the prime for purchasing fast fashion (McNeill & Moore, 2015). Participants have been contacted directly by the interviewer, and the non-random sampling invites other volunteers that can be friends, family, or acquaintances.

3.4 Interview structure

The interviews will last for approximately 45 to 55 minutes depending on how detailed the participants are, and are finished when no new relevant information is added. The questions were pre-tested on two respondents. Some questions had to

be tweaked, and probe questions and follow-up were added in order to obtain a thorough interview guide, such as “why”, “explain more”, “why do you think that is?” and “how do you feel about that?”

The interview includes four different stages; opening, questioning, probing and closing. Our opening statement states the purpose of our research, following this is a set of predefined questions regarding personal consumption, sustainability in general, general beliefs about sustainability, and the value chain. Thereafter, we move into a probing stage to ensure that the information we have been provided with is correctly stated and understood. Finally, we end the interview with general questions about the person's demographics, as well as thanking them for their time and their contribution.

3.5 Establishing validity in qualitative research

With in- depth interviewing, we will try to uncover the concepts that the respondents make use of when understanding and interpreting questions in the interview. The following issue then is how we know that our understandings of key concepts are the same as the respondents. In order to secure for validity, we evaluate whether the research question is valid for the desired outcome, the choice of methodology is appropriate for answering the research question, the design is valid for the methodology, the sampling and data analysis is appropriate, and finally whether the results and conclusions are valid for the sample and context.

In order to prevent for individual differences in beliefs and how respondents understand and interpret the concepts, follow up questions are as mentioned previously added to the semi- structured interview guide. The follow up questions will also act as a guidance to get clearer and more thoughtful answers. The main reasoning behind our choice of choosing an in-depth interview is to get more detailed personal emotions and attitudes. Our objective is to get their real and truthful thoughts. As for the sampling method, it is quite an easy sample to obtain as it is a convenience sampling method. However, it should be noted that this sample measure is relevant for our research questions and the aim of this study.

4.0 Analysis and discussion

This analysis is structured according to the research questions, utilized and followed up with a conclusion of the most interesting findings, as well as implications and avenues for future research.

4.1 List of participants

The demographics, as well as purchase information for all the twelve respondents are presented below. This includes the individuals designated number with their age and their income, and in addition how much they spend on average per month on clothes, how many pieces of clothing they purchase per month, and the share of fast fashion they own.

Table 1

<i>List of participants</i>	<i>Age</i>	<i>Income in NOK</i>
1	28	400 000 - 600 000
2	25	400 000 - 600 000
3	25	400 000 - 600 000
4	25	0 - 200 000
5	21	200 000 - 400 000
6	26	400 000 - 600 000
7	23	0 - 200 000
8	27	0 - 200 000
9	23	0 - 200 000
10	22	0 - 200 000
11	23	0 - 200 000
12	23	0 - 200 000

Table 2

<i>Respondent</i>	<i>Money spent on average per month</i>	<i>#Pieces of clothing bought per month</i>	<i>% of Fast fashion</i>
1	1000 kr	2	50 %
2	2000 kr	4	70 %
3	2400 kr	5	50 %
4	1500 kr	4	80 %
5	0 - 500 kr	1	100 %
6	1500 kr	4	90 %
7	2500 kr	5	80 %
8	500 kr	2	20 %
9	500-1000 kr	3	80 %
10	500 - 700 kr	2	30 %
11	1000 kr	3	50 %
12	500 kr	2	100 %

By this information, we can identify all of our respondents as fast fashion consumers, even though we have some larger differences in money spent per month and the share of fast fashion in each individual's closet. One way to prevent for these differences could be to exclude Respondents 8 and 11. However, we intent to go deeper into factors for these differences, such as knowledge, attitudes and in general, their behavioral patterns.

4.2 Exploring consumer consciousness

The first research question asks about how conscious young consumers are regarding important issues in the fast fashion industry. Through several questions regarding the respondents' personal garments and recent issues, a large part of the

respondents in the study were somewhat aware of fast fashion and the impact on the environment related to different issues. This resulted in a complete list of the important issues the respondents have raised, and the frequency of the mentioning of these issues.

Table 3

<i>Issue</i>	<i>Frequency</i>
Mass production	10
Low quality clothing	9
Underpaid workers/ low salaries	6
Child labor	5
Sweatshops	5
Pollution in transportation	2
Lack of regulations from the NO government	2
Plastic in clothes/environment	2
Throw-away culture	1
Water consumption	1

The main findings within this category seem to be the lack of knowledge amongst the consumers, and the absence of available information online/on paper or in-store. Further, it becomes apparent from the results that mass production is the most mentioned issue, and is mentioned by ten out of twelve respondents. Never before has clothing been mass produced in such an economic format. As previously mentioned, the fashion concept has emerged in recent years, and the concept of continuous collections has become the new mantra. From our respondents' perspective, this is one of the main issues, and the main reason for the brands to be able to offer such low prices. For instance, Respondent 4 states; "...Zara and H&M offer low prices, because they mass produce garments. They have tons of different colors, and styles, but I think it's the mass production that can push down the prices that much."

A close follow up of important issues raised is the “poor quality” the garments are made of, where nine out of twelve respondents mentioned this during their interviews. The mention of underpaid workers, and sweatshops with poor working conditions and child labor are close runner-ups. Lastly, there are other factors that are mentioned such as over flood of plastic in the environment, “throw-away society,” water consumption, pollution in transportation and lack of regulations from the Norwegian government, however in a low scale.

Multiple researchers have identified variables influencing sustainable clothing consumption. Stern (2000) has found that this behavior can be divided into four types; personal capabilities, attitudinal factors, contextual forces, and habit or routine. We have found evidence for all of these factors.

Respondent 9 stated that *“Honestly, I have no clue when it comes to production. I mean, I have read some articles, but I haven’t really looked into it. I don’t think people are aware of what brands are really sustainable and which are not. You really have to research to know. I just know that I would never Google a brand when shopping. A least not while being in the store.”*

This shows that the respondent has expressed personal capabilities and attitudinal capabilities in terms of not having looked into the matter, and contextual factors as well as habits by saying she would not Google anything while shopping. As previously mentioned in the literature review, Thøgesen (2000) has found that consumers are not informed of certain behavior, and what it is associated with. Respondent 12 acknowledges that she is aware that mass production is not a positive thing, but not the most important aspect of the problem; *“I can’t imagine that this brand (H&M) is sustainable when they have so much clothes in the store. Also, they have so much clothes on sale, and I feel like it reflects mass production.”* In light of Stern (2000) and the theory of attitudinal factors, this statement reinforces the fact that the consumers have attitudes towards certain problems, without really knowing the whole truth behind this.

Respondent 5 explained what she was wearing, as well as adding that she has little information regarding the production of the clothing *“Bikbok, and Bikbok, I don’t think they are very sustainable. I am not sure though, but they mass produce*

everything, they sell clothes really cheap, hence the quality isn't great. I don't know how they produce their clothes."

As previously mentioned environmental knowledge can be defined as "factual information that individuals have about the environment, the ecology of the planet, and the influence of humans actions on the environment." (Arcury & Johnson, 1987). As Respondent 4 mentioned "*I am wearing a scarf from FWSS (fall winter spring summer), which is quite expensive, I don't know much about their production methods though."*

Respondent 4 also stated the following; "*I am not very conscious at all, I do care about it, but I don't think there is enough information and proof regarding this (sustainability)."*

Consumers often opt out that they condemn sweatshop labor, and would not buy clothing made from such sweatshops. However, there are behavioral inconsistencies at the point of decision-making. Dickson, 2001; Shaw & Duff, (2002) state that amongst ethical consumers the sweatshop problem is most apparent, and the issue that is important in the clothing industry.

Respondent 4 stated, "*I have heard about sweatshops. It however makes it difficult to take into consideration when it is so far from the world I live in today."* In addition this respondent stated, "*Zara and H&M can offer low prices, because they mass produce garments. They have tons of different colors, and styles, but I think it's the mass production that can press down the prices that much. In addition they use laborers in e.g. Cambodia, which barely receive anything. It is a foolproof business model, mass production and extremely cheap labor will contribute to huge profit margins."*

Contradictory to mentioned theory respondent 10 stated, "*When my economy is better, I choose to buy the "better" products, which are produced in Europe or Scandinavia. I think mostly about the production, and that is the little thing I can do. I don't buy a lot of clothes, but when I do, I usually spend a lot of money."*

This shows that this individual has knowledge about this issue, and is willing to make a change along with the lifestyle. This can be assumed to also apply for other consumers, as young consumers are highly price-sensitive.

4.3 Attitudes & Emotions against fast fashion

4.3.1 Attitudes

The second research question includes the young consumers attitudes and emotions towards sustainable measures. When collecting and discovering the participants' attitudinal and emotional issues, we saw a clear pattern of positive and negative issues. The attitudinal issues are divided into positive and negative issues, and whether they are strong or weak. Previous research has found that consumers do not always hold positive attitudes towards sustainable garments (Connell, 2000). When being asked about their general attitudes concerning the fast fashion industry, there was a great difference in number of positive and negative attitudinal issues raised, and the extent of strong and weak issues. After analyzing our content, we found that some statements cannot be categorized into either positive or negative. Therefore, we added a third category of neutral attitudes. The results are gathered into a complete list;

Table 4

<i>Positive attitudes</i>	<i>Frequency</i>
Cheap clothing	3
Economic benefit	3
Recycling and use of apps is good	2
Do not think much about it, but try to be more aware	2
 <i>Negative attitudes:</i>	
Acknowledgement of the severity of issues and the aftermath it creates	6
Exploitation of workers	4

Time to make a change	3
Difficult to set things in perspective	2
Clothes have poor quality	1
<i>Neutral attitudes:</i>	
Don't think the whole issue gets enough attention	4
Difficult dilemma	1
Important to create demand from bloggers, influencers etc	1
I think it is better that they have this job to go to, rather than a much worse job	1

Surprisingly, a large part of the complete list is strong negative attitudes. Respondents showed a high engagement in the issue, with a total of 16 negative attitudinal statements, ten positive statements, and seven neutral statements. We find that negative attitudes were more frequently mentioned than positive, and often not encouraged by probes or any follow-up questions.

An interesting finding within the negative category is the frequency of attitudes towards issues in the industry. Six individuals mentioned the great importance of a sustainable fashion industry. Respondent 1 for instance focused on the aftermath from the brands perspective; *“This is a huge problem, a lot of scandals create negative PR for brands”*, while others such as Respondent 6 stated, *“I think it is a very large problem, and it is scary. We are destroying our globe now... we are too obsessed with having and wanting more.”* and put it in a customer perspective. Also within the negative category, Respondents 1, 5, 6, 11 and 12 mentioned the importance of the workers or the community surrounding the production. The commonality between these respondents is their ability to discuss the topic, both the positive and the negative aspects. For instance, Respondent 5 stated the following, *“H&M gives a whole town an economic benefit...However, you hear of these scandals, where laborers are not treated well. This is a fairly new issue, and has increased during the past five years. I believe we have no time to lose.”*. The

same individual stresses the importance of the laborers; *“I think the workers are overworked, and their work is exploited”*.

One interesting observation is that most of the respondents discuss the issue, without having a clear opinion. Respondent 12 for instance, stated the following, *“When it comes to cheap labor, it’s either really good or bad, bad in terms of human rights, good in terms of them having a job, and earning at least some money”*.

The reason for our respondents not having clear opinions varies due to natural causes. We have however seen similarities in some of the respondents, and can draw lines between the lacks of knowledge of the consumers, along with ignorance of the issues they are presented with. One issue would potentially be that the respondents answered the questions as they thought would benefit the research, to which we suspect.

4.3.2 Emotions

Further on, the emotional issues raised are divided into positive and negative issues. In this section, there was one individual that did not show any affection at any point of the interview. We find that a large part of the complete list of positive emotions included having a positive relation to fast fashion issues.

Table 5	<i>Frequency</i>
<i>Emotions</i>	
<i>Positive</i>	
Gives me a good feeling	8
Don't feel guilty	7
Important and interesting issue	3

Negative

The most acknowledged emotions are feelings such as satisfaction or happiness after purchasing a sustainable product, and most importantly the lack of any guilt as a reaction to their own behavior. A total number of seven individuals stated that they do not feel any guilt. For instance, Respondent 9 stated; *“It’s so horrible, but no, I really don’t feel guilty. I do throw away socks with holes in them, and I don’t feel guilty at all”*. We find that the lack of guilt feeling is partly due to already practiced green behavior, and in some incidents because some simply do not “care” about issues raised in the industry.

The negative emotional issues raised are primarily in relation to having the feeling of guilt. Respondent 4 for instance cited; *“... I feel guilty sometimes, but not because of sustainability, it is more because I think how much money I have wasted on all of these things that I barely use.”*

Respondent 7 also shares the same guilt feeling; *“Really guilty feeling, but because of myself. It is unnecessary expenditure, and it is so frustrating. You fall for the purchase and throw away culture”*. This suggests that respondents do not feel guilty due to their lack of environmentally conscious decisions, but rather because their personal spending.

Interestingly, a total number of three respondents (R1, R10 & R11) claim to regularly buy sustainable clothing, or to have shopped sustainable at some point. However, respondents such as 3 and 6, stress the fact that they do sometime buy sustainable, but not intentionally. Respondent 3 for instance states to mostly buy more expensive clothing, but when being asked where these brands are produced, she hesitated. *“ I hope and like to think that since it is that expensive, it is more sustainable. I hope that there is no child labor involved”*. Later in the interview, the same individual admits to be unaware of where the brands are made, but states that she rather looks at what the garments are made of.

The interesting aspect is that even though three respondents states to buy sustainable, eight individuals states that buying sustainable clothing gives them feelings such as satisfaction or happiness. We therefore ask ourselves, what is the

barriers for lack of this sustainable behavior, and find that most respondents buy cheap clothing due to their personal economy.

As a concluding remark, we have found interesting and contradicting findings. Respondents have a larger part of negative attitudinal issues, however, a large part of our respondent do not feel guilty. Some individuals also state that it is a very interesting topic, and something that needs more attention in the future. Many strong negative attitudes arise, however few respondents were actually able to discuss this further. We will further take a deep dive into this, by looking at the findings in this section, in comparison with respondents' actual actions. Due to these contradicting findings, we further look at what factors our respondents believe or what they consider being green, and how these findings relate to the topics discussed, especially concerning their attitudes and emotions.

4.4 Green characteristics

The third research question entails finding the factors the respondents consider to be "green". The respondents were asked what defines fashion sustainability and moreover a green person. The issues raised were made into a complete list, and we further identified a distinction between organizational and personal issues raised by the respondents. Some respondents emphasized the importance and factors of being a green person, while others emphasized the importance from an organizational perspective.

Organizational key characteristics that were brought up to define fashion sustainability were; *Human rights, sustainable production methods, transportation, and clothing made out of better quality*. The personal characteristics that were brought up were; *thrift shopping, recycling, purchase less, more use of apps, more awareness around what clothes to buy and where they are from, buying or switching clothes from friends, purchase more expensive clothing, give away clothes, sew your own clothes, use reusable bags, and look after your clothes*.

Table 6

Issue	What	Frequency
	<i>Better quality clothing, organic cotton, etc.</i>	
Use of green materials	<i>Clothes that have a positive impact on the environment</i>	6
Recycling	<i>Frequently recycling clothes</i>	5
Purchase/sell on apps	<i>Use of Tise, Finn, etc.</i>	4
Reuse clothing	<i>Better at utilizing the clothes you own</i>	4
Shop less	...	3
Switch clothes	<i>From friends or family</i>	3
Being aware	<i>Aware of green collections, what you buy, etc</i>	2
Better production methods	<i>Less pollution, water consumption, etc.</i>	2
Thrift shopping	<i>Shops at thrift shops/second hand store</i>	2
Human rights	<i>The concern of child labor and working conditions</i>	2
Transportation	<i>The use of long distance transportation</i>	1
Reusable bags	<i>Use of reusable bags when shopping</i>	1
Look after your clothes	...	1
Sew your own clothes	...	1
Purchase more expensive clothes	<i>Luxury brands</i>	1

It is clear that the respondents focus more on personal characteristics of being a green person. However, respondents 3, 5, 6, 8, and 11 stress the importance of the organization when it comes to the fast fashion industry, and especially the use of green materials in the production.

When being asked to define the fast fashion industry, as well as a green person, respondent 11 stated the following; *“I would say that it’s the use of recyclable material, good labor conditions, and sustainable production methods.*

Also, when defining a green person, the same individual stated; *“...Oh yes, and recycling old clothes! Buying it from friends, or others on apps etc.”*. We see that this individual has looked at several aspects of the fast fashion industry, and not just the personal measures.

Respondent 4 also share the same opinion, however, looks more at what it entails being a green person. *“Being sustainable in the fashion industry I would say means not purchasing too many pieces of clothing, purchasing from apps such as Tise, to minimize the green footprint. I would also say arranging nights where you switch clothes with your friends is part of being green. Being aware of various green collections at different fast fashion chains is also a part of being green. Clothes that are made from long lasting fabrics are also a contribution to the green image.”*

Our initial assumption was that the respondents that brought up more organizational aspects were more critical to the fast fashion industry than others. However, when thoroughly analyzing our content, we see no clear correlation in *attitudes towards the industry and green considerations.*

Another interesting finding is the number of times the issues of recycling and utilizing apps was mentioned. A total number of five out of twelve mentioned the importance of recycling clothes and four out of twelve mentioned the utilization of apps. For instance, when defining a green person Respondent 7 stated; *“Those are the people that use reusable bags, you recycle everything, good at using finn.no, Tise, it is not only clothes that cause a worse environment. I don’t know if organic clothing is any better than regular, and as a private person it is not very easy to obtain this information”*

Similarly, Respondent 8 stated, *“I would like to see more recycling; I think it could have been done to a larger extent. It’s very easy and not that costly”*.

In addition to this, the respondents were asked how green they perceive themselves on a scale from 1 - 7, where 1 is “not green at all” to “very green”. The results ranged from 2 - 5, and we saw no extreme results. We believe that by looking at the respondents’ body language, and through mediocre answers, that most respondents felt fairly uncomfortable when being presented the scale. We suspect that some respondents did not answer to their best knowledge or truthfully, and might have said they were greener than what they actually are. For instance, a lot of the respondent began their answer with “I don’t know”, or “Its so sad”, and followed up with a mediocre answer. To build on this, we will further use this information to determine whether the respondents are biased or not.

4.5 Are respondents pro green biased?

During the interviews, we quickly realized that there were discrepancies between what the respondents said was important to them vs. their actual actions. We decided to further investigate these topics, and therefore examine respondents’ biases. In order to accomplish this, we have analyzed the respondents’ actions and shown that all respondents have initially positive repercussions. There are only two respondents that acknowledge they throw away clothes, and we therefore characterize these as negative actions. However, it is important to stress that the negative actions only include disposal of clothes such as socks and underwear.

Table 7

<i>Actions</i>	<i>Frequency</i>
Give clothes to UFF	4
Give clothes to Fretex	6
Sell everything on Tise	4
Exchange nights	1

We use this information and include results from the previous sections to evaluate whether they are pro-green biased or not. Our main objective is to investigate the “attitude-behavior gap” and to see if their values are compliant with their actions.

We find discrepancies within our research and previous theory. Previous research has shown that consumer choices are poorly connected to, or completely disconnected with their actual values (Moisander & Pesonen, 2002). However, our results show that there is no clear pattern concerning this issue. We find that our respondents are all different at the individual level. For instance, Respondent 5, is very reflected, and has some knowledge concerning production methods and materials utilized in the production, but says that it is not an important topic for her personal beliefs. She admits to have ignored certain topics, such as child labor, and rates herself a 3-4 on a scale from 1 - 7. Our question is whether or not this is enough to rate her a 3-4, as she only shops fast fashion clothing, but give away what she doesn't need to charity.

Another similar persona is from Respondent 3, who considers the fast fashion industry as an “interesting topic”, but her main concern is if it is explained as easy as it could be. The individual had approximately 50 % fast fashion clothing, and the rest was luxury brands. However, she knows little about their production methods and materials, and does not care enough to be able to rate hers above 3-4. Still, this is fairly high, to only “give away to Fretex”. The main difference between respondent 3 and 5 is the total amount of fast fashion clothing, and lack of knowledge.

Respondent 10 is very aware of current issues, and know a lot about materials, production methods and cares about how a product is produced. The individual states that; *“When I have the economy for it, I always buy the better products”*. She shops at thrift shops and buys ethical brands produced in for instance Bali, has negative attitudes, and strong positive emotions. Out of all respondents, she is the most aware respondent with the most experience within the topic, but only rates herself as a 2. She has 30% fast fashion clothing in her closet today, and mentions that she got these clothes as gifts; otherwise it is e.g. cheap underwear etc.

In general, we find that most respondents rate themselves as more green than what they actually are, except the individuals that are actually more green, rate themselves at a lower rate. We find that the more green you are the less you acknowledge it yourself, and the less green you are, the more green you think are

in comparison with others. However, in some cases we can also assume that those who are most green, but who rate themselves low, is because they have the most knowledge and realize that they are not actually very green.

4.6 Who is to blame?

The fourth research question asks about where in the value chain the consumer would choose to place blame regarding recent issues and scandals in the fashion industry. Intentionally, this was discussed in one section in our in-depth interviews. Our results show that 25 % of the respondents strongly blamed the brand, and another 25 % strongly blamed the consumers. The largest part, 33 % of the respondents placed the blame on both the brand as well as themselves, hence they were unsure, and considered this a joint issue. The blame was neither strongly or negatively associated with either the brand or the consumers. Finally 8,3 % blame the government, the brand and also the consumers, and the final remaining 8,3 % blame solely the government. In the next section we will include relevant theory, as well as discuss whether consumers create this pressure, or if it is actually the brands that create trends, hence social adaptation.

There is a great variety in the respondents' answers, Respondent 6 states; *"It is us, the consumers, we are one of the world's richest countries, and the change has to happen here. People are not as aware of these issues, the ones that are selling these items, are hiding this"*. There are a variety of answers ranging from strictly blaming the consumers, to blaming the brand, and some mention it is an evil circle, and blame the whole value chain. There is therefore no proper pattern for where the respondents place blame.

Respondent 10 explains how all the stakeholders in a value chain have obligations when it comes to this issue; *"It's almost like an evil circle, now it everyone's fault. Consumers create the demand. If there wasn't a demand, there would be nothing to produce, but I also think it's up to the owners and the producers, or just those who make the decisions, to create a need and demand. And most importantly, change the consumer's mindset"*.

Finally, Respondent 7 stated how no one is truly evil, and wants to cause harm, but that in some cases it is easier to turn a blind eye to what is going on in the industry: *“The consumer, we have options, no one forces you to purchase a garment, you need a cheap t- shirt because you need something fast and cheap. I am perhaps maybe a bit naïve; I don’t think anyone wants to hurt someone else. I don’t think anyone thinks its ok that a 13 year old girl is sewing clothes, If someone were to visit a factory, I don’t think anyone would be 100% ok with it”*.

In total five out of twelve respondents blame themselves for the development of the market; this indicates that nearly half of our respondents believe this is partly due to own spending and shopping patterns.

Respondent 10 stated, *“I think it’s easy to say that the consumers have all the power, because we actually do, but we don’t use it. At least that’s what I think. Some actually use their consumer power, and stand out. However, we shouldn’t underestimate the brands potential to change a consumers purchase pattern. It shouldn’t be so difficult.”*

Although not all of the respondents have reflected as much regarding whether it is the consumers or the brand causing this problem, some respondents have however made up their own thoughts, and have expressed this, such as Respondent 3;

“It is a combination, you can't really say it is one person's fault. We as consumers are pushing the prices down, hence a company in order to be competitive presses down prices when producing these garments. In developing countries, the government does not have strict laws and regulations, the brands are very good at marketing, and market themselves as what they want to be perceived. However on one hand, you have not really heard much about the conscious collection, H&M could start with changing their value chain, and provide more information.”

Respondent 3 also acknowledges that though consumers are partly to blame, it is a joint problem between all the different parts of the value chain, and this respondent has reflected upon this, and expects large brands to go forward with a good example. Respondent 8 talks about how the industry creates trends, but sums up with how individuals are not forced to purchase anything.

Respondent 8 states *“As a consumer, you have a form of power too, but to make the process quick for people it needs to be sort of a forced process. I think changing people’s mindset and attitudes is very difficult and will take a long time, but of course you can do it. It’s hard to choose only one to blame, a lot of the problems come from within the industry, those who start the collections, fashion magazines with new trends every week. At the same time, you are not forced as a consumer to follow trends. We are not completely innocent, you do choose yourself whether or not to contribute to it.”*

Hence, the blaming game is difficult to pinpoint. It varies greatly from individual to individual, but the vast majority agrees on that the consumer is partly to blame, as well as the brand causing this problem. There is no evidence that consumers prefer or choose other certain brands over other brands, when it comes to sustainability. Nearly all consumers purchased fast fashion, and they did so at mainly the large outlets such as Zara, H&M and Bik Bok.

4.7 The importance of social norms

The fifth research question aims to uncover what social norms motivate consumers to make environmentally conscious decisions. Our findings show that media/internet/social media, friends and family affect our respondents. On the contrary, two respondents said that they are not affected by anything. To see if there is a pattern and correlations in the respondents’ answers, we firstly categorize the answers into three categories; *Issues*, *Media*, and *Other people*. When including other answers in our analysis, from questions such as how much they spent on clothes on average per month, the portion of fast fashion in their wardrobe, and their purchase behavior, we see no clear pattern. We find that their social actions have no clear effect on their purchase behavior. Our respondents use on average approximately between 500 - 2.500 NOK, and most respondents have a portion of 50% - 100% fast fashion clothing.

Respondents 2, 5, 8 and 10 cite that media/internet/apps have a certain level of importance to them. Though there is no clear pattern between the social norms, and the amount spent on clothes or the portion of fast fashion, we find some

interesting findings in the impact of media. First, Respondent 8 and 10, both affected by media, have less than 30% fast fashion clothing in their closet. Due to this, we can assume that media in general has an effect on consumers. With only four out of twelve respondents mentioning media, this may indicate that news in the media does not relate to most people, but when it does, it is very effective.

Respondent 8 for instance states the following; *“It’s probably because all of the fuss about it, that I know more now than I did before – concerning especially how polluted the industry can be. It’s really nothing else than that”*.

Family and friends are also two common factors for social behavior, both in a positive and a negative way (McNeill & Moore, 2015). Respondents 7, 9 and 11 stated to all be affected by friends and family to a certain degree.

Respondent 7 stated the following, *“... My mom is very strict about this, I don’t know her reasons for this however. My sisters have posted and sold clothes on apps, and other purchase sites. So they have affected me”*.

Respondent 9 stated, *“I think I get more or less observant by reading articles about issues etc., but I don’t care enough to give that final effort, unfortunately. My mom might be the only one who affects me”*.

Finally, Respondent 11 stated, *“Not trends! I think if I started to actually follow trends, I would buy a lot more, and in those fast fashion stores. But maybe through friends. I have some friends that are very conscious when it comes to sustainability in fashion, so I kind of take after them.”*

Though these individuals state to be affected by family and friends, we identify these as weak social factors, and do not have a clear effect on consumers. By this we assume that there are possibly other underlying factors that were not uncovered through the interviews. On the contrary, we have respondents such as 6 and 12 that cited to not be affected by anything. Respondent 12 stresses the fact that she is from an simple family, where shopping or having new things have never been an important aspect. *“Shopping has never been a huge deal in my family. Our lifestyle is pretty simple, not to generalize too much, but we are not a family from the “westside”, we have never cared that much about style, but*

maybe more about quality and comfort". In addition, this individual adds that she does have friends that are more "flashy" than other, but that it does not affect her at all.

Respondent 8 also shares the same opinions, but it is however based on her oblivious behavior; "I am not very aware of being green, but I get a very bad feeling if I have used a lot of money, which is my personal economy. I don't really care that much about sustainability".

In general, we believe that all young consumers are affected by something when it comes to clothing, whether it is by influencers, trends, friends, etc. We are therefore highly suspicious when so many claim to not be influenced by anyone or anything.

An interesting aspect that was brought up throughout almost all interviews, to which also proves previous research, was the importance of bloggers and their power to both positively and negatively affect the younger community. Halvorsen et al. (2013) have found that bloggers have a unique ability to create a strong relationship between the blog and its readers, resulting in the advertisement being viewed in a personal and non-intrusive manner. Respondent 10 and 2 talk more in-depth regarding this; *"There's just a lot of fake people, such as some bloggers, like "Annijor", she writes these long articles about sweatshops and other environmental issues, while also promoting clothes from Nelly. It's hypocritical – they say something, but do something completely different. Some can say that they even violate human rights, and humans in general"* (R10). Respondent 2 also cites; *"...Yes and no, such as influencers, that have tried to raise awareness when it comes to child labor I don't however talk about this with my friends"*.

A large part of the respondents agree with Halvorsen (2013), and mention the importance of having the power as an influencer or blogger. In addition, when being asked to define a green person, a total number of eight respondents mention Jenny Skavlan as a positive sustainable influencer, and also emphasize her great power in today's society: *"I think it's important to create demand, especially from blogger and influencers that have so much power and influence. They have so much market power, so they should really think about the repercussions when*

they post ads for H&M, Nelly etc. They should think about actually being role models. Like Jenny Skavlan, she's the prime example of a person who uses her power in a good way in the fashion industry" (R10).

Respondent 3 also holds the same impression; *"I think it has been more in focus now, than before. I think there is more focus around this because we as consumers know more about sustainability, global warming, the environments, hence this is an effect. Influencers are more aware of this, such as Jenny Skavlan, raises awareness around this."*

These results suggest that influencers, such as Jenny Skavlan utilize her influence in a positive matter. She has increased the awareness around sustainable options and ways of changing a consumer's consumption behavior. However, it is important to distinguish between positive and negative consumer impact from influencers.

4.8 Potential change in young consumers mindsets and actions

The sixth and final research question targets how young consumers mindset and actions can be changed. An extremely important aspect of our research aims at uncovering how consumers mindsets and actions can be changed for the greater good. The respondents were asked directly if they believed people's mindsets can be changed and how, given a few probes, such as "can we/should we get people to buy fewer clothes? Can we better dispose of our clothes?" A total of ten out of twelve respondents said that people's mindset and actions can definitely be changed. However, Respondents 4, 9 and 12 also stress the fact that it is not something that can be changed right away, and that it requires a great amount of effort. For instance, Respondent 12 stated the following; *"Of course, but I think that it takes a lot of effort. It's not enough with just informing and explaining how sustainable it is or not. You have to give them an alternative, like you do with food... Like H&M, you can't just say how bad it is, but you have to come up with in-store solutions. So it's easier for us to know when we are actually shopping fast fashion clothing, and sustainable clothing"*

We can draw parallels by looking at how the consumers feel regarding their

spending patterns. Some respondents do mention guilt, however this is more due to their personal economy rather than the sustainability aspect. Respondent 4 states the following *“I feel guilty sometimes, but not because of sustainability, it is more because I think how much money I have wasted on all of these things that I barely use. I feel good about myself, I have donated clothes to Fretex, it is almost like I feel that I can reward myself with purchasing more clothes, because I have cleaned my closet.”* Hence, we can draw the conclusion that for the most part the respondents are happy with their spending, and the fact that cheap clothing is easily available. This is also an argument to further dwell upon. Since the consumers are relatively happy with the current supply of easily accessible fast fashion, it makes them automatically more reluctant in changing this.

On the contrary, the remaining respondents (R2 & R7) are more skeptical of the thought of change, however, they emphasize other important aspects. Respondent 2 stated *“I don’t think you can change people’s mindsets, but you can make them more aware. I don’t know if it would actually work, but maybe some people would be affected by this..”*, mentioning the importance of media etc.

In addition, we have asked what our respondents believe to be good solutions to the lack of green behavior, and we have hereafter categorized all the different suggestions into five categories; organizational, political, social, knowledge and economic. Within these categories there are some similarities, and unique suggestions that have become apparent. The organizational factors that were brought up, entail large corporations that have to come forward and make an impact and change, as well as show their engagement in their marketing.

Respondent 1 has for instance stated that *“Big companies have to come forward and set an example and use the whole value chain to be more sustainable”* and *“better marketing strategies to provide more information”*, suggesting that the individual brands can make a difference by labeling where and how clothing is produced, in order to make it more apparent for the consumer. Other respondents have also brought the attention to the need for an overview of sustainable brands (R10), and “easy” alternatives for the consumers (R12), similar to newer recycling and disposal routines in Norway.

Another aspect is the importance of brands demanding regulations from the government as well as the factories. Looking at this issue from a political perspective, the suggestions that have come up are to impose higher taxes on the import of clothes, as well as setting more strict regulations. Respondent 8 for instance states *“More strict regulations from the government. I don’t technically know what would be possible, but typically in the production methods, and that sort of thing, the things they can actually change.*

In addition, there is a social aspect to consumers’ mindset and actions. There are several suggestions that become apparent. As mentioned previously, using influencers is a factor that can be utilized in a more efficient way in order to obtain more awareness around the issues around sustainability. In addition, apps such as Tise etc. should be used in order to encourage buying and selling used clothes. Another suggestion that was mentioned was to give back old clothes to fast fashion stores for recycling, such as H&M. Lastly, it has been suggested that an option is to sew their own clothing (R10), in order to change existing trends. Next, we have coded the answers in a category that we call knowledge. What is prominent in this category is that it is of essence to do own research, as well as obtain more information and research from the media. Throughout our interviews, the issues of more media coverage and to personally do more research have been raised over twelve times.

Previous research has found that many consumers would like to appear morally correct, however pass up the opportunity to learn or do research on their own (Ehrich, Kristine R., Irwin, Julie R., 2005). With this issue being raised a number of twelve times, we see comparing to each individual's actual behavior, that most of our respondents have the same characteristics as the previous research mentioned. We believe that if not all, many of our respondents are willfully ignorant, where many point out that they wish more information was made available to them.

Finally, the respondents have also mentioned suggestions that we consider from an economic point of view. One of the suggestions is from Respondent 3, that brands should make sustainable collections cheaper for the consumers, and also

run campaigns that raise awareness towards how much consumers spend on fast fashion, in order to target consumers through an economical perspective.

The largest proportion for change factors is the category of knowledge, where ten out of twelve respondents acknowledge that they need to conduct more research, and become more aware of their own purchase patterns. We see from the analysis that the respondents are not necessary willing to alter their spending patterns, and increase their expenditure. However, they state several factors they can change in order to become more “green.” Factors such as purchasing more used clothing, purchase less frequently and wear the same clothes more often are mentioned several times by the respondents. To be more specific, only three respondents actually state they would be willing to pay more for “greener” clothing. Other suggestions such as purchase more used clothing and purchase less frequently seem to be more realistic paths consumers would take in order to change their actions.

As for the organization aspect as many as eight respondents want to obtain more information about production and working conditions regarding the garments provided in the stores. In addition, it is of importance that this information provided is easy to comprehend. Utilization of apps, and purchasing used clothing is also something mentioned by five respondents, and is a part of the social category.

Table 8

<i>Changes</i>	<i>Frequency</i>
Purchase more used clothes	6
Purchase less frequently	5
Buy more expensive brands	3
Wear the same clothes more	3
Think more about what to buy	2
No change, stay the same	1

We have provided a thorough analysis, with attitudes, emotions, characteristics and consumer knowledge regarding sustainability in the fast fashion industry, and will further present a conclusion of all these components.

5.0 Concluding remarks and implications

In this article, we have explored young consumers perceptions of the fast fashion industry. One can conclude that though we are in an important era of fashion and sustainability, young consumers are in general oblivious or ignorant to issues surrounding them. This was reinforced by many of the respondents when analyzing their previous knowledge concerning the environment and personal consumption. The young consumers showed lack of previous knowledge and stressed the importance of absence of information in especially the media and in-store. Young consumers do have a lack of knowledge, however, we assume that they are or can be possibly aware of the general harm of fast fashion, but are uncertain of the exact impact it has on the planet and people. It has become clear that these issues are perceived to be too far away from reality and hard to grasp, especially for a consumer based in Norway.

Respondents appear to have strong negative attitudes and positive emotions, which suggest that they are genuinely concerned about fashion sustainability. However, when including the respondents' actions, we find contradicting results. Though many respondents state to be interested or concerned about the environment and express "guilt feelings", few actually respond in this way when it comes to fashion. Recycling of clothes, giving away clothes (UFF, Fretex, friends. etc), and the utilization apps (TISE, Finn, etc.) are highly popular amongst our respondents, however, only to a certain degree. Most young consumers today, also shop new clothes in stores, and with only a few purchases on apps and some recycling; we cannot define this as complete "green" behavior. We conclude that many of the respondents have the case of "willful ignorance" and are in addition pro-green biased. It is reinforced when all of the respondents state that the society needs more information, but very few actually take measures to research this issue, and hereby turn the blind eye to the issues in the industry. Therefore, informing consumers may be a highly problematic task. There is however evidence that respondents believe that this is an evolution, and that young consumers habits will change, at a slow pace.

We find that those respondents that actually perform more green actions, rate themselves at a low rate, due to their pre-knowledge of sustainable fashion, and many elaborated on the shift in the blame from the organization or brand to the consumers. It is difficult to point out the blame, and we see that the respondents find it difficult to place blame, and the blame game is between the consumers and the brand.

Most respondents follow their own path when it comes to their social norms, and to what extent they let anything impact them personally, through for instance media, family etc. However, a large part of the consumers stress the importance of the power of influencers or bloggers, and that by utilizing more well-known people, awareness will increase. This supports previous research concerning bloggers ability to impact consumer's consumption decisions.

It is not clear to come up with a reasonable and logical conclusion, as consumers' mindsets are complex to understand. However, there is a thorough pattern among consumers that they want more easily accessible information. This is something that the large fast fashion chains should take into consideration and make this information easily available. With that being said, it is important to state that this is an ongoing evolution, and not something that will change overnight. Consumers need time to adapt to this new "sustainable" way of thinking, and even though they state they want more information, the truth is that some will not be willing to change their spending and shopping patterns just yet. The information flow will most likely be a contributing factor to the evolution, but this path will be longer for some consumers than others. We can conclude with the fact that fast fashion chains must enlighten their consumers, as this is an apparent trend, and more consumers want to have this information accessible. However, this is a time consuming process, and the consumers mindsets need to adapt to this new way of thinking.

Future research and Limitations:

The current study is limited by its small convenience sample. The findings are therefore not generalizable to a wider population, but the exploratory nature can be utilized for many key topics for future research. Current research may be used as secondary data, applied to for instance an quantitative research, with a larger sample of young Norwegian consumers. It could also be useful to investigate the barriers for sustainable behavior, to which may be more representative.

Two other limitations are the inconsistency in interviews and the inability to present any generalizations. Due to the small number of respondents, a cross-section of the population in relation to age, income or residency cannot be presented. For future research consumers may also be divided into different consumer generalizations and quantitatively measured and investigated different ways to approach these. This can provide insight in what segments to aim for, and where to find these and in what channels to approach them.

Avenues for future research could also include a causal research design with experimentation. For instance, and in-store experiment to see the effect on sales of sustainable promotions in-store, and online. Such research can be interesting and useful for large brands in ways to give them practical insight in how to increase the awareness of their sustainable brands and in what channels to place these.

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Appendix

Appendix A: Interview Guide

Do you know what fast fashion means?

Short Introduction to fast fashion - Definition of “fast fashion”, story, etc.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?
3. How do you define fashion sustainability and a green person? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

Personal consumption

4. How much clothes do you buy on average per month?
5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?
6. Are you aware of more sustainable and conscious collections? And the increasing trend?
7. What are your attitude towards sustainability in the fashion industry?
8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)
9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?
10. If you were to buy a sustainable piece of clothing, what feelings do you get after your purchase? (e.g, satisfaction, happy, ..?)

→ refer to low prices

11. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?
12. Do you think it is good or bad and why?
13. Do you believe that a product is more sustainable if it's marked as green?
14. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?
15. Do you ever buy something you really don't need or like because it is so cheap?
16. What do you do with old clothes?
 - a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)

General beliefs

17. How green do you believe you are from 1 to 7? (e.g your actions) in fashion

Others actions

18. What are the main factors for your purchase behavior? (Probe: trends, family, friends, etc)

19. Do you think people's mindsets can be changed and how?

Value Chain

20. If you were to blame anyone for recent scandals, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

21. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

Protection Motivation Theory

22. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

23. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

24. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

Demographics:

Age:

Gender:

Income:

Appendix B: Transcription**Respondent 1**

Short Introduction to fast fashion - Definition of “fast fashion”, story, etc.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
 - This is a sweater from H&M, the jeans I wore today was from Lee. They use cotton in this sweater, but I have read in the news that H&M has been taken for using child labor. It is not H&M, it is one of their factories.

Do you think lee is a sustainable brand in your opinion?

- no idea.

2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?

- Never.
- If they were identical and cost the same, I would purchase the Scandinavian brand, because you feel safer that they are produced under good conditions, and better working conditions.

What about transport?

- The less you transport, the more sustainable it is.

3. How do you define fashion sustainability? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

- It is more about the environment, recycle clothes in a good way.

Personal consumption

4. How much clothes do you buy on average per month?

- 1000 kr per month, a pair of shoes, or a jacket, or one pair of pants.

5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?

- Yes, maybe 50% is from a fast fashion brand.

6. Are you aware of more sustainable and conscious collections? And the increasing trend?

- Adidas, sold shoes that were made out of plastic from the ocean.

Have you heard of conscious collections at hm?

Do you think it is an increasing trend?

- I hope so.

7. What are your attitude towards sustainability in the fashion industry?

- I don't really think much about it, I try to be aware of child labor. I don't really think much about it.

9. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

-
- Little in the fashion industry, I am when it comes to TOMS Shoes. I know these are good shoes that give me good karma.

Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- I think there is too little in media, and I don't really think much about this.

If you were to buy a sustainable piece of clothing, what feelings do you get after your purchase? (e.g. satisfaction, happy, ..?)

- Happy, positive, savior, save the world.

→ refer to low prices

11. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- Mass production, in low cost countries.

How about that they are very effective?

- Yes. That might also be. It is a combination between everything we have said. I think mass production is the most important factor for the prices.

12. Do you think it is good or bad and why?

- Positive for me, negative for me because it is low quality. The laborers producing these clothes get a very low salary.

What about the environment?

- I think it is bad for the environment, because of plastic usage. Huge factories in Asia, where they use machines that are not good for the environment.

How about the water usage? It is over 1000 litres per t shirt.

Can it be positive for the workers in e.g. Cambodia?

- Yes so they at least have a job to go to, however they are working under awful conditions.
- What if they did not have a job to go to? It is better rather than not having a job.

13. Do you believe that a product is more sustainable if it's marked as green?

- Yes I Believe that the producer or the marketers is telling the truth.

14. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?

-
- Not with the small amount I purchase now. I would wear the clothes for the same amount of time as I do today.

15. Do you ever buy something you really don't need or like because it is so cheap?

- no.

16. What do you do with old clothes?

- Give it to UFF.

a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)

- NO.

General beliefs

17. How would you define being green in the fashion industry?

18. How green do you believe you are from 1 to 7? (e.g your actions)

- 5, use clothes till they are ruined. I don't purchase just to throw it away.

Others actions

19. What are the main factors for your green behaviour? (Probe: trends, family, friends, etc)

- Media, and newspapers, the people around me.

20. Do you think people's mindsets can be changed and how?

- Yes, but this will take time. It is about the big companies that have to go come forward and set an example.

How do you think zara or H&M can do this, and still be competitive, since one has to be first?

- No good answer.

Value Chain

21. If you were to blame anyone for recent scandals,, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

- The owners of the company, and the consumers of course since they are the ones purchasing. People are rational, when it comes to prices when you are shopping. I believe the owners are the most responsible.

22. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is

trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

- It is a combination, better living conditions in most countries in the western world.

Protection Motivation Theory

23. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

- I think it is a huge problem, I hope there is a lot of work going on around this issue. Today's globalized world, scandals creates very negative PR.

24. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- Better marketing strategies, in order to provide consumers with information. Toms has a great business model, even though this would not work for all brands. The power lies with the big brands, and use the whole value chain to be more sustainable.

25. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- I could be more aware of how the clothes I purchase are made, and how they contribute to the environment. I don't know why I don't do this already, I feel like this is too far off from me, hence its not that easy to care as much.

Demographics:

Age 26

Gender female

Income 400 000- 600 000

Respondent 2

Short Introduction to fast fashion - Definition of "fast fashion", story, etc.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?

-
- The jacket is from ZARA, the shirt is from H&M, I have heard a lot about it sweatshops, and that is not so good. The pants are from five units, and I know they use better quality fabrics.
2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?
 - No it would not make a difference for me.
 3. How do you define fashion sustainability? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?
 - That they wear clothes on purpose that have been made in a sustainable way, meaning good for the environment, and no child labor. It is better to wear one pair of pants that you can just wash, than buying 20 different pairs of pants at H&M.

Personal consumption

4. How much clothes do you buy on average per month?
 - Around 2000 kr every month, it varies very. During the winter, I have bought a lot of expensive clothes because they cost more than summer clothes.
5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?
 - 70% is cheap, 30% is expensive.
6. Are you aware of more sustainable and conscious collections? And the increasing trend?
 - H&M has one, but I don't remember the name. I have two shirts from this collection. I hope this will be an increased trend, and that it will become trendy. We are a use and throw away society. I think about a conscious collection when I buy it, and think that I have made a good purchase, but this barely lasts until the next day, and then it is forgotten.
7. What are your attitude towards sustainability in the fashion industry?
 - That its great, but I don't really think much about it. I buy whatever I want, no matter if it is sustainable or not.
8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

-
- Now that I am really thinking about it, and we have gotten an earth we need to take care of, I think about it. However in a store I do not think about it at all.

9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- Yes and no, such as influencers, that have tried to raise awareness when it comes to child labor I don't however talk about this with my friends.

→ refer to low prices

10. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- Low costs, underpaid wages, mass production that is effective. They have found a way to make this effective, and they underpay their workers.

11. Do you think it is good or bad and why?

- For the consumers this is very good, since it is so cheap. However if you see through the worlds eyes it is not good, it is a use and throw away society.

12. What about the laborers in countries such as Cambodia?

- It is not good, but at least they have a job. They have a small salary, but at least they get a salary. They should have rules and regulations, to improve their current situation.

13. If you knew that Zara offered better working conditions, but the prices were a bit higher than other fast fashions brands. Would it change your purchasing habits?

- In the start then yes, but after a while I would not.

14. Do you believe that a product is more sustainable if it's marked as green?

- Yes, I believe it. I have never thought about this, I believe in the marketing.

15. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?

- I would purchase clothes less frequently, and think more about it. I would not purchase used clothes.

16. Do you ever buy something you really don't need or like because it is so cheap?

-
- More before, not really anymore.
17. What do you do with old clothes?
- I give it to fretex, and UFF.
18. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)
- Yes, sometimes, but it is more because of the money I have spent, not so much about the sustainability aspect of it.
19. How would you define being green in the fashion industry?

General belief

20. How green do you believe you are from 1 to 7? (e.g your actions)
- 3, I think about it. I am not aware of what kind of garments I purchase.

Others actions

21. What are the main factors for your green behaviour? (Probe: trends, family, friends, etc)
- My dad is very sustainable, these apps, such as Tise, change your mindset. Family and social media are the main factors.
22. Do you think people's mindsets can be changed and how?
- I don't think you can change people's mindsets, but you can make them more aware. I don't know if it would actually work, but maybe some people would be affected by this. Use influencers that our age groups reads, and make them promote it. I think these scandals are awful, so I try not to read about it because it is so awful. I have read Annikken Jørgens blog, where she shows how these sweatshops operate.

Value Chain

23. If you were to blame anyone for recent scandals,, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?
- I think these scandals are awful, so I try not to read about it because it is so awful. I have read Annikken Jørgens blog, where she shows how these sweatshops operate. It is a mix, but I would start with H&M, but then it is me that actually supports this whole system. It starts with H&M, as a brand.

24. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

- We have more money now than before, and the stores have now noticed that consumers want more, and therefore they produce more to meet demand.

Protection Motivation Theory

25. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

- I think this is the start of this problem, I don't think its life threatening yet, I do think it is a big problem, but I think there is a lot we can do on the way now before it becomes a huge problem.

26. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- Buy clothes that have better quality, and not as often, it would also become easier to sell this on e.g Tise. If the information on production etc would have been available online? Would you google this in the store? I would not google this.

Would it make you less trendy, since you would purchase less frequently?

- I would buy more classy clothes, so I would feel trendy anyways, but maybe not shop those short fashions trends. At least to a certain point.

27. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

Demographics:

Age 25

Gender Woman

Income 400 000-600 000

Respondent 3

Short Introduction to fast fashion - Definition of "fast fashion", story, etc.

Knowledge:

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?

- Now, I am wearing a red skirt from Holzweiler. That is a Norwegian brand, I don't know where it is produced. My sweater is also from the same brand, but I don't know where they are produced. I was wearing stockings from Pierre Robert, I don't know where it is produced.

Do you know if Holzweiler is a sustainable brand?

- I don't really know, but I hope and like to think that since it is that expensive, it is more sustainable. I hope that there is no child labor.

Do you expect that it is more sustainable since you paying that much for it?

- I hope so, and I hope Norwegian designers have better restrictions and rules.

2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?

- Yes I do, and I know they are produced in Bangladesh or China. I honestly have to admit that I look at what the product is made of, rather than where. And even though it is produced in Bangladesh it can be sustainable. Unfortunately, today's clothes or the majority is produced in areas, where the working conditions are not ideal. It is not like the conditions in Norway. The problem is that the clothes that are produced in sustainable environments, are a lot more expensive. I don't have the opportunity to have enough money for this.

If you knew that the garment was produced closer to Norway, rather than in Bangladesh, would you consider it more?

- Yes I would, consider it more, and think the quality was better since it is produced closer to home.

3. How do you define fashion sustainability? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

-
- A lot of what you buy today, is produced far away, and it has to be transported from A to Z, so this is a big part of sustainability.

Personal consumption

4. How much clothes do you buy on average per month?

- It varies vastly, but this month I bought more than I usually do. I bought two sweaters, one skirt, and a pair of pants from Holzweiler and five units.

How much have you spent?

- 2400 nok for all of this on a sale.

Do you usually spent that much every month?

- No that is not a regular month for me, I usually spend less. I don't think 2400 is a lot to spend per month, but I spend less.

5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?

- It varies, I feel like it's a good mix, I buy a lot of basic clothes at HM, and simple things such as a few blouses, pants from Zara, but I would say about 50% at cheap stores.

What in your mind is the best way in terms of convenience and guilt reduction for getting rid of old clothes? Do you have Tise, shpock, other apps that promote sustainable fashion?

- I don't really have a lot of guilt, clothes I don't use I give away. I don't really buy that much clothes, and what I have I use. I don't really have any guilty, but I always give away old clothes to Fretex. There is no point in selling plain white tops.

6. Are you aware of more sustainable and conscious collections? And the increasing trend?

- Yes HM has a collection with organic cotton. I have only seen it at HM. I usually at H&M and Zara.

7. What are your attitude towards sustainability in the fashion industry?

- Hmmm, I feel like the attitude is not very easy, because you don't have many alternatives.

If you knew about a store that you knew was sustainable would you go there?

- Yes I would definitely consider it more and buy there.

8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

- I have noticed HMs conscious collection, and i have a few garments from there. I think a little about it, and not only clothes, but also beauty products.

Have you ever bought something used because you wanted to be sustainable?

- no.

9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- I think it has been more in focus now, than before. I think there is more focus around this because we as consumers know more about sustainability, global warming, the environments, hence this is an effect. Influencers are more aware of this, such as Jenny Skavlan, raises awareness around this.

→ refer to low prices

10. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- There is no doubt that they produce in cheap countries, and mass production. They do not have the same rights as we do.
- H&M want to produce their garments in cheap countries, and ship them to all around the world.
- I don't think it is the effective production, I think it is more about mass production and cheap labor.

12. Do you think it is good or bad and why?

- For example, HM gives a whole town an economical benefit, which gives them enough money to have a normal life. But I have heard about these scandals, where the laborers do not get treated very well.

13. Do you believe that a product is more sustainable if it's marked as green?

- It depends, what brand it is. I notice it, but I am a little skeptical, but I like to believe that this is legit.

14. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?

15. Do you ever buy something you really don't need or like because it is so cheap?

- No, not really. I am quite aware of this. I am quite responsible.

16. What do you do with old clothes?

- Always to Fretex, if its very destroyed I throw it in the trash.

a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)

- I never feel guilty. I feel like I have bought responsible.

General beliefs

17. How would you define being green in the fashion industry?

- Jenny Skavlan, sells things, reuses, sews her own things, went through a shop stop. Everyone can't be like that.

18. How green do you believe you are from 1 to 7? (e.g your actions)

- That is difficult, I give away old clothes, I notice the conscious brand, my eyes go there. I should however be better at noticing these things, and research more. I never buy used clothes, so that is not good. I don't really buy anything I don't use, I have nothing in my closet that I have never used. Maybe I am a bit tough with myself, maybe 3 to 4, I feel like I am a little above average.

Others actions

19. What are the main factors for your green behaviour? (Probe: trends, family, friends, etc)

- It is a combination, the focus has switched. People buy more and more used things, you are more aware of this. I know how well I have it here in Norway, hence you think what if I grew up in Bangladesh. This makes you more aware of this issue. Sustainability, we can't live like this. I feel like I am more and more green, when it comes to everything. I am worried about the future generation, and what is there is no earth in 100 years.

20. Do you think people's mindsets can be changed and how?

- It can't be so complicated, you have to make it easier for people to adapt. I think that few people can afford to expensive brands, so the most important thing is that the fast fashion outlets take charge and go forward

with being green and that consumers should expect this from their favorite stores. You talk to your friends about these issues. There has to be more and available information about these issues, and the price has to be fairly low.

Value Chain

21. If you were to blame anyone for recent scandals,, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

- It is a combination, you can't really say it one person fault. We as consumers are pushing the prices down, hence a company in order to be competitive presses down prices when producing these garments. In developing countries, the government does not have strict laws and regulations, the brands are very good at marketing, and market themselves as what they want to be perceived. However on one hand, you have not really heard much about the conscious collection, H&M could start with changing their value chain, and provide more information.

22. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

- What came first - the chicken or the egg? It is difficult to know that, we as humans are quite easily put together. If something is cheap, we want it. A lot of people can afford to buy more than they need from cheap stores. It is a combination.

Protection Motivation Theory

23. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

- I feel like it's a fairly fresh issue, it's in the past five years that the focus has increased, and influencers have raised this issue in the media. I think it's about time to start making changes, I really believe that we have no times to loose.

24. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- It's important to raise awareness, naturally, and change attitudes. I have many friends that have tons of clothes, and then i wonder do you really need this much? Is it not better to use them more frequently. But I have to say the fashion industry constantly changes the trends, and they switch so often. I think creating more awareness, and that consumers talk to each other about to become more aware. H&M has tried, but encouraging people to give in the old clothes, it was a small trash can, so I don't think this worked very well. I don't know where those clothes end up, I trust fretex more than H&M.

if all your friends really took a standpoint, would you be more aware of this issue?

- I think that would be really cool, but I want to shop if I need something new, so to a certain level.

25. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- You really have to make an effort, if you want to be green It would be way easier if these brands made the information more easily available.

Let's say there has been a scandal, and you are aware of this, do you still think you would keep shopping there?

- No I think I would be more critical of this, and not purchase there. And stop and think do I really need this blouse?

This was a real issue a few months ago, you haven't heard about this?

- No. I have not read this.

Do you feel there is something you could improve?

- Check Tise and other apps, to see if you can purchase used clothing. Go to stores, where you can buy fabric, and create your own clothes, but I have no idea how to sew, so this is not realistic.
- If you are standing in a store, you don't really take the time to google how these garments are produced, etc, it is not that easy to find this information. If it says made in Bangladesh, you have no idea what fabric this is made in. There is not enough information on this issue, and you don't necessary have this time.

Demographics:

Age 25

Gender woman

Income 400 000 to 600 000 nok.

Respondent 4

Short Introduction to fast fashion - Definition of “fast fashion”, story, etc.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
 - I am wearing s scarf from FWSS (fall winter spring summer), which is quite expensive, don't know much about their production methods though. I am also wearing a top from H&M, and pants from Zara. I know H&M has been accused of burning their clothes, and Zara was recently in a scandal, where the workers at a factory in Istanbul did not get paid for 3 months, due to the fact that the factory went bankrupt. I don't know anything about how they are produced, or the fabric, I am guessing maybe they are produced in Bangladesh.
2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?
 - I rarely check where the clothes are produced to be honest. Sometimes if I do check it does make a difference, if I see they are produced in the western world I automatically assume that the clothes are made out of better quality. I have bad experience with clothes made in e.g. China, as they often get ruined quicker than others production countries. I am just not sure if I find a nice dress that is produced in the east, if it actually would make a difference in whether I would buy it. To be honest, I do not think it would.
3. How do you define fashion sustainability? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

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- Being sustainable in the fashion industry I would say means not purchasing too many pieces of clothing, purchasing from apps such as Tise, to minimize the green footprint. I would also say arranging nights where you switch clothes with your friends is part of being green. Being aware of various green collections at different fast fashion chains, is also a part of being green. Clothes that are made from long lasting fabrics are also a contribution to the green image.

Personal consumption

4. How much clothes do you buy on average per month?
 - I would say it varies greatly, from month to month,. This month I purchased training tights, two training tops, a pair of pants, from H&M and Zara. The cost of this is approximately 2200 nok. Last month I bought a vest from Bergans which cost 1200 nok. On an average I would say I probably spend about 1500 nok per month.
5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?
 - I almost only purchase clothes at Zara, which I know is a fast fashion brand. However if I purchase jackets, scarves, and some other garments I can purchase from more expensive brands. These purchases are quite rare. If I purchase sporting jackets, pants etc I also buy from expensive brands. I would say I buy 80% of my garments in fast fashion stores, and about the remaining 20% in more expensive outlets.
6. Are you aware of more sustainable and conscious collections? And the increasing trend?
 - I am aware of it in Gina Tricot, and H&M. I am not very aware of it though. They probably exist in other stores, but I have not really noticed that. I think this is a rising trend, and more consumers will expect this from their favorite brands, but there is not too much focus on this aspect just yet.
7. What are your attitude towards sustainability in the fashion industry?
 - I think it is very interesting topic, and I definitely think it is important to start thinking about this, and celebrities as well as media to speak about this issue. However, I am not sure if its explained as easily as it should be,

in order for people to really understand the problems regarding sustainability in fast fashion.

8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

- I am not very conscious at all, I do care about it, but I don't think there is enough information and proof regarding this. There are few alternatives, and frankly I do not have the money to be purchasing expensive garments. I know that a lot of water is being used in garment production, and I have heard about sweatshops. It however makes it difficult to take into consideration when it is so far from the world I live in today.

9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- Yes for sure, I feel like it quite often in the media, and public profiles such as Jenny Skavlan have definitely shed a light on the issue I also follow Tise and Jenny Skavlan on Instagram, so I am exposed to it every day.

→ refer to low prices

10. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- Zara and hm can offers low prices, because they mass produce garments. They have tons of different colours, and styles, but I think it's the mass production that can press down the prices that much In addition they use laborers in e.g. Cambodia which barely receive anything. It is a foolproof business model, mass production and extremely cheap labor will contribute to huge profit margins.

11. Do you think it is good or bad and why?

- I think its positive that it contributes to a better economy in developing countries, that is for sure, However the working conditions as I have heard are not great, but without this job the living conditions would be even worse than they already are. So the solution is not to stop these production sites but maybe rather go in and improve them, contribute to a more functional economy, and either charger a bit higher prices in the developed countries, or make other efforts in those countries to really contribute to a better economy, which can result in a better functioning country.

-
- I also know that producing clothes requires a lot of water, but it is difficult for me to set this in perspective, and really grasp how this affects the earth, hence this is not something I think too much about.
12. Do you believe that a product is more sustainable if it's marked as green?
- Yes I do, but I do not really see these kind of labels very often. I have however become skeptical now, and maybe that is the reason for why I don't really notice this.
13. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?
- Hmm... that is a difficult question. I think I would start buying more expensive brands, and less frequent such as Holzweiler, Ganni, etc that already have a good reputation. In addition I would definitely start buying used clothes, even though I already do this, I would do it even more.
14. Do you ever buy something you really don't need or like because it is so cheap?
- Yes, all the time, even though I try to think that either I need this, or that it is so cheap that I will use it sometime.
15. What do you do with old clothes?
- I give everything to Fretex, there are no exemptions. The container is right outside of my front door, so I really feel guilty if I were to throw it away in the trash.
- a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)
- I feel guilty sometimes, but not because of sustainability, it is more because I think how much money I have wasted on all of these things that I barely use. I feel good about myself I have donated clothes to Fretex, it is almost like I feel that I can reward myself with purchasing more clothes, because I have cleaned my closet.

General beliefs

16. How green do you believe you are from 1 to 7? (e.g your actions) in fashion. 3, I purchase a lot, but I do sell a lot, and purchase a lot used on apps. So

I definitely think I can improve a lot in this area, but I have started to think differently already.

17. What are the main factors for your green behaviour? (Probe: trends, family, friends,

- Money, it is a lot cheaper to purchase used garments on apps. I have also been to Cambodia, and seen the misery and the poverty, and hence I have been more aware. I have been more aware because of e.g. Jenny Skavlan that has really spoken out about this issue.

18. Do you think people's mindsets can be changed and how?

- I think they can over time I do not think this can be changed quick. But an example such as eating more vegan, because meat production contributes negatively to an environments, has suddenly become a huge trend. Hence, I also think that is the information regarding fabric, working conditions and the environment impact is communicated in an easy way to understand, it can affect the average consumer.

Value Chain

19. If you were to blame anyone for recent scandals,, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

- I would definitely blame the brand, that does not do enough research on the factories, no matter if they are owned by the brand or a third party. It is the brand should inspect this as this is part of their social responsibility. I do not blame myself.

20. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

- I think people have gotten more and more money in the past decades, there has been a switch in consumer buying patterns, hence fashion brands have responded to this new buying power, by producing vast collections for the masses.

Protection Motivation Theory

21. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

- I do not think it is a if threatening situation yet, but I think the time is right to discuss this issue, and raise awareness before it's too late.

22. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- Definitely do purchase more used clothing, and becoming aware of own expenditure. It is important to minimize, and not buy just to buy, but actually purchase something that I need. Maybe a campaign that sheds a light on this issue, might contribute to more awareness, and a change in shopping patterns.

23. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- I already do all of this. The only thing is that I still purchase a lot of cheap fashion, the reason for this is because I do not have the money to purchase more expensive and sustainable brands. Having said this, I will most likely do this in the future.

Demographics:

24. Age 25
25. Gender female
26. Income 0 - 200 000

Respondent 5

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
 - Bikbok, and bikbok, I don't think they are very sustainable. I am not sure though, but they mass produce everything, they sell clothes really cheap, hence the quality isn't great. I don't know how they produce their clothes.

2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?

- No, never.

If you could choose between something produced in Bangladesh and Sweden what would you choose?

- Sweden, because Bangladesh is known to use child labor.

3. How do you define fashion sustainability and a green person? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

- You use materials that can be reused, and that doesn't make climate gasses, or you can use used clothes and not buy new ones.

How about child labor, would you say that is a part of it?

- Yes, and that is sad.

Personal consumption

4. How much clothes do you buy on average per month?

- Very little, almost nothing. I only buy clothes a few times per year, It is difficult to say, but I buy very little.

5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?

- Everything I purchase is from cheap fast fashion stores.

Where do you dispose of clothes you do not use?

- Only fretex.

6. Are you aware of more sustainable and conscious collections? And the increasing trend?

- H&M has one, with organic cotton.

Do you know the name of this collection?

- No it has a green label. I also think Gina Tricot has a conscious collection.

Do you think this is an increasing trend?

- No I don't think so, I think it is a very small target group that cares about these issues.

7. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

-
- You try to ignore it, it would become difficult to purchase anything if you were to know every side about it.

8. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- No, Jenny Skavlan has those apps, and a lot of ways to resolve these issues.

What about media, and newspapers?

- I think there is very little, I don't notice it at all.

Do you talk about it with you friends

- No, never, not with family either.

9. If you were to buy a sustainable piece of clothing, what feelings to you get after your purchase? (e.g, satisfaction, happy, ..?)

→ refer to low prices

10. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- Probably that they are efficient also, but I believe it is a combination, because the materials are cheap and of really bad quality.

11. Do you think it is good or bad and why?

- It is negative, because you choose the cheapest option, which is the worst. I think the workers are overworked, and its exploitation of their work.

12. Do you believe that a product is more sustainable if it's marked as green?

- Yes, there should be rules and regulations for this.

You don't think this is a marketing trick?

- Maybe it is just a part of it that is made sustainable, but I at least think it's a better alternative.

13. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?

- Maybe I would have invested more, in more expensive clothing, to get more quality.

Do you automatically think that more expensive brand such as holzweiler, ganni produce more sustainable?

- I think that Norwegian brands, use Norwegian production sites.

14. Do you ever buy something you really don't need or like because it is so cheap?

- Yes, even though I buy seldom, but when I first buy something I don't really need it. And I buy it because it's on sales and it is so cheap.

15. What do you do with old clothes?

- I give it away to UFF.

a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)

- Sometimes, maybe once a year.

General beliefs

16. How would you define a green person?

- A person who buy used clothes, purchase clothes that are made from sustainable materials.

17. How green do you believe you are from 1 to 7? (e.g your actions) in fashion

- 3 to 4. I don't often purchase clothes, but when I first purchase something it is not sustainable.

Do you purchase used clothing?

- Sometimes, but not often.

Others actions

18. What are the main factors for your green behavior? (Probe: trends, family, friends, etc)

- Guilt feeling, it is cheap for a reason, so it can't be made in good working conditions, and it cannot be good for the environment.

19. Do you think people's mindsets can be changed and how?

- Yes, to actually be more aware of what you got, and look at everything a person owns, and give away what you don't use, and change the purchase behavior after this.

Value Chain

20. If you were to blame anyone for recent scandals, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

-
- Ourselves, because we are the ones that purchase these clothes.

21. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often).

- It is about the whole fashion industry, you see something you can't afford, and then a cheap brand comes and copies it, for a lot cheaper, hence makes it affordable. And you purchase because you can afford it.

Protection Motivation Theory

22. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

- I think this issue is quite serious now, and it has come quite far. Before you went to a taylor to make a dress last for ages, now you use a t shirt and throw it away after half a year.

What about child labor?

- You know about it, but I think you just ignore it.

23. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- For example to purchase more used clothing, and use apps such as Tise. Maybe reasons for why you should use more money on quality clothing.

24. How do you think this can be communicated to the people?

- You don't know how these expensive brand produce their clothing, maybe they can provide more information about how well they produce clothing.

25. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- I can stop buying the three tops I buy each year, because I don't really need it. When I first purchase something I really need it, such as new shoes and a new jacket.

Respondent 6

Do you know what fast fashion means?

Short Introduction to fast fashion - Definition of “fast fashion”, story, etc.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
 - I wore pants from Zara, and a shirt from a store online, I don't remember which store. I don't know how they produce their clothes. It is not a sustainable brand I think
2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?
 - Never.

If you had two pairs of garments one from Cambodia, and one from Sweden, which would you choose and why?

- I think the quality is better from the one that is close by, the quality I would think is better. I am not good at thinking about transportation etc.
- You get affected by child labor, when there is a scandal, you don't really want to shop at that store.

3. How do you define fashion sustainability and a green person? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

- I don't really know what it means. It is quality, the better quality of the clothing, the longer you can keep the clothes. But it is also about personal economy, not everyone can afford other brands.

Personal consumption

4. How much clothes do you buy on average per month?
 - It depends, maybe 1500 nok each month.
5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?
 - I buy more expensive clothing now, such as scarves, jackets, shoes, wool clothes, everyday clothes I purchase at fast fashion stores. 90% are from fast fashion brands.

6. Are you aware of more sustainable and conscious collections? And the increasing trend?

- H&M has a wool collection that is green.
- I think that this is an increasing trend.

7. What are your attitude towards sustainability in the fashion industry?

- If I could afford it, I would only purchase expensive clothes, but in Norway we have so many season, so I can't afford it.

8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

- I am not very good at thinking about it, but I have bought a sewing machine. And I am going to re sew my grandmother's clothes, because then these pieces of clothing mean more to me. It is something different that clothes from hm etc.

9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- Yes if there is a scandal this will be posted in social media, and other media, and this will result in bad PR for the business.

10. If you were to buy a sustainable piece of clothing, what feelings to you get after your purchase? (e.g, satisfaction, happy, ..?)

- I like those garments more, but I get a guilt feeling if I purchase something expensive. But i get a better feeling is i purchase something conscious at e.g. hm. I get this good feeling every time I use this clothing.

→ refer to low prices

12. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- I don't know is it because the transport is not too long?

Is it cheap labor?

- I think that it is all mass produced, which also makes it cheaper.

13. Do you think it is good or bad and why?

- I think that in developing countries it is positive that they have a job to go to, in comparison with a much worse type of job.

What do you think around sweatshops, is it ok that they have these working conditions?

-
- This is difficult problem, on world basis, it is not ok that the working conditions are that way, but it is difficult when it is so distant. We as a rich country, should be able to make a change when it comes to this issue.
14. Do you believe that a product is more sustainable if it's marked as green?
- Yes, I am quite naïve when it comes to this. In Norway there are strict rules for this, and it makes me very naïve.
15. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?
- Yes, I would buy less. I think I would be more careful, I would not buy impulsive things. If I am going out one day, and there is a bikbok right down the street I can stop my and buy something. Once I bought a dress, for a wedding, I haven't been invited to a wedding yet however. (ha ha)
16. Do you ever buy something you really don't need or like because it is so cheap?
17. What do you do with old clothes?
- I have thrown away some pants, but I usually throw away to fretex. It has happened that I have thrown it right in the trash.
- a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)
- No because you compare yourself with others, I don't feel like I have that much clothes in comparison with others.

General beliefs

18. How green do you believe you are from 1 to 7? (e.g your actions) in fashion
- I rarely throw away clothes, however I always buy at cheap stores, but I have those clothes long. I don't think I buy more than an average girl. I believe I am about a 4 on the scale. I don't often purchase clothes, at least not in huge quantities.

Others actions

19. What are the main factors for your green behavior? (Probe: trends, family, friends, etc)
- I am not very aware of being green, but I get a very bad feeling if I have used a lot of money, which is my personal economy. I don't really care that much about sustainability.

-
20. Do you think people's mindsets can be changed and how?
- Yes, now since there is a lot of focus on reusing clothes, it is a trend to e.g. not shop for a year.

Value Chain.

21. If you were to blame anyone for recent scandals, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?
- It is us, the consumers, we are one of the world's richest countries, and the change has to happen here. People are not as aware of these issues, the ones that are selling these items, are hiding this.
22. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

Protection Motivation Theory

23. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?
- I think it is a very large problem, and it is scary, we are destroying our globe now, we are too obsessed with having and wanting more.
24. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?
- The trait of thought, has to be changed, you need to read more about production methods, and what you actually spend your money on.
25. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?
- Be more aware of what you purchase, I think that we are a society now where you always need the newest piece of clothing, and I think it's tiresome to be this kind of environment. Last year there is a different trend than this year, it is ok not to follow all trends. If you have this mindset you can use your clothes more carefully.
 - I am very easily influenced, by the people around me, and the society. I am getting older, I am aware, and I have the opportunity to purchase more

expensive clothing. I do not have much interest in clothes, hence I don't really read about brands etc. I just don't really know the difference.

Demographics:

Age: 26

Gender: female

Income: 400 000 - 600 000

Respondent 7

Do you know what fast fashion means?

Short Introduction to fast fashion - Definition of "fast fashion", story, etc.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
 - Half of it is from Tise, the pants are from bikbok, the shoes are from Nude of Scandinavia, the sweater is from Mango. They are probably fast fashion. When I think about the quality, I don't really think the quality is top notch. Nude of Scandinavia, I would think is more sustainable than mango and bikbok.

2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?

- When I check the washing etiquette, I check, but other than this no.

Sweden vs. Bangladesh?

- I would think that the one from Scandinavia is better, the people that have made this get better wages, it is a product that has received more more love, and have spent more time on this.

What about its transportation?

- Now that I think about it now, all the clothes I have that have been produced in Asia, are mass produced, so a lot of CO2 gas.

3. How do you define fashion sustainability and a green person? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

- Those are the people that use reusable bags, you recycle everything, good at using finn.no, tise, it is not only clothes that cause worse environment. I don't know if organic clothing is any better than regular, but as private person it is not very easy to obtain this information.

Personal consumption

4. How much clothes do you buy on average per month?

- Maybe, five new things every month

5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?

- It depends, Gant I guess is not fast fashion? Bikbok, nelly, Tise now. Mostly naked, and nelly, and Zalando. I buy one and one garment. I don't go on a shopping spree anymore. 70 to 80% is from fast fashion brands.

6. Are you aware of more sustainable and conscious collections? And the increasing trend?

- No, I am just guessing it is mass produced, and is not necessary better than regular. I have noticed that it is more difficult to obtain this information in the fashion industry vs. cosmetics industry.

7. What are your attitude towards sustainability in the fashion industry?

- I worked with this in a store, everything such as plastic and paper was recycled. This is something everyone should do, and would be good marketing for the brand. A brand will not lose this. There is a big change right now in what consumers expect. I don't really research this, but it is what you see in the media. However you know that when you purchase a t shirt for 50 nok, and you know a small child has made this, you don't really get a great feeling when you purchase this.

Do you think you would purchase a sustainable product more often?

- If it was a shitty product, then no. The environment does not weigh more than the quality for me. A lot of people say that sustainable clothing is not trendy. I usually wear basic clothes, however I associate sustainable

clothing with loose fitting, loose knitted. There is a website that is called fairliving and I often went to this website, was quite expensive. Hence, as a student the choice is quite simple.

8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

- I think I worked with pretty much the same within cosmetics. They only ship with boats, they used recycled plastic for the wrapping of products, they use organic materials, etc. It's probably not something the factories have to think about, but absolutely should think about - what is actually ethically right in terms of production and labor. It's wouldn't really lose anything. It shows that its a clear change in people's mindset - that people get more and more conscious. I think it's very important to be the first one out with sustainable consciousness in the fashion industry - they will have a great advantage.

9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- Only what you hear in the media, the large popular articles about who got busted, the sweatshops etc. But everyone knows when they buy a shirt for 40.99 kroners that its small children making it, and It's not like i feel good about it.

10. If you were to buy a sustainable piece of clothing, what feelings to you get after your purchase? (e.g, satisfaction, happy, ..?)

- Better consciousness I guess. Being able to actually say "They are really good at this, and that's why I'm buying it".

Do you think that this feeling would affect you to buy another similar product, or more often?

- It really depends. If the product is terrible, it's really not a good enough factor for me. For me, the direct effect on media vs. the actual product I'm wearing, it doesn't weigh up for another.

Many people say that they dont buy sustainable clothing because its not trendy, does this appeal to you too?

-
- For sure. What I usually wear is basic classic clothing, but I associate sustainable fashion with typically a lot of pattern, loose fit, loose knitted, a lot of colors - a lot of miss matches. that's probably why I don't search for these products. And they cost a lot of money too. So for a student like me, it's a pretty simple dilemma.

→ refer to low prices

11. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- Child labor in developing countries, that can't afford school. Factories make in general a lot of money with their shortcuts.

12. Do you think it is good or bad and why?

- I love sales, I don't think I have bought anything for full price. But of course I see that higher price means better quality. If I want to purchase a luxury bag, I do spend more money. This pair of pants I have bought, I know will be ruined in 6 months time.

13. Do you believe that a product is more sustainable if it's marked as green?

- Nyt Norge, I feel like this is more sustainable. Each time I buy this I feel little bit nicer. The easier you do it for consumers, the easier it is. Few people have the time or want to spend the time to research these issues.

14. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?

- I would use these clothes for as long as possible, such a big part of my wardrobe comes from fast fashion, so maybe I would be really good at using apps such as Tise.

Do you think you use Tise because it's reuse, or because its cheaper?

- I actually am a lot more happy about this. And I tell all my friends about this, because I think it's so cool.

15. Do you ever buy something you really don't need or like because it is so cheap?

- I want to say no, the past two years I have not really bought things I don't wear.

16. What do you do with old clothes?

-
- It kills me inside that I have stuff with the price tag that I don't wear. I have put everything in an IKEA bag, this will all go on Tise.

a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)

- Really guilt feeling, because of my self. It I unnecessary expenditure, it is so frustrating. You fall for the purchase and throw away culture.

Why do you purchase so much?

- I visualize myself as a fashion diva, than I really am. You try to purchase trends, and then it doesn't really work.

General beliefs

17. How green do you believe you are from 1 to 7? (e.g your actions) in fashion

- Maybe a 2, I am not completely hopeless. Maybe a 3. I don't have that much money so I can spend tons of money, but I notice that I use this clothing. In other areas I can maybe score a bit higher, but in the fashion industry I don't really know.

Others actions

18. What are the main factors for your green behavior? (Probe: trends, family, friends, etc)

- The environment aspect of this, I have not really thought much about this when it comes to fashion. I love the ocean, and that is an issue, you find in sporting garments, so when you wash your clothes the chemicals go into the ocean. It is not very nice to know about that when you wash your clothes bad chemicals go into the ocean. My mom is very strict about this, I don't know her reason for this however. My sisters have posted and sold clothes on apps, and other purchase sites. So they have affected me.

19. Do you think people's mindsets can be changed and how?

- Things that affect you are bound to become the issues you care most about, if e.g. they impose taxes, maybe this will be a good enough reason to shop less.

Value Chain

20. If you were to blame anyone for recent scandals, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

- The consumer, we have options, no one forces you to purchase a garment, you need a cheap t- shirt because you need something fast and cheap. I am perhaps maybe a bit naïve, I don't think anyone wants to hurt someone else. I don't think anyone thinks its ok that a 13 year old girl is sewing clothes, If someone were to visit a factory, I don't think anyone would be 100% ok with it. CSR – it is the owners behind the brand.

21. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

Protection Motivation Theory

22. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

- Economically, I think it's ok for H&M when a scandal occurs because there is so much money in this industry. They have invested money in everything, there are big threats towards the environment. We are more and more people, hence the production will never be less. The planet will notice changes, but not the brands.

23. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- There has been about this media, that maybe put the factory name on the clothes, to minimize secrets. So that you can google this, and check it out. There are so many regulations and certifications in the cosmetics industry, if you do the same in the fashion industry, it will make it easier for the consumer. Everyone in Norway that earns less than the average will not care about this, they cant afford to purchase expensive clothing. As long as you know about these issues, I think people would actually wear things longer, if they knew about the conditions behind. There are also stores that give you tips for how to take care better of your clothes, and I like stores that give you these tips, and I will definitely go back when I have this information.

24. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- You can purchase more secondhand, more on Tise, you have often very similar pieces of clothing. If you just take a look in your closet you often have something that is similar to what you wanted to purchase. The feeling of when someone says oh you look so nice today, it is so nice to receive a compliment.

Age: 23

Gender: female

Income: under 200 000

Respondent 8

Do you know what fast fashion means?

- Not a lot really. Only that it concerns stores such as H&M and Zara that sells a lot of clothes fast.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
 - I'm wearing Under Armour, Nike, Forever 21. I don't know that much about the brands I'm wearing right now, but I think Nike uses some recycled plastic, and in some shoes. I don't think they sustainable brands.
2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? Labor conditions?
 - No. I don't think so, based on only countries, but I might think if its produced in Scandinavia, it's probably higher quality. I would like to say yes, but I really don't think that I think on that level.
3. How do you define fashion sustainability? probes: use of natural/organic materials? energy efficiency in production and distribution? Recycling of old clothes? Making more durable clothes that last longer?

-
- I would like to see more recycling; I think it could have been done to a larger degree. It's very easy and not that costly. Also, including production processes, water consumption, pollution etc.
 - Yes, absolutely. I have been thinking a lot about that – before I used to buy a lot of cheap clothes, mostly because I would feel like I use less money in the long run. But now I would rather buy more expensive clothes, and a lot less quantity that is usable for a long time, than something that tears after a wash.

Personal consumption

4. How much clothes do you buy on average per month?

- That varies a lot, but last month I bought two garments I think. I would say that's pretty average. Some months I buy more, some less, even nothing other months. I buy a lot on sale, so I spend on average around 500-600 kroner.

5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases is fast fashion?

- Now it's almost nothing anymore. Of all of my clothes, maybe 20% is from fast fashion. I rarely shop at Zara for instance.

6. Are you aware of more sustainable and conscious collections? And the increasing trend?

- Yes. What I think of then is recyclable cotton. H&M has its conscious collection, and I think Zara has something similar with "green tags". Or, maybe that's Gina Tricot.
- I think this will only continue being a trend.

7. What are your attitudes towards sustainability in the fashion industry?

- I probably should be better at it. I don't think the whole issue gets enough attention, even those who are defined as the worst ones. I think that the fashion industry is a lot worse than what we actually know/think.

8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

- I think it's one of those things you don't think that much over, because it's not visible or clear for you as a consumer. I think that responsibility lies with the company and you don't know enough as a consumer.
So then if you had more access to this information, would it change your purchase patterns?
- Yes, if I only had a sort of visual over what companies that are the worst etc.

So you wouldn't have gone completely after price?

- I would have gone 100% after price, but it would probably be an important factor. And especially if you actually knew how much it costs for the company to make clothes. Is it based on few kroners, or is its only to make a lot of money.

9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- It's not that much. You have some critics out there in the media, as for example Jenny Skavlan – which is nice. You hear some about the factories and working conditions, some concerning water consumption, but its not that much really. When it comes to what is actually in the media, it's more themes under reusing than the production processes.
→ refer to low prices

10. If you were to buy a sustainable piece of clothing, what feelings to you get after your purchase? (e.g, satisfaction, happy, ..?)

- Yes, I think you would more happy or satisfied. In the past, when I have bought something used, which is really nice, i get a good feeling. Maybe a feeling of green behavior.

11. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- It's based on where its produced, who produced it, economies of scale.
Do you think it's a mix of production methods, economies of scale, or do you think its weighs up for the other?
- I think it's sort of like dominos. They wouldn't have been able to do only one method, because to able have such low prices, you need to start with low costs, and then it just gets cheaper and cheaper. It's really just a mix.

11. Do you think it is good or bad and why?

- Both, I would say. It's really expensive having production in Norway, so it's often in developing countries where they need the work. At the same time, they are being used a bit too much. They could have increased the salary a bit – it's still cheaper than in Norway.

12. Do you believe that a product is more sustainable if it's marked as green?

-
- I don't think they can just say that, or put a tag on without having any proof for that it's actually green. But it's probably not 100% sustainable, they might exaggerate a bit. If something is reduced, they would typically say that it's **more** sustainable, even if its not.

13. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?

- Bought more used clothes, so yes, changed my purchase patterns.

14. Do you ever buy something you really don't need or like because it is so cheap?

- Yes, that's very likely. It doesn't happen that often, but it's usually on sale, and then it's often in a more expensive store with typically 70% sale, where I think "wow, this is so cheap"; but then it's really not, and that I really don't need it.

15. What do you do with old clothes?

- I try to sell it. But I don't bother to try to sell clothes from H&M, Cubus etc. I have tried it before and it just doesn't sell. We have had some clothing exchange night with the girls, other than that it all goes to Fretex.

a. Do you feel guilty about having so many clothes, about giving away or throwing away

- No, because I don't have that much. And as I said, I don't throw away clothes, I gather them and give it to Fretex.

General beliefs

16. How would you define being green in the fashion industry?

- A person who buys a lot used, are aware of what you actually need of clothes and buys accordingly. Clothing wise it's more minimalistic clothes that don't expires after a month.

Would you say that a person who follows every trend today, can't be green?

- No, because you can buy a lot of retro trends through used clothes.

17. How green do you believe you are from 1 to 7? (e.g your actions)

- 5. Because I don't buy that much and I always check if its possible to buy used first, and I always end up buying used if I find it.

Others actions

18. What are the main factors for your green behaviour? (Probe: trends, family, friends, etc)

-
- It's probably because all of the fuss about it, that I know more now than I did before – concerning especially how polluted the industry can be. It's really nothing else than that.

19. Do you think people's mindsets can be changed and how?

- It absolutely possible. It seems like its exploded with apps Finn.no, osv. Its' hard, but it's a lot about how much we know. People are unaware, and don't see consequences that clearly. I think it's important to show consumers consequences that are more personal or up close to them. When the problems seem too far away, it doesn't seem to affect you. For instance, things like how much money we spend on clothes, the duration of it, and the consequences of this, etc.

Value Chain

20. If you were to blame anyone for recent scandals,, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

- I would say that the brand in terms of production has a lot to say, but it's probably further up in the system, like the government. The rules should be more strict, it's understandable that a company wants to make money, but it has to stop somewhere. Someone needs to set some rules or regulations.

21. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

- As a consumer, you have the power too, but to make the process so quick and people needs to be sort of forced. There are restrictions to that type of clothes, and we can't buy that cheap anymore. I think changing people's mindset and attitudes is very difficult and will take a long time. But of course you can do it on both ends.
- I don't know. It's hard to choose only one to blame, a lot of it is from the industry, those who starts the collections, fashion magazines with new trends every week. But at the same time, you are not forced as a consumer to follow trends. We are not completely innocent, you do choose yourself whether or not to contribute to it.

Protection Motivation Theory

22. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

-
- I think it's about time to make a change, it's only going to get worse in time if someone doesn't change it.
23. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?
- More strict regulations from the government. I don't technically know what would be possible, but typically in the production methods, and that sort of thing, the things they can change. Also, more recycling and reuse. The producers can get old clothes, and then sew new ones, etc.
- If you had the opportunity to turn in old clothes to H&M, Zara etc for them to make new clothes, would you have done it?
- Honestly, I would do whatever is closer to me. I would rather throw it in a Fretex box than carry it all over the city.
24. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?
- Buy less, more used, and rather buy from stores that I know are proper. But also, brands should be better at marketing and communicate information to consumer. I would never Google a brand to check if it's sustainable.

Demographics:

Age – 27

Gender - Woman

Income – under 200.000

Respondent 9

Do you know what fast fashion means?

- I think fast fashion means that collections are brought up to the market pretty fast, or for example that brands produce many garments per collections like H&M. Isn't that one?

Short Introduction to fast fashion - Definition of “fast fashion”, story, etc.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
- Oh no. I don't know much about that, but this is Nike, and its probably made in Asia somewhere. I think the sweater is made there too, its just a cheap brand from Italy. My shoes, probably the same thing – it's just from

Pull&Bear, a really cheap store. I really don't think they are sustainable in any way.

2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?

- No, not at all. Is that bad? If I had to choose between two products, one produced in Asia, one in Norway, I would probably choose the one from Norway. Because, in general, you might think that it's produced under better circumstances, and that you have supported something local, but I don't feel like there's a lot of alternatives though. When you're really price sensitive like me, you usually choose the cheaper product. Local garments are usually a lot more expensive.

3. How do you define fashion sustainability and a green person? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

- A green person is a person that recycles a lot, and maybe are more aware of what he or she buys, or even what meats they are eating. And maybe they are even taking their bike more often.

Personal consumption

4. How much clothes do you buy on average per month?

- Oh, that varies a lot, some month it might be a lot, but if you are to take the average of a whole year, maybe 2-3 garments a month.

5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?

- I usually buy most of my clothes online, online stores that have pretty much everything. Other than that, usually low cost chains, but I guess that's fast fashion stores. Like t-shirts I buy at Gina Tricot, Zara, Bikbok. I don't usually buy from sustainable brands, but that's because I don't know what it brands that are sustainable.

Interviewer referred to "united colors of Benetton"

- Yes, of course! I have some clothes from that store, I just haven't thought about it.

Maybe 70-80% of my total closet is fast fashion.

6. Are you aware of more sustainable and conscious collections? And the increasing trend?

- Well, I know that H&M has had some focus on it, but I don't know if it's actually sustainable. I'm not really sure. I'm sure there are a lot of people that care about this trend more than me, but I think there's more and more people that focus on it, but don't choose products after their values.

7. What are your attitude towards sustainability in the fashion industry?

- It's so horrible, but I don't think my values correspond with my actions at all. I think however, that it would be easier if I had more alternatives.

8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

- Honestly, I have no clue when it comes to production. I mean, I have read some articles, but I haven't really looked into it. I don't think people are aware of what brands that is really sustainable or not. You really have to research to know. I just know that I would never google a brand when shopping. A least not while being in the store.

9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- I think issues get more media coverage than before, but again, it varies a lot. It could probably be more, but I think people are more or less full of it. Usually when I see an article its located at the bottom of all articles or hidden somewhere.

10. If you were to buy a sustainable piece of clothing, what feelings to you get after your purchase? (e.g, satisfaction, happy, ..?)

- I think I would feel more satisfied. I probably have bought sustainable clothing before without knowing. For example "united colors of Benetton". But if I knew then, I would feel more satisfied.

→refer to low prices

11. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- Because they produce so cheap – there are low salaries to the workers, risky environment for the workers (with their health in mind) and I would think they use cheap materials. Overall the production price is in general a lot lower in countries in for example Asia, comparing to if it would have been in Norway. We have a lot more strict laws and regulations.

-
13. Do you think it is good or bad and why?
- It's not good at all, but people still buy it. If you are more green than me, you probably wouldn't buy it.
14. Do you believe that a product is more sustainable if it's marked as green?
- Yes. And if I were to decide between a sweater that was marked as green, vs. any other shirt, I would choose the sweater marked as green.
15. Why do you think you would do that?
- Because it would make me feel better, that's it.
16. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?
- I would probably buy more expensive garments, but a lot less. I'm really bad at going on Tise etc, so I would probably continue buying in store or online. There's just something with old clothes that bugs me.
17. Do you ever buy something you really don't need or like because it is so cheap?
- No, not really. I have bought stuff that I really don't need, but it's doesn't mean that it is really cheap. And it's not like I have any garments in my closet with the price tag on. I always wear the clothes at some point.
18. What do you do with old clothes?
- I do have a lot of old clothes, but I still use it. If I were to get rid of it, I would give it to Fretex. Even old sweaty shirts, because they use them in duvets etc.
- a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)
- It's so horrible, but no, I really don't feel guilty. I do throw away socks with holes in them, and I don't feel guilty at all.

General beliefs

19. How green do you believe you are from 1 to 7? (e.g your actions) in fashion
- Maybe around 3. Is that bad?

Others actions

20. What are the main factors for your green behavior? (Probe: trends, family, friends, etc)

-
- I think I get more or less observant by reading articles about issues etc., but I don't care enough to give that final effort, unfortunately. My mom might be the only one who affects me.

21. Do you think people's mindsets can be changed and how?

- Yes, for sure. Mine too. It just takes a lot of time I think. If more people acted more green, I would act more green to. It's all about trends, and what is popular now. Like I said before, its really about having more sustainable options and even more coverage in media, in stores etc.

Value Chain

22. If you were to blame anyone for recent scandals, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

- The brand of course. We could probably blame the consumers too, but they are in general more unconscious, and the brand had the power, and they should know everything from one end to another in the value chain. And if they don't know, it's even more difficult for us to know. As long as we know, we are a part of the blame, because we continue to buy from fast fashion brands.

23. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

- I think consumers create the demand. We buy in general a lot of clothes, and use money on stuff we really don't need, and are more price sensitive. So we create our own needs that brands are just answering or solves.
- But when you think of it, it's probably the brands fault. They are the ones that create the new collections, so as a consumer, you feel like you have to be updated at all times. So yes. Its almost like the hen and the egg, which one came first.

Protection Motivation Theory

24. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

- A lot more serious than we think. It probably has a greater importance than us as consumer are aware of. And it won't happen like this (snaps her fingers), but I think it will slowly destroy our planet. But related to human

lives, it's a lot of people that can't live on the payments they get. I just think its hard to relate to. At least I can't.

25. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- I think it's really difficult to suddenly change people mindset. I know that they have to do something, but what, I don't know. There is no easy solution. It's something that we have to use a lot of time on. When it comes to disposal of clothes, H&M created this campaign where you can turn in your old clothes. That's a step towards a solution. So they are doing something, but if it actually has an effect, I don't know. Also, with apps such as Tise etc, it's getting more popular to sell clothes, and I don't think that something that is going to change in the nearest future.

26. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- Yes! I could probably buy less, and think more about what I buy. But again, if I'm being completely honest, this is not something I have thought about a lot. I just don't care enough. I feel like a bad person now.

Demographics:

Age: 23

Gender: Woman

Income: under 100.000

Respondent 10.

Do you know what fast fashion means?

- Isn't it about producing the largest quantity of clothes, efficient, to a cheap price? I really don't want to mention H&M, because everyone knows about them, and furthermore I think they have improved a bit. I want to point the other large chains we have; Lindex, Kappahl, Cubus, Gina Tricot. Everything except large couturiers that we know is produced in Europe. I have an impression that everything that is produced in Asia is fast fashion.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?

- I'm wearing Zara and H&M. And that annoys me, because I really don't have that much clothes from those stores, but I just happened to wear them today. I really try to think about what I buy and where I buy it from. What I notice with Zara, is that the quality is really bad. You can't wear the clothes for more than one year before they tear or gets worn out. You basically have to buy two of the same product for it to last longer. And all product says "Made in Cambodia" or "Taiwan" or just somewhere in Asia.

2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?

- I always look for where it's produced. Very often at fabrics first. If I were to choose between a product from Cambodia, or from Norway, depends on what situation I'm in you can say. Sometimes I don't have money for a more local product, sometimes I'm in a hurry to buy something I need right away, which often makes me less critical. When my economy is better, I choose to buy the "better" products, which is produced in Europe or Scandinavia. I think mostly about the production, and that it's the little thing I can do. I don't buy a lot of clothes, but when I do, I usually spend a lot of money. There's just a lot of fake people, such as some bloggers, like "Annijor", to which writes these long articles about sweatshops and other environmental issues, while also promoting clothes from Nelly. It's a lot of double standard – they say something, but do something completely different. Some can say that they violates human rights, and humans in general. So I think if the Norwegian government are not going to regulate the products we take in, then at least I can. This concern other aspects too – like local food.

3. How do you define fashion sustainability and a green person? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?

- Shops at thrift shops. I think this is really important, and to reuse, switch clothes with friends, look after your clothes, reuses of textiles, like H&M

has done, and also shop less. There's no human right of having a walking closet, and If you're smart, figure out that you don't need that yellow polka dots dress that is really trendy that month, to which is also made unethically.

Personal consumption

4. How much clothes do you buy on average per month?
 - It varies a lot. Nothing. On average, maybe one or two.
5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?
 - The last couple of year I have shopped in a store where my mom worked, called Anorska. And that the two brands they produce themselves, are produced really ethically in Bali of all places. They a regularly in the factories, so that they can see how they treated, they get really good salaries, and equal men and women working there. As I said earlier, I try not to buy fast fashion, but when I do, it's usually underwear, socks and stockings. What I'm wearing now, my mom got me. Out of my whole closet, 30% is fast fashion.
6. Are you aware of more sustainable and conscious collections? And the increasing trend?
 - No, I'm really bad at that. I usually just guess that when I product is more expensive, and then they have used better material, and are produced in a better environment. I'm not good enough to do research on each brand, unfortunately. Why else would it cost so much if it's just cotton?
7. What are your attitudes towards sustainability in the fashion industry?
 - I think that it's really important. I'm not very fashionable, it's not that important for me, but it doesn't mean that is not for everyone else. I think it's important to create demand, especially from blogger and influencers that have so much power and influence. They have so much market power, so they should really think about the repercussions when they post ads for H&M, Nelly etc. They should think about actually being role models. Like Jenny Skavlan, she's the prime example of a person who uses her power in a good way in the fashion industry.
8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

-
- It's interesting, because I don't seek information, and therefore I don't know how much I'm actually missing out of. For me, it's other things that comes before that, like production of food, mass slaughter of animals, and the consequence on the environment.

9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- A friend of mine told me that there is plastic in polyester, and why don't everyone know this? There is not enough coverage in media on real issues, and its not like people seek this information. I would say that there is more information on plastic in cosmetics, food, etc. Just not clothes where there is high frequency. Its insane, and I feel misinformed, which makes me wonder what else I don't know.

10. If you were to buy a sustainable piece of clothing, what feelings to you get after your purchase? (e.g, satisfaction, happy, ..?)

- I feel more certain and almost more clean, and it's nice to feel like you have made a difference. Often as a normal citizen, we expect the government to do all measures, and that you can do whatever you want. We often think that it's all up to the government, but when you take these decisions and buy a sustainable clothing, you feel like you are a part of it all. It's really nice.

→ refer to low prices

12. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?

- They pay the workers a lot less than we would in Scandinavia for instance. I haven't thought that much about the use of materials, but maybe the use of machinery is dangerous and not up to typically Norwegian standard, and a risk for the workers. I have a feeling that there is something concerning the transport. Not that I have any background for this, but pollution from airplanes, boats etc.

13. Do you think it is good or bad and why?

- No, I don't think so. There's arguments both ways, like "why would your baby need Armani pants", but also for those who shop at H&M everytime the baby grows a size, "Why don't you buy used clothes?". The arguments are usually too weak both ways. People can't defend themselves either way.

14. Do you believe that a product is more sustainable if it's marked as green?

- It depends. If you had a national standard, then it would be easier to believe, but if a brand has an own tag, I would be more skeptical.

15. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - Buy better brands; wear the same clothes longer or more often?

- Continue doing what I do. Not to relevant.

16. Do you ever buy something you really don't need or like because it is so cheap?

- Yes. But I don't know if I still got it, I think I have given it away.

17. What do you do with old clothes?

- Yes, but I have just purged a lot, but it's in some bags at my parents house. I just have to sell it on Tise, and the rest that don't sell, I will bring to the thrift shop I work at. But I still have some old clothes, like jeans that I can't fit, and that I just cannot get rid of. And I still have my prom dress from ninth grade.

a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)

- Yes, especially for what I don't wear but only that. And especially if it's something that I used a lot of money on, and now its just laying there.

General beliefs

18. How green do you believe you are from 1 to 7? (e.g your actions) in fashion

- I would say 2. I don't shop for used clothes, I'm really bad at it. It just takes too much of my time. I'm in general were bad at scrolling for clothes. I think it's nice to just go to a store, try it on, decide, and go home. I feel like I'm not very active in my decisions for being more green. I'm aware, but I'm not as green as I wish for.

Others actions

19. What are the main factors for your green behavior? (Probe: trends, family, friends, etc)

- I don't know. It annoys me that it snowed yesterday, and its April, and it has to be environmental issues, right? There's a lot of factors; weather, the whale that was found with plastic all over, documentaries, and dead turtles

everywhere. It's just so much terrible going on. We have to do something. It stresses me out, where does all of the plastic go? In general, through internet.

20. Do you think people's mindsets can be changed and how?
- Yes, I believe so. I think we need to recognize people's' ability to influence other, whether its movies, blogs, visuals, news, friends. We must try to influence everyone in each of these channels for people mindset to change. Initially, we need to find where people are influenced the most.

Value Chain

21. If you were to blame anyone for recent scandals, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?
- It's almost like a evil circle, now it everyone's fault. Consumers create the demand. If there wasn't a demand, there would be nothing to produce, but I also think its up to the owners and the producers, or just those who make the decisions, to create a need and demand. And most importantly, change the consumer's mindset.
22. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)
- I think it's easy to say that the consumers have all the power, because we actually do, but we don't use it. At least that's what I think. Some actually use their consumer power, and stand out. However, we shouldn't underestimate the brands potential to change a consumers purchase pattern. It shouldn't be so difficult.

Protection Motivation Theory

23. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?
- We have seen in the recent years that China has quickly, or tried to change to renewable energy. China has been a country where I think most of fast fashion has been produced, and where they are now trying to make a difference by using less coal. Its great. But its also difficult when they get the pressure from the west where there is no regulations on salary, and working hours. And I think this is also caused by the money pressure from

the west. This needs to be recognized more. In Europe we nag about how China is the environmental offender, while they're actually trying.

24. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- I'm not sure if there is any overview of brands that are produced ethically and sustainable, but if there's is not, it's really difficult as a consumer to orientate themselves. As I said earlier, I follow my rule of thumb, on when it's more expensive, its more sustainable. I know it might not be true, but a least it something to believe in. I just hope by following that, I shop less fast fashion. But in general, I think it's all about being more aware, see what the industry does to the environment, the production process, and everything behind the brand.
- A good start from the brands side is to demand regulations from the factories.

25. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- For me it's all about the mental and attitude. I hate to say it, but for me it's something about old clothes that disgust me. I really try to get over it, but I just can't. And another thing is that I always have something that I dream of, like that one jacket, in that color, with that fit, etc.. I'm still not over that, because I'm too vain. The esthetics is too interrupting. In conclusion, buy more used clothes, and get over my problems.

Demographics:

Age: 22

Gender: Woman

Income: under 100.000

Respondent 11

Do you know what fast fashion means?

- I think so. Is is like H&M and other cheap stores?

Short Introduction to fast fashion - Definition of "fast fashion", story, etc.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
 - Well, I'm wearing shoes from an Italian brand, jeans from Zara, sweater from Mango and a scarf from Holzweiler. I guess Zara is known for having a lot of issues with their production/value chain, but I'm not sure with Gina Tricot and Mango. I haven't really looked into it. However, I think Holzweiler is known for using recyclable wool etc.
2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?
 - Honestly, never. I guess if I had more information beside the clothes, I would consider it. If I knew more about labor conditions in different countries and under the different brands, I would for sure consider it. For instance, I try to not buy as much at Zara anymore because of their issues lately. These jeans are really old!
3. How do you define fashion sustainability and a green person? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?
 - I would say that it's the use of recyclable material, good labor conditions, and sustainable production methods. For instance, the use of water? Oh yes, and recycling old clothes! Buying it from friends, or others on apps etc.

Personal consumption

4. How much clothes do you buy on average per month?
 - Not much at all. On average, maybe around two garments. But some months I don't even shop at all, so it really depends. The last time I shopped was two months ago, and then I bought three garments.

How much do you usually spend on those two garments?

 - Around 1000 kroner or more. Last month I spent 1400 kroners on two tops and one skirt.
5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?

-
- Yes, some. I wouldn't say that I have a lot of clothes from Zara and H&M, but maybe some. I don't have a lot of clothes in general, but maybe 50/50.
6. Are you aware of more sustainable and conscious collections? And the increasing trend?
- I have heard of the H&M conscious collection. Other than that, I think "United colors of Benetton" has a lot of sustainable collections. At least they did last year. Actually, Aksel lund Svindal just released a sustainable collection. I haven't seen it tho, but I just saw it in the newspaper.
7. What are your attitude towards sustainability in the fashion industry?
- I think it's something that is really important to focus on, but I also think it's difficult to keep up with all brands, and to know which ones that I "can" buy in order to buy sustainable. I don't think there is a lot of options, or just information telling us what is sustainable in the fashion industry.
8. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)
- Lately, I have tried to think more about it. I really try to avoid stores such as H&M and Zara, but I still shop at other places, such as Mango without knowing anything about their products. So I guess I could do a lot better. I could probably use the time to look for used clothes for instance. But maybe I'm more sustainable than other, because I rarely shop?
9. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?
- Not really. I feel like if there is a scandal in newspaper, such as VG, it is gone the next day. For instance. I remember seeing this one article about an H&M issue one day, and I couldn't find it the next day.
10. If you were to buy a sustainable piece of clothing, what feelings to you get after your purchase? (e.g, satisfaction, happy, ..?)
- I bought this one sweater made of recyclable wool from United Colors of Benetton last year, and remembered feeling really good about myself. I think a lot about the price when I shop, and would usually almost faint when buying an expensive garment, but this time I felt more or less satisfied.

→ refer to low prices

-
11. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? because they are very efficient?
- Is it because they use cheaper materials maybe? And that the clothes has to be in the stores quickly, so they have to make it more efficiently. They also use factories in countries where the cost of labor is really cheap. All in all, they have less costs producing a garment, then they would in for instance Norway.
12. Do you think it is good or bad and why?
- Bad! When it comes to the labor costs, they barely pay the workers. It just seems so unfair.
13. Do you believe that a product is more sustainable if it's marked as green?
- Yes, for sure. I've seen it some places, and it has crossed my mind. I can't remember where, but I have seen clothes in some stores being marked with a green tag or something.
14. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?
- I would probably buy more used clothes. I'm still a student, so I can't really afford to use a lot of money on clothes. If I was to have a lot more money though, I would buy more expensive clothes, with better quality and even more sustainable.
15. Do you ever buy something you really don't need or like because it is so cheap?
- No, not really. I don't think I have ever done that.
16. What do you do with old clothes?
- I usually put it in bags and give it to Fretex. Just recently I have began to buy more expensive clothes, so my old clothes that I have given away, have been H&M or other cheaper clothing. If I were to get rid of more expensive clothes, I would probably try out Tise, or Finn.no, or something.

General beliefs

17. How green do you believe you are from 1 to 7? (e.g your actions) in fashion
- Maybe around 4. I have a long ways to go, but I'm starting to think more and more green.

Others actions

19. What are the main factors for your green behaviour? (Probe: trends, family, friends, etc)

- Not trends! I think if I started to actually follow trends, I would buy a lot more, and in those fast fashion stores. But maybe through friends. I have some friends that are very conscious when it comes to sustainability in fashion, so I kind of take after them.

20. Do you think people's mindsets can be changed and how?

- Probably! As I said earlier, there's not that much coverage in the media, so if these issues that we talked about were to actually be in the media, more people would be more aware, and probably buy less. I don't think people will change their entire mindset though, but maybe just buy less.

Value Chain

21. If you were to blame anyone for recent scandals, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

- That's difficult. I think everyone has some blame. Not the factories though, they probably don't have much power. But concerning the government, they should make some regulations or laws to prevent these issues, prevent people being taken advantage of etc. The brand should focus more on sustainability, and not only how to make money. Not myself, I barely shop. But if I were to buy 20 garments per month, of course.

22. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

- Yes, I think fast fashion responds to consumers. I think the more people buy, the more brands can estimate how much to produce. I think they also know the consumers need to follow trends, so therefore know what to design and how much to produce.

Protection Motivation Theory

23. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

-
- Very serious! This is a really important issue to both the environment and the people on this planet, so something has to change. I guess it's life-threatening in the long-run. It's almost weird that it is just now starting to be in the media.

24. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- I know apps such as Tise, Spock etc is really popular now! So getting people to sell their clothes is a really good idea. Hopefully then people will buy less clothes from the big chain stores.
- Also, big brands focusing on creating more conscious collections is a really good start. I have also heard something about brands collection used clothes to create new clothes - that can be a solution.

25. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- As I said earlier, maybe buy my clothes from friends or through an app, since I don't do that at all. I already give away the clothes I get rid of, so I feel like I'm doing my part there.

Respondent 12.

Demographics:

Age: 23

Gender: Woman

Income: under 200.000

Do you know what fast fashion means?

Short Introduction to fast fashion - Definition of "fast fashion", story, etc.

- Not really, I can imagine that the fashion is handled "quickly" and comes and go. That you get a lot of different collections, like every time you go by a past a store window, the clothes has changed. For example, H&M, Zara, Bikbok, Gina Tricot. At least those stores have like basic garments

that are always there, and then they have a continuous change in collection. They just have a lot of clothes.

Knowledge

1. What do you know about the brands you are wearing in terms of production and material? Are they sustainable brands?
 - I'm wearing a shirt from H&M, and the pants are from Now and Then, from Carlings. I know some about the production of H&M products, they are very controversial in media. Its so cheap, like this basic shirt cost about 50 kroners. But initially what they are saying about the production is that there is a lot of child labor, and mass production in Taiwan and China. Also, I think the clothing has limited quality. Carlings however, I have no idea. Is now and then a Norwegian brand? I don't think so. If I actually check, it's probably made in China or something. I don't believe its sustainable, but I haven't really looked that much into it either. It's just what I hear and see, I can't imagine that this brand is sustainable when they have so much clothes in the store. Also, they have so much clothes on sale, and I feel like it reflects mass production.
2. When shopping for new clothes, do you check to see where the clothes you buy are made? Does it make any difference? Probes: distance transported? labor conditions?
 - No, never. If I had to choose between two products, it probably would not have mattered. That's a hard question though, cause it really depends on what kind of clothing it is. If it's a basic t-shirt like this, that I really don't have any relation to, comparing to an expensive nice dress, then it has a greater importance I think. But I wouldn't have thought about the transportation, of course when you mention it now, but while I'm shopping..no. What I believe is that you know so little about it, while for example the transportation of meat, we know so much about, because it's basically the only thing we have learnt the last couple of years. The pollution etc. However, people don't talk about the fashion aspect.
3. How do you define fashion sustainability and a green person? probes: use of natural/organic materials? energy efficiency in production and distribution? recycling of old clothes? making more durable clothes that last longer?
 - For instance, a person who shops at thrift shops, Second hand or whatever it's calls. It's not a person who shops at H&M, but rather sew old clothes

into new ones. I have thought about it, even though I don't have a lot of old clothes, instead of throwing away clothes og shopping brand new ones, I could make my own clothes. Maybe even a green person can be a person who uses these apps to sell and buys things. Maybe you get a bit greener by doing that. Just in general, recycling and reuse of clothes characterizes a green person.

Personal consumption

4. How much clothes do you buy on average per month?
 - That varies. Like after Christmas, I have bought around six pieces of clothing, so about two per month. I don't buy a lot of clothes, and I'm not a big spender, I know that.
 5. Do you regularly buy fast fashion brands? What portion of your total clothing purchases are fast fashion?
 - Yes, mostly. My wardrobe consist mostly of clothes from fast fashion stores. The last time I shopped, I bought one piece from Bikbok and one from H&M. But I do stop by Zara on my way home sometime, just to see. But it's important to stress that this is only when I'm in Oslo. If I go abroad, I go to nicer shops. Like in London, where I spent a lot of time last year, or In Denmark, I stop by Envii, Samsøe, Second Female. So I do have other clothes as well. I think their more exclusive, but I don't know anything about their production. So probably all of my clothes are fast fashion.
- So do you not think that you have ever purchased anything sustainable?
- No, not at all. I do have Kari Traa, is that still made in Norway? I think so actually. Maybe that sustainable.
7. Are you aware of more sustainable and conscious collections? And the increasing trend?
 - I am not very updated in this area, so no.
 8. What are your attitude towards sustainability in the fashion industry?
 - I think that everything you can do a bit more sustainable is really good. And it's really good that they have solutions like Tise etc, but If I think about myself, then price is more important for me. And I'm guessing I'm not the only one who thinks that. Unless you have a bit more resources, then price usually controls what you buy. However, if I knew more about

this, like I do with the production of meat, my attitude would most likely change. But we just know too little, and that's why I'm controlled by the price. Typically, I buy things for instance if I'm going out, and I don't have anything to wear, so I just want something cheap to throw on that day.

9. How conscious do you think you are when it comes to sustainability? (e.g. such as the production methods)

- Not very conscious. The only thing is that you hear that there is child labor, bad working conditions etc, and that's probably the only thing.

10. Do you think there is so much awareness among the public regarding environmental issues in the clothing industry?

- Unfortunately, I don't think about that at all, and I don't think other people are aware either. I think a lot of people know what I know, but just don't care enough to do anything about it. Sometimes I just think that it's better to buy this shirt, than to not buy it, and that's just crazy when I think of it. I feel so bad now.

11. If you were to buy a sustainable piece of clothing, what feelings do you get after your purchase? (e.g. satisfaction, happy, ..?)

- Probably a lot better. But I also think that I would feel indifferent, because I don't think my purchasing one product, has any effect on the planet. It's the whole industry that needs to be changed, not me. They have the greatest influence.

→ refers to low prices

12. Probes for how they offer low prices: is it because they use cheap labor? because they use cheap materials? Because they are very efficient?

- Because of cheap labor, mass production and not the best quality in terms of materials, like acrylic, polyester. And maybe the machinery gives away a lot of pollution.

13. Do you think it is good or bad and why?

- Well, it's really good for the consumers, but not for the industry. I think people will continue to expect cheap clothing, and if they suddenly increase the price, they wouldn't sell. People are too cheap. When it comes to cheap labor, then it's really good and bad, bad in terms of human rights, good in terms of them having a job, and earning at least some money.

14. Do you believe that a product is more sustainable if it's marked as green?

- I think it's really easy to plaster on a green tag, without it actually being sustainable. I don't believe that I would I actually research it though; I think a lot of people wouldn't. However if I really went in to get a sustainable garment at H&M, I would check to see if it's actually sustainable. I don't trust green tags.

15. What would you do if clothes got more expensive (i.e. fast fashion disappeared)? - buy better brands, wear the same clothes longer or more often?

- I'm really price sensitive, so I think if the prices had doubled then I would have looked at Tise etc. first, or instead of buying two shirts, I would buy one. It's hard when I don't shop that much to begin with, but If I were to shop more, I would buy less clothes. Until I get a job.

16. Do you ever buy something you really don't need or like because it is so cheap?

- Yes, most recently the scarf over there cost me about 8 kroners on H&M, and I still haven't used it. I think it was a mistake in the pricing though. I feel like I don't need any of the garments I buy, but I always wear them. I don't have any pieces with the tag on still. That rarely happens. But I think this applied to everyone, sometimes you are just tired of what you have, and you want something new. Often when seasons changes. There is some pressure from the society to have fancy or nice clothes. You want to follow trends.

17. What do you do with old clothes?

- It's a long time since I've done it, but I usually go through everything I own, and give the clothes that I don't need to UFF, or Frelsesarmeen. I have never throw away clothes, except underwear, stockings etc.

a. Do you feel guilty about having so many clothes, about giving away or throwing away old clothes? (IF throwing away clothes)

- No, I never feel guilty about throwing away old underwear or ruined socks. Who would want that?

General beliefs

18. How green do you believe you are from 1 to 7? (e.g your actions) in fashion

-
- In terms of fashion, I'm absolutely not a 7, but not a 1 either. I feel like if you are a 1, you shop a lot, have a lot of old clothes in your wardrobe, some with price tags on, so I would say I'm more a 4. I sort of think of what I buy, and in terms of not buying that much at all, because again, I am a student. I don't waste clothes.

Others actions

19. What are the main factors for your green behavior? (Probe: trends, family, friends, etc)

- Shopping has never been a huge deal in my family. Our lifestyle is pretty easy, not to generalize too much, but we are not a family from the "westside", we have never cared that much about style, but maybe more quality and comfort. I haven't grown up with wearing high-end brands, and I don't think my friends are like that either. I have some friends that are flashier than others, but that doesn't affect me at all. Some friends of mine shops almost so much online, that they can't even remember what they bought, and I just think that idiotic. I have been on Tise a couple of times, and there is so much clothes with the price tag on, so I think people buy ridiculous amount of clothes.

20. Do you think people's mindsets can be changed and how?

- Of course, but I think that it takes a lot of effort. It's not enough with just informing and explaining how sustainable or not it is. You have to give them an alternative, like you do with food. You have to give alternatives to sugar for example. Like H&M, you can't just say how bad it is, but you have to come up with in-store solutions. So it's easier for us to know when we actually are shopping fast fashion clothing, and sustainable clothing.

Value Chain

21. If you were to blame anyone for recent scandals, who would you to blame? Probe: factories, logistics, brand, the owners, yourself?

- The owners for sure, because they are the ones who controls everything that happens. The consumers are just shoppers, of course they have some influence, but It really depends on what kind of consumers you have.

22. Do you think fast fashion is responding to consumer demand (i.e. consumers want cheap nice clothes that they frequently change and the industry is

trying to supply that desire), or do you think fast fashion is trying to create consumer demand (i.e. get people to buy more clothing more often)

- That's so difficult. Again, of course consumers control the market in a way. If H&M sees that more people buy the shirt for 50 kroner, vs. the one for 200 kroner, they will of course make more of the cheap one. It's like push and pull. It's both parts fault.

Protection Motivation Theory

23. How serious are sustainability/environmental issues in the clothing industry? Probe: life threatening/threat to the planet or not that serious?

- I have no idea of how "dangerous" or life threatening it actually is, but I have read that for instance the working conditions at the factories are really bad, so in a way, life-threatening for the people. I reckon that the transportation pollutes a lot – have a lot of Co2 emissions.

24. Are there any good solutions to environmental/sustainability issues in the clothing industry? Probes: can we/should we get people to buy fewer clothes? can we better dispose of old clothes? How?

- Yes, of course. But I think that it's almost like these green and blue bags that we use for recycling, it takes a lot of time to get people to actually do it. We have to facilitate and learn people to recycle. Like my profession (personal trainer), it's not easy to change someone's lifestyle. You can't just do that in one day, it takes a lot of time for it to be part of people's routine. So yes, there are solutions, but you can't just double the prices and change the production to be better, it's not that easy I think. But mostly, more information is needed. And it needs to be easy.

25. Do you think that you could personally do something to reduce the environmental impact of your clothes buying/using/disposing? Probes: do you do them now and if not, why not?

- Yes, for instance, I could shop less at H&M. I could listen more and do more research concerning what brands to use, and what stores to visit. I'm not entirely sure what more I can do, cause I really don't have that much clothes.

Age: 23

Gender: Woman

Income: Under 200.000

