



JÖNKÖPING UNIVERSITY

*Jönköping International
Business School*

Fast Fashion

To explore Generation Y's attitude towards fast fashion; a
Swedish consumer perspective.

BACHELOR THESIS WITHIN: *BUSINESS
ADMINISTRATION*

NUMBER OF CREDITS: *15 ECTS*

PROGRAMME OF STUDY: *INTERNATIONAL MANAGEMENT*

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JÖNKÖPING *May 2019*

Bachelor Thesis in Business Administration

Title: Fast Fashion, to explore Generation Y's attitude toward fast fashion; a Swedish consumer perspective.

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Date: 2019-05-22

Key terms: Fast Fashion, Consumer Behaviour, Attitudes, Generation Y, Swedish Consumers, Sustainability

Abstract

Background: Fast fashion is a rather new business strategy and is defined to be affordable and fashionable apparel that is directly copied from catwalks. The concept was initially introduced by Amancio Ortega's well-known store, called Zara which mostly targets Generation Y consumers. Due to globalization and progress in technology it makes it possible for retailers to use cheap resources and cheap manufacturing from third-world countries which makes this strategy profitable. In these third world countries the working conditions and wages are poor, and the workers are exposed to toxic chemicals used in the fabrics. These toxic chemicals also affect the environment negatively by polluting the oceans and the earth. It also contributes to the overconsumption due to the rapid change in trends and their short life cycle.

Purpose: The purpose is to understand how Swedish Generation Y consumers behave towards fast fashion and their attitudes toward this.

Method: This study has used a qualitative approach, so the data was gathered through 12 interviews. All the participants were of Generation Y, age 17-37. The interviews were semi-structured with open-ended questions. A method of purposive sampling was used meaning that the participants were chosen by the judgement of the authors. Furthermore, the thesis is a case study where the case is the fast fashion industry.

Findings: The results show that there is an existing link between attitudes and behaviour where several factors affect this. For this particular generation, style and price were two important factors linked to behaviour. Social media and other social surroundings, such as family and friends, also affect their consumption pattern. The findings also show that Generation Y view sustainability as something important, however regarding fast fashion something else is indicated.

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1. Introduction

This segment introduces the research topic of Fast Fashion and its successful business concept as well as its repercussions on sustainability and the buying behaviour of Generation Y. This is then followed by the problem statement along with the purpose of this thesis and concludes with delimitations of the thesis.

1.1 Background

In the last few years, the fashion industry has contracted the life cycle of clothing styles by adopting a fast fashion business strategy (Joung, 2014). e.g. the term fast fashion is defined to be, affordable and fashionable apparels that are directly copied from catwalks to stores to compete with new trends (Investopedia, 2019). The life cycle of the trends that comes with fast fashion last for a month or less (Joung, 2014). Due to globalization and technology progression, the strategy for fast fashion companies is to use cheap resources to manufacture those goods in the world (Joung, 2014).

Moreover, the concept of fast fashion was initially introduced by the most well-known store called *Zara*, Amancio Ortega is the founder and former chairman of Inditex fashion group, which is also known to be a production company for *Zara*. Fast fashion became a huge success and redefined the fashion industry (Forbes, 2019). The goal for the businesses is to shorten the time between production to consumption, which enables the consumers, not only the advantage to get these copied garments at lower prices but also at faster rates (Houng, 2014). Fashion stores such as H&M, *Zara*, Forever 21 etc, produce low-budget knockoffs of luxury brands and distribute them to consumers every few weeks instead of every season. Due to low prices and trendiness, consumers are now pursuing apparel consistently and impulsively than ever before (Young, 2014).

Furthermore, marketers believe that there is a wearing trend of appeals in different generation, among them Generation Y, e.g those who are born in the year (1982-2002), also known as “echo boomers” showed to have a large force in the marketplace compared to other generations, e.g The baby boomers or Generation Z (Garoi, 2018 ; Farrington, 2019). For Generation Y the most important thing is to find the best deals when making a decision about their purchases, on which things to buy. Whereas for the baby boomers, they mostly care

about the quality of clothes when they shop (Parment, 2013). Researchers found that Generation Y's buying attitudes and patterns has become a crucial focal point when doing a consumer research (Ordun, 2015), this paired with the capability to impact the spending habits of their parents make them an economically powerful generation (Valaei & Nikhashemi, 2017). In addition, fashion trends tend to shift expeditiously, the regular time for a specific fashion drift to be in style is between one month to six months according to Valaei (2017).

In order to fully understand this study, the Swedish market/environment of fashion is an important factor which cannot be overlooked, since this research will explore Generation Y's attitude towards fast fashion from a Swedish perspective. According to Swedish Environmental protection Agency, Swedish consumers purchase an average of 24 kilograms of clothes and textile per year. In another report it is claimed that Sweden sell around 100 000 tons of textiles and that 50 000 tons of textile are disposed every year (Herzing & Jacobsson, 2013). Also, a study in 2009 has shown that compared to other European countries, 82% of swedes use internet to find information about products (Loof & Seybert, 2009). The Swedish Environmental Protection Agency (2019) shared a report about recovery and recycling of textile where the report stated that there has been affecting change for over 50 years which has affected our lifestyles and how we handle our waste flow. Stating that today, it has become more common to throw away clothes that are ripped or no longer used (Environmental Protection Agency, 2019).

Moreover, every year the world consumes about 80 billion items of clothing, which contributes to waste pollution, since one day the items will end up thrown away (Confino, 2016). This is a problem since fast fashion is causing overconsumption, after all consumers are purchasing more than they want to for cheap prices (Environmental Protection Agency, 2019).

Companies have been known for exploiting workers using child labour and these workers have been found to work in dangerous environments increasing the risk of bad health (Hucal, 2018). One reason for the risk of bad health is due to the toxic chemicals used when making and dyeing the fabrics. The toxic chemicals not only affect human health but also the environment. Fabrics such as polyester contribute to the global warming and the continuous increase of plastic in the oceans. It also affects the sea life, plankton eating the microfibers

released from washing the clothes which continues up the food chain through fishes and then reach humans (Perry, 2018). Cotton requires large amounts of water and pesticides in developing countries leading to a risk of drought (Perry, 2018).

1.2 Problem statement

Beside overconsumption and the large waste of clothes, fast fashion has a large human cost as well as an environmental one. Fast fashion itself has a huge impact on the planet due to the pressure of reducing costs and speeding up the production and therefore depend on cheap labour from third-world countries where the labour rights and conditions are bad and wages low (Brooks, 2015) This contributes to the fashion industry being the second largest water polluting industry globally (Perry, 2018).

Many articles and studies exist where fast fashion and its consequences are being investigated and examined but very few of those investigate this from a consumer's perspective. Some of them are "Exploring the motivations and attitudes of Swedish students toward decreasing consumption of fast fashion", "Nobody likes it, everybody buys it?!" and "The motivational drivers of fast fashion avoidance". However, none of these touch upon the same subject as this thesis. At the moment, evidence of negative fast fashions effects exist, so why do people continue to buy these clothes? This serves as a gap and opportunity for further investigation for this thesis.

1.3 Purpose

The purpose of this thesis is to understand how Swedish consumers of Generation Y behave towards fast fashion and to explore their attitudes in regard of this. Therefore, the research question for this study is: How does Swedish consumers' attitude affect their consumption regarding fast fashion in Sweden?

The results of this thesis could be beneficial for the fast fashion retailers, both high-fashion and ready-to-wear, and marketers as well as researchers of consumer behaviour for further investigation. Anti-fashion and environmental-oriented organizations such as Greenpeace can use the results in agreement with reducing fast fashion.

1.4 Delimitations

As described, this study will focus on Swedish consumers belonging to Generation Y and therefore other generations such as baby boomer and Generation Z are excluded. Moreover, this research paper will not include framework of perception, rather the focus will remain on Generation Y's behaviour and attitudes, as in addressing the reason or reasons behind their purchase behaviour. However, the term "perceive" or "perception" will be used several times during the study to explain the consumer's view in different contexts. It does not refer to the psychological definition. The main reason for excluding perception is because attitudes are linked with behaviour and action while perception is creation of thoughts without action, therefore attitude is more relevant to the purpose.

The study will not go in depth about explaining fast fashion and the consequences it has or to suggest sustainable changes. As mentioned in the purpose this thesis aims to investigate the concept through a consumer's perspective.

2. Literature Review

This segment presents the findings from different literature used in this research discussing topics such as loyalty and consumer behaviour. The first part will present deeper findings on fast fashion and consequences connected to it. The second part discuss loyalty, satisfaction, emotions and their relation. The third part explains consumer behaviour and lastly, the fourth part explains Generation Y's buying habits.

2.1 Fast Fashion

In recent years the clothing industry has gotten a reduced lifecycle by adopting this so-called fast fashion business strategy dropping it to a month or even less (Joung, 2014). It is considered to be a new business model, made to respond to the increased demand-driven industry of fashion where the focus lays on copying trends from the catwalk and putting them in the stores fast. Therefore, the supply chain, which was once long, has shortened and become more flexible to reply to the wants and the demands of the consumers that has then led to the creation of fast fashion (Gabrielli, Baghi & Codeluppi, 2013).

In recent years globalization has increased and due to this, together with the technological developments, retailers and other fashion businesses are able to use cheap labour and resources anywhere in the world, including third-world countries, making this concept and its low price possible (Joung, 2014). However, due to the decrease in the clothes life-cycle and prices and an increase in fashion purchase frequency it has led to a large wastage, addressing just one of the many problems of fast fashion. H&M, Topshop and Zara sell clothes that are expected to be used ten times less than average, building the foundation for throwaway fashion (McNeill & Moore, 2015).

It can be stated clearly that this concept is not environmentally concerned or sustainable (Wiederhold & Martinez, 2018). It leaves large pollution footprints generating environmental hazards and contributing to the global warming by using fabrics such as polyester, one of the more well-used materials in manufacturing the clothes. The process of producing this fabric is very energy-consuming and require large amounts of crude oil and acid gases which is negatively affecting both the human health and the waters and oceans. Another well-used material is cotton, which is also a fabric that leaves an environmental footprint (Claudio,

2007). Both are made with extremely toxic chemicals (Perry, 2018). As globalization has increased it has opened opportunities for the fast fashion retailers to move production to the lower-wage countries such as China and other third-world countries, exploiting their poor wages and poor labour rights to manufacture the clothes cheaply (Brooks, 2015).

Although it has some environmental effects, this so called “new fashion formula” is a success due to its ability to adapt to changes and consumers shopping habits which demand increased speed, affordability and trendiness for the possibility to be fashionable every day (Gabrielli, Baghi & Codeluppi, 2013). The emphasis lay on affordability and therefore price. A reason for this could be the targeted age group, which mainly consists of young professionals and therefore relates to their limited budget while wishing for fashionable products (Wiederhold & Martinez, 2018). Recent research shows that early fashion innovators, in other words those among the firsts who notice and adopt new trends, are heavily influenced by the fashion media. These fashion innovators shop and purchase clothes more frequently than others and therefore are the ones targeted by this business strategy want effect (McNeill & Moore, 2015). Moreover, attitudes are linked to behaviour so consumers who view fast fashion positively are most likely to buy fast fashion products (Cook & Yurchisin, 2017). Using the young professionals as example, their positive attitudes could be linked to the affordability of clothes leading to the ability to wear fashionable products while having a low budget (Wiederhold & Martinez, 2018).

Although Joung (2014) states that consumers are not uninterested in the environment, rather unaware with a lack of knowledge regarding recycling of the clothes, a study by Wiederhold et al. (2018) shows that style is the most important factor when shopping, so if fast fashion offers this then the environmental concerns are not as important even if there is an increased awareness. A study by Valaei et al. (2017) also shows that the price, style and brand are “good predictors of purchase intentions toward fashion apparel”, strengthening the explanation. A suggestion for the large success, despite the consequences and negative impacts fast fashion has, could also depend on the lack of information and missing transparency which could affect a consumer’s behaviour (Wiederhold & Martinez, 2018). In addition to this, McNeill & Moore (2015) states that the success is due to the lack of awareness about the concept due to lack of media coverage. Therefore, if information about environmental impacts and the large disposal of the clothes was made widely known it would lead to a decrease in consumption or an adapted sale strategy by retailers. The same study

states that consumers would adjust their fashion consumption and disposal behaviour if they would be more aware of the consequences. A reason for this could be that the increased knowledge about the negative effects affect the conscious and therefore the emotions of the buyer which is an important factor involved in the purchase process (Cook & Yurchisin, 2017). But this also includes positive emotions and positive consequences therefore it is not safe to say the consumer will change their behaviour if they at the same time have positive emotions and gain satisfaction from purchasing fast fashion clothes. This can include the style and the price for which it is offered. Additionally, some research show that repurchase intentions and switched behaviour are not dependent on satisfaction levels (Yu & Dean, 2001).

2.2 Loyalty and Satisfaction

“Emotions influence information processing, mediate responses to persuasive appeals, measure the effects of marketing stimuli, initiate goal setting, enact goal-directed behaviours, and serve as ends and measures of consumer welfare” (Bagozzi, Gopinath & Nyer 1999). This could further be explained as a person’s emotional state which can influence retrieval and encoding of information, evaluation and judgement of this information together with creative thinking. Emotions connected to consumption are the feelings of one’s consumption behaviour and the satisfaction that comes with it, showing a link between these (Bagozzi, Gopinath & Nyer, 1999). It can be referred to as the emotions that come with consumption experiences and usage of products (Westbrook & Oliver, 1991).

It is also stated by both academics and practitioners that there is a link between satisfaction and loyalty and that this relationship is asymmetric. Meaning that satisfaction does not directly result in consumer loyalty however it is a step towards it (Oliver, 1999). It includes both cognitive and affective/emotional components, where the emotional component consists of various emotions, both positive and negative ones connected to service delivery (Westbrook & Oliver 1991). Eventually satisfaction may influence attitudes towards products, through the affective component, showing that emotional satisfaction serves as a good predictor of loyalty, particularly positive emotions (Yu & Dean, 2001).

Consumers develop these emotions toward brands which could also be turned in to a relationship with the brand. It can be discussed that identities play a role in this where the

consumer views their own identity as similar to the brand, or product, and therefore remain unaffected if this brand would receive negative publicity (Veloutsou, 2009). Sometimes human characteristics are attached to it, expressing one's own image or personality. So, one could say the reason for this identification is due to a brand's personality, which is another factor when building brand loyalty (Kim, Han & Park, 2001). The loyalty could be explained by the identification, the consumers relate to the certain brand differentiating it from others and feeling a sense of belongingness. This gives those same consumers an ability to express themselves and has a positive effect on word-of-mouth, affecting loyalty indirectly (Kim, Han & Park, 2001). One should keep in mind that when mentioning loyalty, it does not mean repeated purchasing behaviour which is just rebuying of one brand regardless of the commitment to it. To describe loyalty in this context is describing a non-random behavioural response that is the result from commitment including both positive and negative responses (Yu & Dean, 2001).

Moreover, developing and maintaining brand loyalty as well as brand trust is very important in a company's marketing plans, especially in highly competitive markets such as the fashion industry since it results as an entry barrier to competition. It brings greater sale and revenue and the customer base is less sensitive to the competitors marketing (Delgado-Ballester & Luis Munuera-Alemán, 2001). Brand trust brings a feeling of security that the brand in question will meet the consumer's expectations and is critical to relational exchanges. It helps to foster a strong relationship and can be described as a cornerstone of long-term relationships (Sirdeshmukh, Singh & Sabol, 2002) Both of these are said, yet again, to be connected by consumers satisfaction (Delgado-Ballester & Luis Munuera-Alemán, 2001). Continuing with satisfaction it is said to be the antecedent of quality, more clearly service quality, but reversing this, quality is said to be the antecedent of satisfaction showing these two are clearly connected and linked to customer loyalty (Yu & Dean, 2001). Beside the emotional component there is also a cognitive one, referring to a customer's evaluation of the perceived performance compared to one's expectations, linking this back to the previously stated service quality (Yu & Dean, 2001). As indicated, the expectancy theory is one of the more dominant theories in measuring customer satisfaction, by confirming or disconfirming the expectations of performance (Brooke, 1995). According to Westbrook et. Al (1991) "Satisfaction is not the pleasurable of the [consumption] experience, it is the evaluation rendered that the experience was at least as good as it was supposed to be". It is believed that satisfaction is the core of the post-purchase event, expressing these events by the various

post-purchase activities such as: complaining, word of mouth (both negative and positive), and product usage (Westbrook & Oliver, 1991). This process of activities often involves emotional responses, since emotions are a primary source of human motivation, as well as influence on memory and thought processes. It therefore has a role in the consumption process and, however this can be discussed further, consumer behaviour (Westbrook & Oliver, 1991).

2.3 Consumer Behaviour

The term consumption is defined by Solomon, White & Dahl (2017) this assumption does not entail that a product's main function is not important, but rather the effect that products have in our lives achieve more than the tasks they are meant to execute. The deeper interpretation of a product might benefit it to stand out from others. E.g. when someone purchases a product from Nike, they might be doing more than just an athletic brand garment: one might also make a lifestyle statement about the type of person they want to be (Solomon et al., 2017). Consumer behaviour is a study of processes which involves individual and groups selecting, using, purchasing, disposing of products, services, ideas or experiences to satisfy needs and desire (Solomon et al., 2017). Desires and needs are meant to be fulfilled from hunger and thirst to status or love according to Solomon (2017, p. 3).

Solomon describes in the early stage of development; consumer behaviour was called "buyer behaviour" which reflected an emphasis on interactions between consumers and producers at the time of purchase. Later on, marketers realized that consumer behaviour is an ongoing process, it is not only about what happens when consumers make the payment and in return receives a good or service. Individual decision making is a central part of consumer behaviour, however the way consumer decides to choose products or evaluate them could vary broadly, depending on numerous factors. These numerous factors according to Solomon (2017, p. 244) are dubbed as stages of consumer-behaviour-making and has clearly explained the stages, which are: Problem Solving, Information Search, Evaluation of Alternatives, Product Choice, and Consumption and Learning. Another author (Lai et al., 1995) states, there are at least two types of notions when it comes to consumer value analysis within the system of consuming clothes. Firstly, whatever the reason is for consumers that are purchasing a specific product is mainly based on how they are going to use that product and how well it will serve the use according to Lai (1995). Secondly, Lai (1995) explains the

system focuses on the dynamic interrelations between the products which consists of a consumption system, meaning that the utility of the product is not only bound to the purpose it was created for, but also to relating products and the behaviour that comes from using them.

The authors mention that sometimes the decision-making process is almost automatic; consumers tend to make quick judgements based on very little information. The author (Solomon et al., 2017) further states, that some decisions are made very rationally and thoughtfully as they count pros and cons of different choices- although in other scenarios, individuals might let their emotions guide them to make a choice over another. Moreover, Solomon (2017, p. 245) adds, that there are some decisions that are made under low involvement. When an individual decides to buy something on impulse. E.g. “special sale” in a store, this type of decision is called *Behavioural influence perspective*. When it comes to evaluating about consumer decisions, there are few types of consumer decision such as: Habitual decision making; Limited problem solving and Extensive problem solving (Solomon, White & Dahl, 2017; Solomon and Rabolt, 2008).

The author, Valaei (2017) states that consumers of Generation Y are more brand conscious due to the influence of family and friends, it was also found that individuals evaluate products from buyer image and product attributes. Product-user image is the impression the consumer has regarding a product brand and therefore the brand which has symbolic values of the product can form attitudes of Generation Y customers favouring the product which might end with a positive outcome, an example of this would be word of mouth purchasing (Valaei et al., 2017). Moreover, Valaei (2017) claims, when it comes to price, it has been discovered that there is an important relationship between price and buying intention of fashion clothing. The relationship between those two factors in the research suggested that style is a major factor of apparel which implies to a higher buying intention of consumers. In other words, Generation Y’s values when choosing a correct clothing style is one of the most important characteristics when purchasing apparel as the “right” apparel will give them a cooler appearance according to Valaei (2017).

A study by Park, Kim and Forney (2006) founded that for college-students, fashion-oriented impulsiveness of purchasing is adjusted more towards unintended emotional clothing purchases. This study also further reassures the satisfaction of emotional fulfilment via

impulsive purchasing and suggest that this emotional gratification through consumption of clothes has a subsidiary consequence on impulsive purchasing (Park, Kim and Forney, 2006). Moreover, the authors states that retailers need to continuously inspire consumers to purchase impulsively and have positive emotions. This is done through their store design, display of product, package design and revenues (Park, Kim and Forney, 2006). In addition, someone who promote a store because they like the atmosphere might unpredictably spend more money due to the positive environment. Also, no matter whether consumers are in a negative state of emotion when entering a store, their emotions could be lifted up, and they might spend more money than expected. Customers might feel better by how clean the store is, colour coordination and customer service while purchasing (Park et al., 2006).

2.4 Buying and Disposing

Within Valaei's (2017) studies it is shown that when it comes to purchasing clothes the country of origin is not relevant for Generation Y due to lack of interest from its consumers and prioritization of other aspects of fashion wear consumption. The other aspects which are of importance for Generation Y is the consumers attitudes and buying intentions in the fashion clothing industry (Valaei et al., 2017). In addition, the author claims that, today's consumers of Generation Y prefer to select clothing that has been accepted or are acceptable to their family and social surrounding rather than to express their individualism (Valaei, 2017). It is explained that fashionwear within Generation Y's consumers would find a positive attitude for the product when they find something in similar between themselves and the fashion apparel which may imply in purchase intentions. Valaei (2017) confirming that a strong consumer individualism with product indicates for having greater preferences, trustworthiness and buying intentions.

When it comes to the disposal of clothes, Morgan and Birtwistle (2009) states that the unawareness of the disposing of clothes within the consumers behaviour lays within the general lack of knowledge dealing with the consequences of environmental issues such as artificial fibres and intensive cotton production. This general lack of knowledge is due to lack of information given through the media according to Morgan and Birtwistle (2009). Furthermore, the literature states that if the impact of clothing disposal was more vividly advertised within the media, it would lead to fast fashion brands having to re-strategize their selling strategy. In addition, the authors claim that a better awareness to social

and environmental impacts, might lead to consumers changing their disposal patterns (Morgan & Birtwistle, 2009).

Furthermore, regarding disposal, a study mentions that consumers were cynical about the culture and concept of fast fashion since they did not understand the ultimate meaning behind fast fashion and they felt that it supported a “*throwaway culture*” where the products and fashion lose their basic value, reassuring that consumers replace and dispose the products before their actual life cycle expires. The awareness of consumers owning tremendous amount of clothes leads to the consciousness of surrounding environmental issues when it comes to fast fashion, which motivates them to donate collections of clothes– along with other charitable habits (Morgan et al., 2009). The study also states that youthful consumers of fashion innovators are not specifically attentive when it comes to recycling or disposing clothes (Morgan & Birtwistle, 2009). Moreover, a study by Frame and Newton (2007) claims that there is no relation between being aware of the environment and behaviour of disposing clothes and the attitude to recycle clothes. The research suggests that retailers of fast fashion now have an obligation to take responsibility for the large amount of fashion textile that is sold via their stores, which provoke procedures in terms of methods of disposing textile material (Frame & Newton, 2007).

3. Theoretical Framework

This segment establishes a theoretical framework which involves three different models that have an emphasis on attitudes as well as behaviour and will be used as support for the empirical research.

3.1 Attitude

Attitudes - “A manner of acting, feeling, or thinking that shows one’s disposition, opinion, etc.” (Collins, 2019). Attitudes are positive, negative or mixed reactions to a person, object or idea. In other words, attitude is how we think, feel and act based on those thoughts and feelings (Cherry, 2018, 20 September).

3.1.1 Affective-Behavioural-Cognitive Model

The ABC model is the Affective-Behavioural-Cognitive model about attitudes where attitudes can either be positive or negative yet also uncertain. This model is also known as ABC model of attitudes. Attitudes help determine what we do (Simply Psychological, 2018). According to Minton et. al (2016) the model shows that affective component associates a person’s emotions about the object, person or issue. E.g. Andru is scared of snake. The word “scared” indicated Andru’s emotion about an object which in this case is a snake. Cherry (2018, 20 September) states that behavioural component involves how attitude can influence one’s behaviour. E.g. Andru will scream and avoid the snake when he sees it. The words “avoid” and “scream” indicate the behavioural attitude towards the snake. Lastly in the cognitive component, having knowledge and beliefs about a subject is what forms one’s attitude. E.g. Andru believes that snakes are dangerous. Andru must have experienced or observed something that caused him to believe that snakes are dangerous. (Minton, Cornwell & Kahle, 2016)

3.1.2 Antecedent-Behaviour-Consequence Model

The Antecedent-Behaviour-Consequence model can be used to benefit people which examine behaviours that they would like to change. What triggers these behaviours and the impact they have. These three components help understand, analyse, and potentially change how one acts (Betterhelp, 2018). The first component being Antecedent, which is anything that could trigger a behaviour. In other words, antecedent is what comes before the behaviour. When

seeking to trigger a positive reaction, antecedents can manipulate to promote a certain behaviour (Betterhelp,2018). To explain it further, when evaluating a negative behaviour then antecedents are crucial since under some circumstances the capability to reject the antecedent is the capability to reject the behaviour. E.g. in a classroom, when a teacher asks one student to come in front and solve the problem in the white board, here the teacher is trying to manipulate a behaviour by asking the student to solve the problem in front of the classroom. (Webster, 2018, 7th May). Second component is behaviour, the behaviour studied should be a troublesome action, it can be either central, positive or problematic behaviour. E.g the student refuses to do, the teacher presses the issues and the student ends up cursing to the teacher. That is the wrong behaviour in this situation (Webster, 2018). Third component is consequence - that is what directly follows the behaviour. E.g. The student is then sent to a child study team. Consequence does not necessarily need to be a punishment, but at the same time it could be. (Webster, 2018).

3.1.3 The Hierarchy of Effects

According to Friederike (2012), this model has three elements which are beliefs, affects and behaviour. The model explains the interaction of three elements and how there are fixed order of steps that appear during the formation of attitudes, which then depends on the consumers level of involvement and motivation towards an attitude object. There are three different hierarchies: standard learning hierarchy; low-involvement hierarchy and experiential hierarchy (Friederike, 2012).

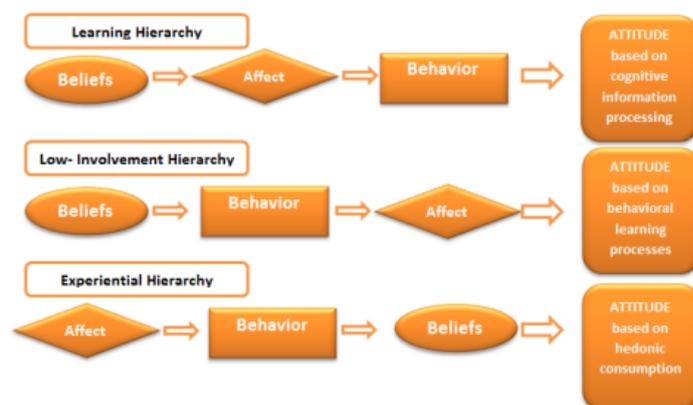


Figure 1: The Hierarchy of Effects

Source: M.R. Solomon, *Consumer Behaviour in fashion, 2nd ed, p. 282*

As the authors state that “Standard Learning Hierarchy” or “High Involvement Hierarchy” is

related to behaviours which will follow affect that will follow beliefs (Verbeke & Viaene, 1999). Nonetheless, majority of consumer analysts have been deeply despondent about the ability of attitudes to forecast the calculated behaviour. Friederike et al. (2012) mentions that in “Standard Learning Hierarchy” the consumers think first then feel and lastly act.

According to Friederike the decision-making process; consumer go through when making a crucial decision about their purchase, is oftentimes correlated to “Standard Learning Hierarchy”. Moreover, the features or characteristics of products may lead to giving the consumers a positive feeling about the product that can indicate to making a purchasing decision based on consumers cognitive knowledge processing (Solomon & Rabolt, 2008).

According to (Verbeke et al., 1999) the “Low involvement hierarchy” select to which consumers are impartial to information and apathetic, which results in consumers’ purchasing behaviour. In other words, a consumer does not have a preference and therefore the consumer will not put time and effort to gain information about a product according to (Solomon et al., 2008). Accordingly, purchasing behaviour of consumers chase after beliefs and evaluation will determine depending on if consumers’ experience went well or not, the attitude will appear in the end of the process (Solomon et al., 2008).

Moreover, Friederike (2012) states that the last hierarchy, “Experiential Hierarchy” which is based on consumption for pleasure, also called “Emotional Hierarchy of Attitudes”, is defined by the fact that it is only form of emotions hence, consumers first feel, then they act, and lastly they think. Therefore, intangible aspects of products that cannot be touched, such as brand names or brand image, these characteristics influence a buyer’s mindset such as how the products will make them feel or the satisfaction the product will serve according to Solomon (2008). In addition, Friederike claims, fashion can come under experiential hierarchy since various apparel products disclose certain emotions and the decisions as regards to fashion are not rational every time compare to other high involvement decisions (Friederike et al., 2012).

4. Methodology

In the first part of this segment research philosophy, strategy and approach will be presented and discussed. The second part the sampling method will be described, including the case chosen, and the selected data collection method will be given and explained. In addition to this, ethical considerations will be presented together with the transcription.

4.1 Research Philosophy

A research philosophy is the belief about how data about a case should be gathered, analysed and used (Balarabe Kura, 2012). There are two major philosophies identified, positivism, also called scientific philosophy, and interpretivism. Positivism believe the phenomenon studied can be observed objectively without interference and that the observations should be repeatable (Balarabe Kura, 2012). Interpretivism believe the phenomenon should be studied in its natural environment and seek to understand knowledge based on social reality through a detailed interpretation of meaning of events and life experiences. The emphasis lies on the meaning and interpretation of reality by understanding the behaviours and experiences from people (Balarabe Kura, 2012). The world is too complex to be viewed through law-like generalisations which is the case in the positivist philosophy. Interpretivism believes it is necessary to understand differences between humans (Saunders et al., 2009). In this type of philosophy, the researchers cannot avoid affecting the phenomena they research (Myers, 2008). It also emphasizes a qualitative analysis over a quantitative one (Littlejohn & Foss, 2009).

The interpretivist philosophy will be used throughout this research as it is seen as a good fit, matching the aim of this study. The philosophy focuses a great deal on understanding the human, believing their behaviour and experience is more complex than normal generalisation. The purpose of this study involves the same understanding of human experiences and behaviour.

4.2 Research Approach

To collect data for this study a choice between qualitative and quantitative approach was made. A quantitative study emphasizes objective measurements and statistics where the data

is collected through random selection and random sampling from a population using questionnaires and surveys. This approach focusses more on frequency rather than in-depth information which is the aim of this thesis. A qualitative approach focuses on understanding a social phenomenon within its natural setting and focus more on the “why” and “how” (Research Methodology, 2018).

At first both a quantitative and qualitative study was taken into consideration, however this was seen as too ambitious. Referring back to the research questions for this study, the “why” and “how” is important so the qualitative approach is the right fit to help the authors investigate consumers opinions, behaviour and attitudes of the chosen topic and receive a deeper knowledge of this.

A qualitative method is usually related to an inductive approach meaning that the approach is concerned with generating new theory emerging from data instead of testing an existing theory which is the goal of a deductive approach (Goddard & Melville, 2004). An inductive approach build theory by observing and proposing a matching theory at the end (Goddard & Melville, 2004). As this study is qualitative without much previous research on the topic, an inductive approach seems to be the best fit. To first observe and later connect theories from the data gathered.

4.3 Research Strategy

As mentioned, this thesis will focus on the case of fast fashion therefore the strategy used for this thesis is a case study. According to Saunders et al. (2009) a case study is “a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real-life context using multiple sources of evidence”. This strategy is a good choice if one wish to gain rich understanding of the research context and process and to answer research questions such as “why”, “how” and “what” (Baxter & Jack, 2008). This fits with the aim and purpose of this study and therefore a good fit. To collect data in a strategy like this interviews, observations and analysis of documentation can be used (Saunders et al., 2009), which will also be used in this research.

There are four type of case studies; single case v. multiple case, holistic case v. embedded case. Single case is often used to represent a special case, or to provide the researcher to

observe something few has before. This could include using a company as a case of observance as well as an industry. Multiple cases are similar but include more cases observed. The reason for this is to see if the observation from case 1 match the other cases. Due to this reason it would be preferable to use multiple cases rather than one in order to be able to generalise. A holistic case is one studying and analysing the organization as a whole. Embedded case, however, analyse and study the organization as a whole but also the subunits of the organization (Saunders et al., 2009). A single case study will be conducted since the fashion industry is the unit being analysed. Moreover, it can be argued that this type of study could be a good way of exploring existing theory which match with the inductive approach.

4.4 Sampling Method

This refers to the process of choosing participants to be analysed and used in the study. If the participants are not randomly selected a chance exist of the research being biased and the data might not be valid or representative. When choosing participants randomly, each member has an equal chance to be chosen. An advantage of this method, which is referred to as simple random sampling, is that it is the most straightforward method. The disadvantages are that one might not be able to choose enough individuals with the characteristics of interest and it may be hard to contact these due to a wider range of geographical area and due to different requirement forms of contact (Ben-Shlomo, Brookes & Hickman, 2013). Therefore, a simple random sampling was ruled out. Instead a method of purposive sampling, also called judgement sampling, was chosen as it was seen as a better fit for a qualitative research. This is a non-probability type of sampling where the units under investigation are based on and chosen by the judgement of the researcher. In other words, the authors of the study choose whom they wish to research and interview, the goal is not to randomly select participants to make generalisations. This is more the intention of a quantitative research. The main goal of purposive sampling is to focus on particular characteristics of interest to the study and the research question. It is important to highlight that this type of method does not represent the whole population, rather a chosen one. However, this is not considered as a weakness in a qualitative research (Centre for Innovation in Research and Teaching, 2010).

4.4.1 Case

This research targets individuals from Sweden in the age group of 17-37. This age group goes by the name millennials or Generation Y and include people born between 1980's and early

2000's. This group has had constant access to technology since their youth and are well familiar with it (BusinessDictionary, 2019).

This generation is quite financially powerful and quite obsessed with fashion. They spend a large amount of money on various product types including the fashion industry, so they have a significant role in the marketplace. In addition to this, Generation Y is very influential and capable of influencing spending habits of their parents, so they remain an attractive segment for marketers (Valaei & Nikhashemi, 2017). Due to these factors, this generation is targeted throughout this study.

4.5 Method for data collection

Semi-structured interviews have been chosen as a method to gather data for this study. These are constructed by some key questions that will help the authors define the areas explored but also to get a more detailed response (Research Methodology, 2018). By having semi-structured interview, the interviewer holds the lead of the topic but give space for follow-up questions at the spot and with open-ended questions the interviewee has a chance to give a full response of their thoughts. The purpose of this approach is to explore the different views of the interviewees, their experience, beliefs and motivations on a specific topic (Research Methodology, 2018). Qualitative methods such as interviews, give the interviewer a chance to receive this in-depth information in a way that a quantitative research would not.

Therefore, it is a more appropriate approach when little is already known about the topic at hand which is the case in this study. This approach is also good when discussing sensitive topics where the individual may not want to talk about it in groups (Gill, Stewart, Treasure & Chadwick, 2008). Fast fashion might not be a sensitive topic, but individuals might change their answers when sitting in groups so, to avoid this bias and to get a true answer one-on-one interviews were chosen.

4.5.1 Interviews

For this research 12 interviews were conducted targeting people at the age 17-37 (Generation Y), however 20 interviews were the goal at first. No special gender was targeted to keep the research restricted only by age. The interviews were held in February and March to get data as soon as possible due to the short time frame. They were conducted in three different cities;

Jönköping, Gothenburg and Stockholm. More detailed information about the participants can be found in Table 1.1 in Appendix.

The sample size of this type of method compared to a quantitative approach is usually much smaller due to the different focus between those two. As mentioned, quantitative approach focuses on frequency and therefore require a larger sample size than a qualitative one which focus on in-depth understanding of why and how. Therefore, to decide on the right amount of interviews saturation should be taken in to account. Meaning, gathering data up until that point where an additional unit of data collecting does not give new relevant information anymore (Dworkin, 2012). By using an inductive approach, researchers are interested in events of happenings. Therefore, a study of a smaller sample may be more appropriate (Saunders et al., 2009). Moreover, a large number of books and articles recommend a sample size of 5-50 interviews (Moorse, 2000). It is also better to aim for a higher number of interviews since the method is quite time consuming and hard to schedule, so several interviews will not be scheduled and some cancelled. Which was also the case in this research. Therefore, the aim was set at 20 interviews at first.

As mentioned, one-on-one interviews were chosen for this study with semi-structured open-ended questions. Each interview was held in a calm and comfortable environment to avoid any interview bias and not much information about the topic was given beforehand but explained throughout the interview so the interviewee could not prepare answers. The interview style was relaxed without indicating anything when asking the questions in order to avoid affecting the interviewees answer in any way. The interviews were relaxed and started with informal conversations to later move on to the questions at hand. Since the interviews needed to be recorded for the use of this research the participants were informed about this and asked for consent as well as wish for anonymity. The questions asked were designed in a careful way to be as objective as possible. It is important to ask questions that yield as much information about the topic as possible starting with questions the individual can answer easily to later move to harder questions. It can help the respondent to relax and build confidence giving richer data (Gill, Stewart, Treasure & Chadwick, 2008). Therefore, questions about general shopping behaviour was asked first to get an overall perception of the individuals shopping, thereafter questions about fast fashion were asked to understand their attitude toward the concept. At last harder questions about sustainability and fast fashion effects were asked to see if their answers would differ once the individual knew all the

information, including both pros and cons. The exact questions asked can be viewed in the Appendix. The interviews took approximately 20-30 minutes each.

4.6 Transcription

All the interviews were recorded with the consent of the interviewee in order for the authors to easily go through the interviews afterwards and analyse the answers received. This way if some answer was missed by the interviewer it could easily be found. It was recorded by voice recording but also by notes.

A thematic analysis help to analyse qualitative data and will be used to analyse the transcripts by identifying patterns or themes within the data (Maguire & Delahunt, 2017). It is a flexible approach as there are no research strategy connected to it, therefore fitting this paper's case study (CompleteDissertation, 2019). The data analysis plan includes six coding phases; (1) Familiarization: becoming familiar with the data through reading the notes from the interviews and the interviews transcript. (2) Generating the initial codes: beginning to code all the data gathered. Phrases, sentences and paragraphs will be labelled by the meaningful topic. (3) Create initial themes: once the transcript has been coded, the authors will bundle the codes that have a relation or that have similar meanings. This will be examined to see if any additional relationships between them exist. (4) Review the initial themes: taking the themes and review them against the data capturing the meaningful aspects of the findings. (5) Name and define the themes: using the labels made and provide a more comprehensive name that show and describe existing relationships. (6) Write the final report: after all these steps have been conducted the author presents findings and interpretations (CompleteDissertation, 2019)

4.7 Ethical Considerations

According to Sanders et al., (2009) "Ethics refers to the appropriateness of your behaviour in relation to the rights of those who become the subject of your work or are affected by it." and is something that should guide the researchers throughout their work. Some general ethical issues include privacy of participants, voluntarily from participants and possibility of withdrawal if wished for, consent and possible dishonesty from participants, maintaining confidentiality of the data provided by participants and their anonymity if wished for, the

reactions of participants when gathering and using the data which could include embarrassment, stress and discomfort and lastly the behaviour of the researcher.

When gathering data and applying methods for this research, ethical aspects have been taken into consideration. Before every interview all ethical aspects were covered. The interviewees were all informed and asked about consent for taping the interview. They were asked for their wish of remaining anonymous or if they agreed with their names being used in this study. This was asked in a way to ensure the interviewees of their right to remain anonymous if wished for. This can also contribute to the likelihood of increased honesty from the interviewee (Gill, Stewart, Treasure & Chadwick, 2008).

The authors were very careful in remaining ethical and professional in every aspect throughout this study. To increase reliability this study will remain transparent from beginning to end, all steps will be described, explained and reasoned for. As mentioned, there is a large emphasis on avoiding different possible biases by being careful in all steps taken throughout this research and having this in mind.

5. Results/ Empirical findings

This segment presents the results collected from the interviews with different individuals of Generation Y, including quotes of statements made by these individuals.

5.1 Consumption

Every interview started with questions about general shopping to gain an overall understanding of the participants consumption behaviour regarding clothes. It could be seen that the shopping habits varied even though they all belonged to Generation Y indicating that there could be more to the purchasing behaviour than just age. Some of the participants shop once or several times a month and others less such as once every third month or once per half year. The reasons behind this are that some of them shop seasonally and therefore shop once every third months, but therefore buy a bit more at every shopping moment, while those who shop more frequently buy less every time.

“I can shop once or several times per month, it depends how much money I have.” – F7.

“Maybe once a half year, I use my clothes until they are worn off before buying new ones.” – M2.

Some participants viewed themselves as impulsive buyers and could shop at unplanned situation by accidentally passing a store and looking at the store window display to find something nice and therefore enter the store and buy it. However, several of the participants plan their shopping in advance and think of it beforehand. It could be due to an upcoming event or as mentioned, before a new season to update their wardrobe because something is missing. Others gave more thought to a purchase and questioned if the product would be used and how often to avoid spending money unnecessarily, trying to be economical.

“I try to think it through, will I need this piece of clothing or will I just wear it once? I try to think economically.” – F7.

“I am not an impulsive buyer if I am alone, but if I am with friends, they can sometimes persuade me into buying things.” – M2.

Most of the participants are students but yet their answers differed when they explained their monthly budget. Some have a monthly budget of approximately 1000kr, while others have a budget of approximately 2000 kr. As mentioned, this connects back to at what time they shop. The same students with a lower budget admitted they spend more when it is sale or when they shop seasonally and can then spend up to 3000-4000kr. But all stated that the monthly budget varies from month to month and that it is affected by their income.

“Every month has a different budget for me since I need different things in different months, but I usually spend approximately 1500-2000kr.” – F1.

Beside the price being an important factor, all the participants stated that quality also plays an important role when buying clothes. For some however, it was less important than the look and fit of the apparel. They admitted that they can sometime spend a bit more on one single piece of clothing even though it is of lower quality, showing that the higher price could also be taken in to account as long as it is something unique with a good fit. Several of the participants also stated that it is important that the piece of clothing is something they could use during a longer period.

“It does not always have to be good quality as long as it fits perfectly and looks amazing.” – F6.

“For me quality is important, and price, but if it is very good quality and I can use the clothing for a long time I do not mind spending more on it.” – F5.

Most of the participants got their style and purchases influenced by Instagram and different influencers on this platform. Depending on what they posted and what kind of trends they were following, the participants admitted they would go and look for the same or similar budgeted version of the product. These who are influenced by Instagram, when asked more in detail, follow both Swedish and foreign influencers depending on their own personal style, this being the main factor. Others follow blogs and other fashion media portals. Moreover, they pinpointed that the store is also an important factor, it is important how it looks, how the

clothes are displayed and how the employees behave toward the consumer, if they are helpful or not. It was also stated that this could help to decide whether the participant wanted to enter a store or not, and/or if they would purchase the product.

“I get inspired by influencer all over the world, then I go and look for a budgeted version.” – F6.

Otherwise the participants know beforehand which stores to go to since they usually go back to the same stores they have shopped in previously. They have experience with this brand and know what they offer so they focus mainly on those stores since they are satisfied.

“I would not call it loyalty, but if I have bought something there before and liked it, I would go back.” – M1.

5.2 Fast Fashion

After the consumption habits were established, the participants were asked about fast fashion and if they have heard about this concept before the interview. Most participants, except two, did not so this was explained by a quick summary from the literature used in this study. When explained, the participants all mentioned that they do shop in fast fashion stores, more specifically Zara and H&M amongst others and would still shop from these even if their budget increased. However, they would also buy more expensive clothes with better quality and better design. One participant stated that they would continue buying from H&M but not Zara because they view Zara’s clothes to be too expensive for the quality received.

“I do not believe I should change how I perceive things just because of a larger income.” – F7.

The thoughts of fast fashion were diversified. Some had negative thoughts referring to the over-consumption and the speed of the changing trends. This was negative through the aspect of not being able to follow this and affording it. Another argument was due to its effects on the environment. The ones with the negative view were the same ones which had heard about the concept before. The other participants had positive feelings toward fast fashion and

thought of it as something good as it gives the change for them to follow high-fashion trends with their small budget. According to them it is a smart business strategy and very beneficial for consumers.

“Not everyone can afford to put money on expensive brands, so it is nice to have budgeted versions of these clothes.” – F3.

“I am starting to think it is bad, it has too large environmental effect and the increased consumption just makes it worse.” – F8.

5.3 Sustainability

For most participants sustainability is something important, especially today with the increased environmental issues. They state that there is too much fast production and fast consumption without any environmental considerations. It also has a human impact regarding standard of living showing they are aware of the many black jobs on the market and jobs unpaid and state that this is all to help favour developed countries in their industries and businesses. Some of these connected their thinking to just spending on a basic wardrobe that can be used for a longer time period so they would not have to contribute to the overconsumption in the world. Others would try to go with an eco-friendlier option of clothing. If there is an eco-friendly t-shirt, they would choose this over the normal one.

“Everything is about speed nowadays; efficiency is the only important factor. The environment and sustainability are not considered.” – F5.

All of them contribute to sustainability in some kind of way in their everyday life. All recycle their garbage and try to save electricity and water. Many try to buy locally produced products and groceries when possible, also choosing more vegetarian food options. They try to travel as much as possible with buses and trams instead of cars. One of the participants choose to walk to work since she lives close and therefore contribute to sustainability in this way. This same person lives in an ecological building and is very careful when consuming products, caring for the longevity of the products. Another participant tries to visit second-hand shops to buy clothes there instead of buying new ones.

“I walk to work; I try to walk as much as I can, so I do not have to use traffic.” – F8.

“I try to not be impulsive and not buy just to buy something.” – F4.

Most of them did not know the effects of fast fashion so this had to be explained to them by using the literature. The main reaction was shock and the previous thoughts of the concept changed a bit. They all think it is awful and believe one should now think more before shopping, even try and save for better quality and therefore better products. They also state that if one is more aware of the effects that one could behave differently. One of the more environmentally aware participants knew the effects since before, however not in detail, and believe that the responsibility is in the consumer. According to this person, fast fashion exists because of the demand for it and because it is painted in a positive light due to the influencers, not showing the negative consequences it has.

“You do not know about this so much because nobody talks about it.” – F3.

“Many people know the effects, but they turn their back to it.” – M3.

Even though the participants were shocked to know the effects and stated that it is important to change the shopping habits they all admitted they would continue to shop from fast fashion brands. Main reason being that they receive nice clothes for a cheap price. They argue for the fact they are students and cannot afford expensive clothing, but they still wish to remain fashionable and able to follow fashion trends. Some would decrease their purchases and be more careful when buying in these stores as well as being careful when buying products, making sure they would be able to use it for a longer time period. Another reason for continuing shopping in these stores is the design of the clothes, since several participants follow foreign influencers and therefore have a style which few stores offer, Zara being one of them.

“I am trying to look at all factors, the environment, the price, the quality but also my satisfaction. Why not, I like clothes and fashion.” – F2.

“I would rather not continue to shop in fast fashion stores, but their prices are attractive, and H&M offer quite good quality for that price. But I will definitely think more about it.” – F7.

6. Analysis/Discussion

This segment contains an analysis of the empirical findings from the accumulated interviews together with the literature review of this thesis. This involves the analysis for the behavioural patterns of customers within Generation Y. Furthermore, a discussion is implemented to give the reader a deeper understanding of the analysis.

6.1 Attitudes and Buying Behaviour

As stated by Wiederhold & Martinez (2018) in the literature review, the success of this type of business strategy is due to the targeted age group relating to their limited budget. The business strategy itself refers to affordability and trendiness with the ability to respond to the increased demands of this faster than before (Gabielli, Baghi & Codeluppi, 2013). After the data had been gathered this statement was confirmed by the results, the participants were of the younger generation targeted by the fast fashion strategy (McNeill & Moore, 2015) and they all admitted that their positive feelings were due to the affordability and style, confirming that the success of it is due to this. Feelings could be translated into attitudes and going through the results all the participants showed positive attitudes to the concept which according to Cook et. al. (2017) is a reason why they shop fast fashion products. Their positive attitudes are linked to what was stated earlier, the affordability and trendiness since it fulfils their wants and demands, this being the main reason why they purchase fast fashion clothes. This is also confirmed by the attitude model which states that attitudes help determine what people do and are therefore directly linked to a person's behaviour (Simply Psychological, 2018). Since consumers have positive attitudes and emotions toward fast fashion, they will continue their behaviour of purchasing from these stores. This connects the emotional decisions of consumers, where Park, Kim and Forney (2006) clearly states that it does not matter if consumers are not in a positive state of mind, yet the mood of the store can brighten up one's emotional state which then results in consumers spending more money on apparel than they had expected. This confirms (Park et al., 2006) statement as a matter of fact, many of the respondents have also stated that for them, when purchasing a good from a store the atmosphere of the store has an impact on their purchasing decisions which could lead to them purchasing more clothes than planned.

The third component in the ABC model of attitudes is the cognitive one, the beliefs and knowledge about something is what is forming a person's attitude towards it (Minton, Cornwell & Kahle, 2016). In the last part of the interviews the cognitive component was shown as the participants received negative information of something they otherwise saw as something positive. However, their behaviour did not change for it was said that they would continue to buy from these brands, showing that their beliefs did not change even though they received new information. A reason for this could be that the new information was not strong enough to change this component, perhaps since the negative effects are not vivid or tangible, indicating the tangible, abstract and time-delay trap. Something that is visible, and tangible affect our choices more powerfully than something far away which cannot be seen (Gentile, 2010). Which could be why the increased knowledge of fast fashion consequences did not affect the participants as much as one might think. It is happening far away from the consumers eyes, in third world countries (Brooks, 2015).

Morgan (2009) claims that consumers are not aware of recycling or disposing of clothes as they are not knowledgeable about the complications of environmental impacts. However, the results show that consumers are well aware of sustainability and recycling of clothes and believe this is important, questioning the statement by Morgan (2009) and Joung (2014) which state that they are unaware and therefore increase the wastage of clothes. Most of the participants recycle as much as possible and try to reduce wastage of clothes by buying clothes that can be used for a longer time period or donating the clothes they no longer wear. However, this is just a small portion of the Generation Y and therefore it can only be stated with certainty that these participants do this, although a pattern does exist. Style is more important than the environment even if the consumers are aware of sustainability and environmental impacts (Wiederhold & Martinez, 2018). This is seen to be true as all the participants confirmed this statement, for them price and style is the most important factors. Even when environmental consequences were explained, this did not change.

Another explanation for the success could be due to the lack of information and missing transparency (Wiederhold & Martinez, 2018) and due to the lack of awareness and media coverage (McNeill & Moore, 2015). If this was made widely known consumers would change and adjust their behaviour as well as consumption accordingly. The results prove this statement to be incorrect. The participants were not aware as much about the concept or the effects beforehand, though as mentioned already, when explained their behaviour did not

change, referring back either to the ABC model, the tangible, abstract and time-delay trap or both. There might be more negative feelings in the process, however positive emotions still exist so the behaviour continue (Cook & Yurchisin, 2017).

Emotions influence how one retrieve and encode information as well as how one evaluates and judge the information (Bagozzi, Gopinath & Nyer, 1999). As the participants have positive emotions and good attitude toward the concept, they can choose, consciously or subconsciously, to block the encoding of negative information since they might not want to change their perception and behaviour. This could be due to the fact that consumers develop relationships with a brand through these emotions and even attach their own identity to it (Veloutsou, 2009). They express their own image or personality through this brand by purchasing and using its products so therefore the brand remains unaffected by negative publicity (Veloutsou, 2009). The benefits outweigh the consequences. This is mostly valid for those participants who view their style as something unique so when they find Zara who offer exactly their style giving them ability to express themselves, they commit to it on a personal level. The brand differentiate itself from other stores since they are the only ones who offer the style the consumer seeks and therefore create a sense of belongingness giving them something they cannot find elsewhere (Kim, Han & Park, 2001).

Satisfaction is a factor influencing attitudes (Westbrook & Oliver, 1999) and therefore indirectly, behaviour according to the ABC model. Satisfaction is an emotion itself and is connected with the post-purchase activity (Bagozzi, Gopinath & Nyer, 1999). It is also linked with loyalty (Oliver, 1999). When choosing which store to enter all the participants went back to the same stores they have visited previously due to satisfaction. Their purchases from these brands had resulted in positive emotions bringing them satisfaction from the products and making them return. However, it is not possible to call this loyalty, after all satisfaction is simply a step towards it (Oliver, 1999). Although one could perhaps call it brand trust which is another result from satisfaction and is a cornerstone in building relationships (Sirdeshmukh, Singh & Sabol, 2002). The reason for the satisfaction to not yet have developed into loyalty is due to the fact that it is also linked to quality and that of service (Yu & Dean, 2001). Fast fashion clothes do not have the best quality as luxurious products would have, on the other hand the participants perceived the quality to be relatively good for the offered price, and most importantly, for continuous purchase.

6.2 Generation Y

As stated in the literature review, Solomon (2017) states that consumers have a tendency to form judgements quickly with very little information about products. Some of the respondents were shown to have approved Solomon's (2017) statement as they agreed the fact that they identify themselves as impulsive buyers. This requires them to have a quick decision-making process that allows them to take the little information they have and make quick opinions about that product. This leads them to purchasing the item which they might not need in their wardrobe. In addition, author Valaei (2017) mentions that Generation Y selects apparel that will be or has been approved by their social environment. The empirical findings show that the respondents are influenced by social media such as Instagram, influencers, blogs and other fashion media portals where the respondents are exposed to all trendy looks and clothes of a specific season or for different occasions, confirming Valaei's (2017) statement. Their purchases are heavily influenced by what is being presented at the social platforms by influencers. In addition, Park, Kim and Forney (2006) also covers a section of impulsiveness of consumer purchasing, where the authors assure that the satisfaction of emotional gratification comes from impulse buying and proposes that this emotional fulfilment via consumption has minor significance on impulse buying. This can be confirmed by a quote from the empirical findings which mention that the respondent is an impulsive buyer when he/she is with their friends. The respondent feels pressured in his/her decision-making of purchasing clothes to be acknowledge by its peers hence, they can be persuaded into buying specific garments which may not be necessary due to their social surroundings. In addition to an individual's pressure from his/her social surroundings, there is also the factor of the respondent receiving praise from their peers. This leads them to feel a sense of emotional gratification, hence giving the respondent another reason for impulsively buying. This confirms Valaei's (2017) statement about Generation Y and how they make decisions when purchasing garments. It also concurs with Park, Kim and Forney (2006) statement about impulsive buying giving a sense of emotional gratification which coincide with the empirical data that was presented under Results.

Furthermore, Valaei (2017) also states that one of the most significant characteristics for Generation Y's purchasing decision is to select a precise clothing style. The "right" clothing will give them an appealing or cooler style. The gathered data confirms the findings of the literature review, as many of the respondents mentioned that they want to have a unique

fashion style and clothes that are “right” or correct for them since it allows them to stand out from the crowd. So, they choose to shop fast fashion because there they can find apparel that show more of their personality and help them follow trends easily at an affordable price (Valaei, 2017). This connects back to the reason for the success of fast fashion (Wiederhold & Martinez 2018).

Findings from the theoretical framework of the model *Hierarchy of Effect* by Friederike (2012) involves three different hierarchy patterns which mention consumer level of involvement and motivation during the formation of attitudes. One of these hierarchies, namely the low involvement hierarchy mentions that consumers are indifferent to information which can be shown in their purchasing behaviour. Meaning that when consumers walk into a store, they do not put too much thought before purchasing a product which makes the process of decision-making much faster. This pattern can be connected to multiple results from the empirical data mentioning that the respondent’s behaviour remains unchanged after receiving information about the effects of fast fashion. Their evaluation of an experience determines if it was positive or negative (Friederike, 2012) and in all cases the buying experience was positive therefore, the respondents were not affected by this new information or how it is harmful to the environment. The literature findings of (Friederike, 2012; Solomon 2008) also state that the products which are being evaluated after the purchase was completed is viewed as a low-involvement purchase. This could also be connected to the previous discussion about impulse buying. The main reason being that low-involvement could be easily connected to impulsiveness since not a lot of thought or knowledge is needed while the purchase takes place, as the respondents classify themselves to being a impulse purchaser. This is due to the fact that they might have regretted evaluating the purchase after the product is already bought from the store. Some of the respondents even felt slightly ashamed/embarrassed about the fact that they are impulsive when buying clothes. This then results in them spending a lot of money on clothes which was not initially planned, and this could be seen as an example of Low-involvement Hierarchy.

On another note, as mentioned earlier, Morgan and Birtwistle’s (2009) theory about changing their disposal habits contradicts what the results from the respondents showed, that it did not matter for them if they were to be aware about disposing and the consequences of environmental impacts. It would not be incorrect to assume that the respondents separated the recycling of plastics and effects of fast fashion and saw them as two different things, since all

respondents neglected the negative elements of fast fashion and wanted to continue their purchase from stores such as Zara and H&M. Even though the respondents make small conscious efforts to contribute to the environment by recycling plastics, when it comes to the usage of electricity or even taking the bus to work. This could be seen as the opposite to what Morgon and Birtwistle (2009) claims, that being more aware to social and environmental factors could indicate consumers to rethink their disposal habits. In other words, the empirical data clearly disagrees with the findings from Morgan and Birtwistle (2009) in the literature review due to the fact that the participants seemed to view sustainability in one category and fast fashion and its effects in another category and therefore they still have a positive attitude towards the concept of fast fashion.

6.3 Potential Change in Behaviour

Once a person's behaviour has been established, the other ABC model regarding behaviour and consequence can be used. This model helps to examine different type of behaviours, what triggers them and the impact they have on the surroundings. This analysis could in its turn help to change this behaviour and how these individual acts (Betterhelp, 2018). In this particular case study, it is hard to state with the existing results how Generation Y's buying-behaviour can be changed. However, applying this model can be helpful. It has been proved that the attitudes are linked to their behaviour, so the focus should be on this. The first component of this model is Antecedent which is anything that could trigger a behaviour (Betterhelp, 2018). If this component is connected to a negative behaviour it is rather crucial to change it since this comes before the behaviour itself. Once changed the behaviour afterwards changes (Webster, 2018, 7th May). To decrease the fast fashion impacts this component should be targeted at first to change consumers behaviour and perhaps decrease their fast fashion shopping. In other words, if one succeeds to influence and change the factors that triggers the Generation Y's purchase from fast fashion brands the behaviour could change too. From results one can see that price, style and influencers are some of the more important factors triggering this. More importantly, influencers and style. However, it is hard to suggest a detailed proposal for change without further research.

7. Conclusion

This segment includes a summary of the entire thesis as well as an answer to the research question. The segment concludes with a subsection about the limitations of the thesis.

The aim of this thesis was to investigate Generation Y's attitudes and behaviours regarding fast fashion consumption from a Swedish consumer's perspective. Moreover, this study tries to put emphasis on the factors affecting Generation Y consumers action for the reason of understanding how these factors might or might not affect their patterns of purchasing apparel within the fast fashion industry. This was done by using two ABC models of attitude and behaviour, and a model of hierarchy effects as well as the literature. To conduct this research 12 interviews were held which contributed to adding value to the overall study. The empirical data explained that the participants interviewed would continue their behaviour even after knowing the consequences of fast fashion, showing that the negative effects of fast fashion did not change Swedish consumers positive attitude towards fast fashion. It also showed that consumers existing, or non-existing, awareness of the concept as well as social and environmental issues before the study, did not factor in within the behaviours and attitudes. At the same time, the results showed an increased knowledge about general sustainability and environmental issues today. All the participants showed consideration to reduce the environmental impact by everyday activities such as recycling, although this was not the case in regard of fashion. Moreover, Generation Y was seen to be influenced by the social surroundings and therefore buy apparel that has been approved by its peers. In regard of this they are also influenced by social media and influencers on different platforms, matching their purchases to what is being presented there. The focus is largely to find apparel that express their personality and unique style and according to Generation Y fast fashion brands offer this option.

In addition to this, satisfaction mattered in the purchasing decisions made by the consumers, however loyalty was seen to not be valid. These aforementioned factors show how Generation Y consumers attitudes affect their consumption towards fast fashion. This answers the research question of this thesis, the answer being that the impacts of fast fashion do not affect the consumption behaviour of Swedish consumers from Generation Y since their attitude is positive. Therefore, additional negative information does not change this. If

the attitude would somehow change permanently to negative, the consumers behaviour would change with it. But the results showed that their view of the concept did not permanently change since the benefits outweigh the consequences. To conclude, attitudes do affect Swedish consumption behaviour.

7.1 Limitations

The authors of this research paper did face certain limitations which could have an impact on the result from the empirical findings and the analysis of this thesis. One restriction is the target of this thesis being the Generation Y in Sweden. This restricted the research by not including other generations and countries which could provide other results. Therefore, the findings cannot be applied for a generalization of the overall population. However, the authors aimed to get a deeper understanding of consumers attitudes and behaviour of this particular generation so by expanding the targets, it would be further research.

In addition to this, a time limitation also restricted this study. With the time being an issue, the number of interviewees had to be limited so more interviews could not have been conducted. For having limited participants to interview, it might affect the findings and therefore the analysis since there is a risk of the saturation not being fulfilled. Therefore, it would not be implausible to imagine that the findings would be more comprehensive if there were more participants to interview. Moreover, if there was more time available more literature about the subject could be found, adding to the existing literature review and analysis.

8. Future Research

This segment of the thesis presents suggestions for future research within Generation Y's consumption habits as well as consumer perception.

There are several areas about this topic that could be researched further. One is to include other generations and conduct the same research on them, to investigate their shopping behaviour compared to the Generation Y. Generation Y could also be researched in other countries beside Sweden to compare the results there and to see if they match or differ. Or both could be done; researching another generation in another country. This way a generalization of the whole population's behaviour toward fast fashion could be made.

It has been proved that consumers contribute to sustainability in their everyday life, however they continue to shop fast fashion clothes which negatively contribute to the environment. Sustainability is a well debated topic nowadays and consumers are being more aware of it over time. If consumers truly want to contribute to the environment by being sustainable then why do they continue to shop fast fashion clothes? To fully understand a consumer's behaviour towards fast fashion more research should to be done in this area.

Another suggestion for future research is change of behaviour; if there is a possibility to change consumers behaviour in regard of fast fashion and how this can be done. This has only been mentioned shortly in the analysis in connection to the ABC model of behaviour. To research it more fully one could go more in depth about this model or find other models about it.

Since this research paper focused on attitudes and behaviour, further research could also be done on perception, if the consumer's perception towards fast fashion will change through time. This could be rephrased to a study about fast fashion's future. Today, most of the companies are transforming their business models to become more sustainable, due to the high rates of pollution and the damage that people have caused on the planet. Therefore, products such as vegan or eco- friendly goods are often perceived as high-value items. Because of this, it would be interesting to know how long fast fashion brands will be able to

survive if they do not become sustainable since there is a larger demand for this nowadays. Leading to an opportunity for future research about this too. How can fast fashion become more sustainable?

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file:///C:/Users/user/Downloads/gupea_2077_58484_5.pdf

Appendix

Figures and Tables:

Figure 1.2

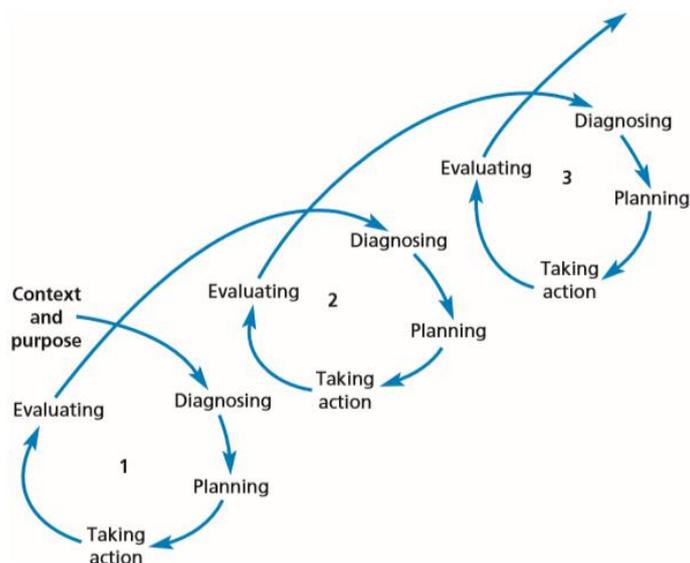


Table 1.1

Participant	F1	F2	F3	F4	M1	M2
Sex	Female	Female	Female	Female	Male	Male
Age	24	21	23	22	22	22
Technique	Face-to face					
Interview Length	00:25:34	00:25:15	00:28:20	00:22:15	00:26:13	00:29:15
Interview location	Stockholm	Stockholm	Stockholm	Jönköping	Stockholm	Stockholm
Interview Date	18/02/2019	18/02/2019	18/02/2019	13/02/2019	02/03/2019	02/03/20019

Participant	F5	F6	F7	F8	M3	F9
Sex	Female	Female	Female	Female	Male	Female
Age	23	22	23	24	28	23
Technique	Face-to face					
Interview Length	00:25:58	00:24:53	00:18:48	00:26:08	00:21:42	00:22:35
Interview location	Gothenburg	Gothenburg	Gothenburg	Gothenburg	Gothenburg	Jönköping
Interview Date	02/03/2019	02/03/2019	09/03/2019	10/03/2019	10/03/2019	08/03/2019

Interview Guide:

Notations: Words mentioned within the brackets were purely kept for the interviewers for extra notes. These words were not mentioned to the interviewees during the interview since it could have influenced their answers. The aim was to be as objective as possible, therefore the interviewers did not ask or mention anything that would make the participants answers bias in any way.

Questions

- How often do you shop clothes?
- How do you see yourself as a buyer? (impulsive/planned)
- How do you decide which store to enter? (window display, brand name, friends)
- What do you look for, when buying clothes for yourself? Why do these things matter to you? Explain why? (uniqueness, to blend in, cheap, comfy)
- Does the price of clothes affect your purchasing decisions? Why or why not?
- How much do you spend on clothes monthly? What is your monthly budget? Why that specific budget?
- Who/what influence your purchase/style? Why does it influence in this way?

- Have you ever heard of fast fashion before? (if NO, explain)
- What stores do you usually purchase your clothes from? Why do you specifically choose to shop there?
- If you would have a larger budget would you still buy fast fashion clothes? Why or why not?
- What are your thoughts about fast fashion (cheap trendy clothes quickly copied from catwalk)? Do you like it or not? why and why not?

- How important is sustainability for you?
- Are you doing something in your everyday life to contribute to sustainability? What?
- Do you know the impacts/effects fast fashion has? (if NO, explain)
- What are your thoughts about fast fashion now, is it the same as before? Why or why not?
- Knowing the effects will you still continue to buy fast fashion clothes? From stores like Zara, H&M or forever 21? if YES, why?