



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

REPLACE OR REPAIR?

A study of if fast fashion repair concepts like H&M Take Care
can affect the intentions to repair clothing



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Abstract

Overconsumption and an increasing disposal of clothes is a troublesome development in the fast fashion industry, where millennials are major contributors. As there is a need for a major shift towards more sustainable consumption, product-service systems in the shape of in-store repair stations, like Take Care by H&M, is interesting to investigate. Since Take Care's main target group is young trendy females, their intentions to use such a service has been explored through the use of the theory of planned behaviour. The research questions being answered in this study is; can repair-stations like H&M Take Care affect the intentions to repair clothing among females of the millennial generation? And, are there any thresholds for the success of such a concept? The research questions has been answered through a qualitative research consisting of 20 semi-structured interviews with females of the millennial generation to explain the underlying mechanisms of their behavioural intentions. The research contributes to the existing literature of sustainable consumption, fast fashion, and product-service systems by explaining the behavioural intentions and barriers of a certain generation through an implemented sustainability initiative. The main findings of this research are that price, time and accessibility are the major thresholds in the use of an in-store repair station, but that there is an overall positive attitude toward the implementation of a service of this kind, and the service provider. However, many of the respondents do not feel that they have the need to use such a service. This gives implications for the positive effects of implementing an in-store repair station as a fast fashion retailer, but also raises a concern regarding how much of a need the consumers feel to use it when implemented. Consumers might still not feel a robust enough incentive to choose the environmentally friendly alternative of repairing when simply replacing is so proximate.

Key Words

Fast Fashion, Product-Service Systems, Sustainable Consumption, Theory of Planned Behaviour

Sammanfattning

Överkonsumtion och en ökande förbrukning av kläder är en besvärlig utveckling inom fast fashionindustrin, där milleniumgenerationen gör ett stort avtryck. Eftersom det är ett behov av ett stort skifte mot en mer hållbar konsumtion är det därför intressant att undersöka produktservicesystem i form av reparationsstationer, såsom Take Care av H&M inom denna industri. Till följd av att Take Cares huvudmålgrupp är unga trendiga kvinnor, har denna grupp avsikt att använda en sådan tjänst utforskats genom att använda "the theory of planned behaviour". Forskningsfrågorna som besvaras i denna studie är således; kan reparationsstationer som H&M Take Care påverka avsikten att reparera kläder bland kvinnorna i milleniumgenerationen? Och, finns det några trösklar i framgången för ett sådant koncept? Forskningsfrågan har besvarats genom en kvalitativ studie bestående av 20 halvstrukturerade intervjuer med kvinnor från milleniumgenerationen för att förklara de bakomliggande mekanismerna för deras beteenden inom lagningar. Studien bidrar till den befintliga litteraturen inom hållbar konsumtion, fast fashion och produktservicesystem genom att förklara beteendeintentioner och hinder för en viss generation genom ett implementerat hållbarhetsinitiativ. De viktigaste resultaten av denna studie är att pris, tid och tillgänglighet är de största trösklarna vid användning av en reparationsstation i butik, men att det finns en övergripande positiv inställning till implementeringen av en sådan tjänst och dess leverantör. Många av de svarande känner emellertid inte att de har behov av att använda en sådan tjänst. Sammantaget ger detta konsekvenser genom en övergripande positiv inställning mot fast fashion butiker som implementerar en sådan här tjänst, men också en oro över hur stort behov konsumenterna egentligen känner till att använda tjänsten när den implementeras. Det är en risk att konsumenterna fortfarande inte känner ett tillräckligt starkt incitament att välja det miljövänliga alternativet att laga sitt plagg när det helt enkelt är så nära i butiken att bara byta ut det till ett nytt.

PREFACE

We would like to commence by expressing our gratitude towards everyone that has helped us in making this thesis. Family and friends, you are first and foremost to be thanked for helping us to maintain our focus and ambition. Thanks to all the participants in our interviews, without you this thesis would never have happened. Thank you Johan Lindström for inviting us to the headquarters of H&M to get an insight into the intriguing world of the H&M corporation. Thank you Marta Gonzalez-Aregall for being a supportive supervisor, and last but not least, thank you Elvira Kvassman for making our thesis come alive by painting our beautiful front-page picture.

MALIN + MARGAUX

Gothenburg, May 23, 2019

EXPLANATIONS OF KEY CONCEPTS

Fast Fashion

The fast fashion business model consists of three combined components; quick response, frequent assortment changes, and fashionable designs at affordable prices.

Product-Service Systems

Product-service systems are eco-friendly solutions, which aim to offer utility to consumers through services rather than products.

Sustainable Consumption

Sustainable consumption is the use of product and services that have no or minimal impact on the environment.

Theory of Planned Behaviour

The theory of planned behaviour is designed to predict behaviours. In the theory of planned behaviour, a person's intention to do something predicts the behaviour. Intentions is a function of three determinants; attitude, subjective norm and perceived behavioural control.

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1. INTRODUCTION

This chapter includes a background description of the fast fashion industry along with the environmental challenges of clothing consumption and a rising demand for sustainable initiatives. This is further elaborated in the problem discussion, where the challenges of overconsumption and sustainability in the fast fashion industry is discussed. Based on previous research, the barriers of sustainable consumption and repairing clothes is identified to highlight the gaps within the existing literature and to give an understanding of the problem at hand. The chapter is concluded by the purpose of the study and consequently the research questions.

1.1 Background

The clothing industry has been through a massive reshaping during the past decades, mostly due to changes in the business environment. A move from mass production to a speed to market approach has completely altered the fashion scene, leading many multinational companies to fall to the pressure of a constant need to refresh their collections. The changes in the business environment are closely intertwined with consumer preferences and demand. Companies active in the industry have been governed by the fluctuation in consumer demand and have aligned their businesses accordingly (Doyle et al., 2006).

As the demand of clothing has increased, and the price for garments has decreased, the fast fashion business model has thrived. Fast fashion is as the title suggests, fashion provided to customers almost on demand (Ferne & Sparks, 1998). The fast fashion business model as described by Caro and Martínez-de-Albéniz (2015) consists of three combined components; quick response, frequent assortment changes, and fashionable designs at affordable prices. As Caro and Martínez-de-Albéniz (2015) present, fast fashion as a business model is widely discussed in both its negative and positive aspects. Fast fashion is viewed as a sought-after realization of “lean retailing” from an economic and management perspective and a lifeline to developing countries, as well as a business model associated with a disposable culture and questionable social responsibility behaviours (Caro & Martínez-de-Albéniz, 2015).

Fast fashion and sustainability have been in the spotlight frequently. As discussed by Henninger et al. (2017), sustainability is presently a widely known concept, and the demand for sustainability initiatives in fast fashion has increased rapidly the past couple of years. Consumers are more aware of the pressure they can pose on the larger corporations since companies seek to meet consumer demand. As a result of the fluctuation in consumer demand regarding sustainability initiatives, businesses have been forced to adapt accordingly which has developed the manner in which sustainability is incorporated in business strategies. Sustainability is no longer merely seen as an “add-on”, but more as an aspect that needs to be incorporated in the core of businesses. It is now not only trendy to engage in sustainability, but

a necessity in order to be competitive on the market. The fast fashion industry, being the second most polluting industry in the world, has naturally been exposed to consumer pressure to offer more eco-friendly alternatives (Henninger et al., 2017).

Product-service systems have been proposed as an eco-friendly alternative in the fashion industry, which aim to offer utility to consumers through services rather than products (Armstrong et al., 2014). A move from product to services has been an implication presented to halt the rising levels of consumption, and ensure a more sustainable future (Peattie, 2001). Product-service systems seek to reduce the material flows in production and consumption; a concept known as “dematerialising” the economy. Dematerialising the economy implies optimising the usage of materials and a reduction of the environmental burden of products and services. Product-service systems can be developed in different ways, such as; selling the use of the product rather than the product itself, the adaptation of a leasing society, a shift from a throw-away society to a repair-society and changing consumer buying behaviours through more service-oriented sales approaches (Mont, 2001).

The majority of research investigating product-service systems of clothing has been conducted on textile recycling in comparison to textile reuse as Sandin and Peters (2018) present. While both of these product-service systems in clothing are strongly supported to having a reduced environmental impact compared to the disposal of clothes, reuse is the one most beneficial for the environment (Sandin & Peters, 2018). Product-service systems in clothing are not a new phenomenon, as discussed by Armstrong et al. (2014), but the available services, such as dry cleaning and tailoring, have not necessarily been utilized to achieve sustainability. Armstrong et al. (2014) present product-service systems like affordable repairs in the fashion industry as a guidance of how to combine service concepts with clothing products. This in order to develop revenue-generating offerings that target disposal avoidance, life extension and thus, sustainability.

H&M, the second largest fast fashion retailer in the world (Fast Retailing, 2018), is during the spring of 2019 implementing a product-service system with repair and maintenance of clothing called Take Care, in their stores as a part of their sustainability goals (H&M Group, 2019). In their Sustainability Report (H&M Group, 2019) H&M acknowledge the fact that products with a long lifespan have less impact on the environment, and that 21 percent of a garment’s climate impact occurs after it has left the store. H&M state and acknowledge that they need to ensure that they produce products that can be used for as long as possible and to give the customers the tools to help enable this. Moreover, the company is encouraging customers to make sustainable choices when using and disposing H&M products. H&M state that there are several ways to go about this, from providing information about garment care and encouraging customers to use the products as long as possible, to offering reuse and recycling opportunities (H&M Group, 2019).

Johan Lindström¹, the manager of Take Care at the H&M group, describes Take Care as a part of H&M's goal in becoming 100 percent circular. The manager of Take Care presents that the concept is aiming to work as a complement for H&M's other sustainability engagements. After its launch in Sweden during 2019 the goal is to hopefully expand to more stores in the future. Take Care is a manner for H&M to engage their consumers in more sustainable consumption. Furthermore, H&M seek to shape the way for other companies in the business and hope to be pioneers within sustainability on the fast fashion scene. Take Care is introduced to provide customers with services such as in-store repair stations and products to help refresh, repair, and remake their clothes (Lindström, personal interview, April 10, 2019).

The manager of Take Care is hopeful that all types of consumers from different backgrounds will use the service, but the service's target group is primarily young trendy women. Making repair and maintenance of clothing trendy is deemed vital in order to achieve a successful outcome. Besides the service of tailoring by "favourable" prices and guidance of garment care, the products that are being sold range from laundry detergents to sewing kits. The in-store repair stations will cater to clothing from all brands, not specifically garments purchased at H&M in an aim to contribute to the democratization of fashion (Lindström, personal interview, April 10, 2019).

1.2 Problem Discussion

The increment of the consumption of clothes has left the clothing industry in a troublesome position. A study of Broomé executed in 2017 displayed the reality of discarding, manifesting that approximately 8 kg of clothing per person ends up in the trash every year (Broomé, 2017). The fast fashion industry in particular contributes greatly to this overconsumption because of the high sensitivity to trends, which encourages the frequency of updating one's wardrobe. Precedingly, the purchase of clothing was not an impulsive decision, but rather an event where consumers spent money saved up for a long time (Fernie & Sparks, 1998). Due to the development of the fast fashion concept and the high sensitivity to trends, the emotional connection to clothing has diminished and garments are viewed as disposable items (Goworek et al. 2012). This development is alarming in various ways, not only for the clothing industry in particular, but also for the overarching future of sustainable consumption across industries. It is evident that a major shift is required in order to handle the arising challenges tormenting the clothing industry and to ensure a more sustainable future (Cooper, 2005).

Identifying the most effective sustainable initiatives to overcome the challenges within the fast fashion industry is complex, mainly because all phases of a clothing's life-cycle have environmental impacts that need to be acknowledged. From production, to distribution and recycling, it is hard to identify the sustainable initiatives which will ensure the most possible impact, and thus, lead to change (WRAP, 2012). However, the most effective solution to ensure more sustainable consumption in clothing has been pinpointed as expanding the lifespan of the

¹ Johan Lindström is the manager of Take Care at the H&M Group, an interview was held with him April 10, 2019, to get more information about the Take Care concept. All material, interview questions, recording, and transcription, from the 1 hour interview is available upon request.

garments, either through redesign or reuse. Moreover, extending the lifespans would result in a shrinkage of the overall impact of the industry due to the reduction of carbon, water and waste footprints. The durability of fabrics can be enhanced through various manoeuvres, either placing focus on finding more innovative ways of production or implementing product-service systems to expand the lifespan post production (WRAP, 2012).

There is currently a lack of knowledge concerning the feasibility of product-service systems, due to the doubts in companies' readiness to implement them, in consumers' readiness to use them and the possible environmental effects that come with them (Mont, 2011). Armstrong et al. (2014) discuss that consumers have shown interest in product-service systems, but there is a need to identify product-service systems that deliver economic benefit for businesses, at the same time as it provides environmental benefits and a decrease in wasteful consumption. Moreover, as presented by Armstrong et al. (2014), examples of implemented product-service system particularly in the clothing industry is currently limited. Armstrong et al. (2014) study the positive and negative consumer perceptions of clothing product-service systems to identify potential success factors and to understand the current lack of implemented product-service systems. Highlighted conclusions are the importance of trust of the service provider, the resistance to cost associated with the service and an enhanced value in product-service systems that help to extend the use time of garments. Certain age groups were indicated as suitable for different kinds of product-service systems, where redesign and repair of clothing were not considered as the most suited for young consumers. Armstrong et al. (2014) concludes that the current industry and infrastructure required for product-service systems lacks sophistication in the fast fashion business model, but it might provide a great opportunity in increasing overall satisfaction, especially when it reduces overall material production and consumption while still generating revenues.

H&M has the last few years allocated resources toward sustainable initiatives and states to have incorporated sustainability into the core of their business (H&M Group, 2019). H&M's recently implemented garment care and repair concept Take Care has an ambition to enhance the lifespan of clothes (Lindström, J., Personal Interview, April 10, 2019). The initiative is proof of the company's aspiration to contribute to the much-needed sustainable future of the clothing industry.

Implementing tangible sustainable initiatives can be challenging for corporations. The possible influence of corporations on consumer behaviour has been widely discussed, but in order for corporations to engage and allocate resources on sustainable initiatives aiming to influence more sustainable consumption, consumers must be receptive to such influence (Hill & Lee, 2012). Furthermore, the sustainable initiatives must be seen as more favourable in order for consumers to select them above non-sustainable alternatives (Peattie, 2001). This can be particularly challenging due to greenwashing.

As the market for green products and services has expanded more and more, companies have been accused of engaging in greenwashing by misleading consumers about the environmental consequences of their products and services. This has affected the consumer trust in green

products and services. Greenwash is defined in the intersection of poor environmental performance and positive environmental communication. As there is an external driver of greenwashing in the rising demand of green products and services, pressures are on companies to adapt, which has led to the use of sustainability in order to enhance consumption, in a non-sustainable way. In order to avoid the pitfalls of greenwashing, companies must refrain from terms with no clear meaning and/or suggesting that their product or service are green, based on a narrow set of criteria's without paying attention to broader environmental issues (Delmas & Curelo Burbano, 2011).

H&M, as one of the major actors on the global fast fashion scene, is therefore not to be an exception of these considerations when introducing a sustainability initiative. Especially as presented by Henninger et al. (2017) when the industry they are active in is the world's second most polluting industry. Implementing a sustainability initiative like Take Care might nevertheless be a step forward for the industry, but the consumer and societal consciousness will be a significant factor of how the concept is received by the target group, young trendy women. Especially with the evident discrepancy found among consumers of fast fashion between societal concerns and actual engagement in more sustainable consumption (McDonald et al., 2009).

Supporting the discrepancy of societal concern and actual behaviour, millennials² have shown an increased concern for social issues, however they have also been pinpointed as major contributors to the development of the throwaway society, highlighting the gap between sustainable intentions and behaviours (Bakewell & Mitchell, 2003). There are also various studies, displayed by Brough et al. (2016), that indicate that embracing eco-friendly products and activities is more likely among women in comparison to men. This is partly due to the stereotypes associated with the green consumer, which has been regarded as being more feminine (Brough et al. 2016).

Investigating the behavioural intentions among female millennials to use product-service systems like the Take Care concept is therefore of interest in the light of the identified gaps between attitude and behaviour within sustainable consumption of clothing, in the aim of ending the throwaway society.

1.2.1 Contribution

Earlier research has mainly focused on analysing repair and maintenance behaviour in general. As Harris et al. (2016) present through the use of expert interviews, there are many identified challenges and barriers of consumer behaviour in sustainable clothing consumption. However, as Harris et al. (2016) discuss, there is a need for further research of the interventions needed to bridge these barriers. Retailers providing repair services is seen as an intervention to overcome the barriers of fast fashion, over-consumption, disposable clothing, and social pressures in not re-wearing clothes.

² Also known as generation Y, which generally refers to people born between 1981 and 1996.

Armstrong et al.'s (2014) research on product-service systems in clothing analyses the implications for product-service systems from a consumer perspective through hypothetical product-service systems and does stress the fact that there are a limited number of concrete examples on the market. Moreover, repair stations *in-store* is a specific type of product-service systems that is not analysed at all by Armstrong et al. (2014). This makes the behavioural intentions to use concepts like H&M's Take Care intriguing and important to analyse, as it is a concrete example of a product-service system, which has not been studied before, and can be used with an aim to explain the underlying mechanisms of the barriers within sustainable consumption in clothing.

Furthermore, earlier research has identified millennials as the major contributors to overconsumption and that there is a wider overall interest for repair and clothing maintenance among elders. There are studies examining general repair and maintenance attitudes and behaviours, however, there is a gap within the existing literature on behavioural intentions toward actual tangible implemented product-service systems of repair and maintenance. The focus of this research will therefore be toward the tangible option of visiting a store to use an in-store repair station, as this is the primer function of the Take Care concept.

1.3 Purpose

The aim of this research is to contribute to the existing literature of repair and maintenance behaviour by examining female millennials' potential behaviour towards repair of garments through a global fast fashion concept. Moreover, by doing this, potential thresholds for the success of such a concept can be identified. The purpose of this research is aimed by the formulation of the following research questions.

1.4 Research Questions

Can repair-stations like H&M Take Care affect the intentions to repair clothing among females of the millennial generation?

Are there any thresholds for the success of fast fashion repair-station concepts?

2. THEORETICAL FRAMEWORK

This chapter aims to explain the behavioural theories that will be used to give an understanding of attitudes and behaviours within repair and maintenance of clothing and that will work as a framework to analyse the empirical data of this research. First the theory of planned behaviour will be presented as a general framework of analysing behaviour. Subsequently more specific literature of previous research in repair and maintenance of clothing will be presented and barriers of repair behaviour will be highlighted, as the disposal of clothing is growing and there is a need to understand why. This to be able to identify any potential thresholds for the success of fast fashion repair-station concepts caused by previously identified barriers of repair.

2.1 Theory of Planned Behaviour

The theory of planned behaviour is an extension of the theory of reasoned action³, and was introduced by Icek Ajzen (1985). The theory of reasoned action is designed to predict behaviours that are under volitional control, in other words behaviours that are easy to do if you are motivated to do them. In the theory of reasoned action, a person's intention to do something predicts the behaviour, and the theory identifies the determinants of intentions. Intentions is a function of two basic determinants; one personal factor and one socially influenced factor. The personal factor is called “attitude toward the behaviour” and is the individuals positive or negative evaluation of the behaviour. The socially influenced factor is called “subjective norm” and deals with the person’s perception of social pressures to perform or not perform the behaviour. The relationship and relative importance between these factors differ dependent on which behaviour, sometimes the subjective norm is more important and in other cases the attitude is more dominant in determining the intention of behaviour (Ajzen, 1985). In general, Ajzen (1985) states that people intend to behave in a certain way if they have a positive attitude towards the behaviour and the person believes that others, which the person deem important, has a positive attitude of the person performing the behaviour. The weight of the two factors is to some degree also affected by personal factors. More distal factors, like demographics and personality traits, is seen as affecting behaviour only if it affects the beliefs that underlie the attitudinal or normative determinants of the behaviour.

As a development of the theory of reasoned action by Ajzen (1985), the theory of planned behaviour views the behavioural intention as an intention to *try* to perform a certain behaviour, as many factors may obstruct the direct relationship between intentions and behaviours. Behavioural intentions are thus often better predictors of *attempts* than of actual behaviours, as there might be factors of non-volitional aspects that also determines behaviour. The theory of planned behaviour is therefore extended from the theory of reasoned action with an aspect that deals with the level of “perceived behavioural control” a person feels toward the behaviour.

³ See Fishbein (1967), for a deeper understanding about the antecedent of the theory of planned behaviour.

The “perceived behavioural control” can affect both the behavioural intention as well as the behaviour directly, and thus affect the behavioural outcome (Ajzen, 1985).

Figure 1 display an overview of the different factors of the theory of planned behaviour, to highlight the relationship between them and subsequently they will each be presented more in depth individually.

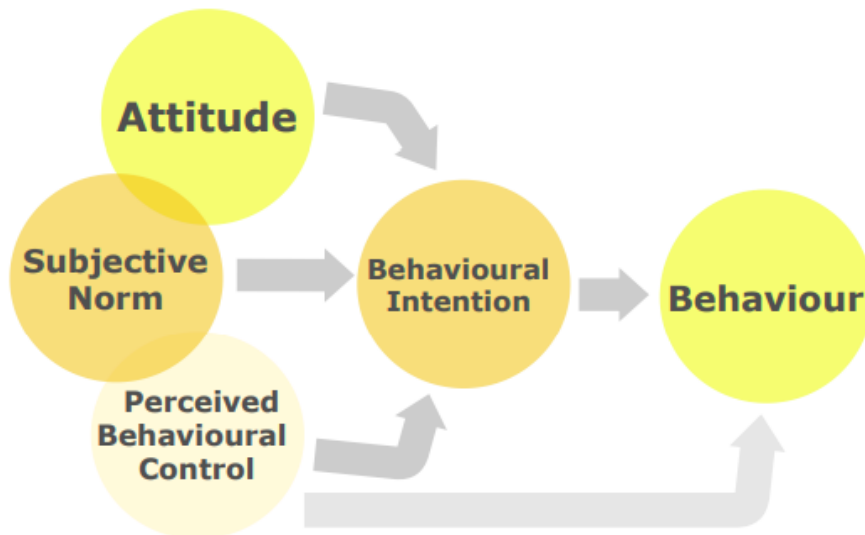


Figure .1. Own rendering of the Theory of Planned Behaviour by Ajzen (1991).

2.1.1 Attitude

As Ajzen (1985) presents, attitude is determined by salient beliefs of the behaviour, the person’s evaluation of the outcomes associated with the behaviour, and by the strength of these associations. The attitude of the behaviour is therefore an outcome of multiplying the factors belief strength and outcome evaluation. This implies that if a person has a high belief that a certain behaviour will lead to positive/negative outcomes, the person will hold a positive/negative attitude towards the behaviour. The attitudes of interest in the theory of planned behaviour is the attitudes towards behaviours, and not traditional attitudes against things, like objects. As an example, discussed by Ajzen (1985), a person may believe that going on a “low sodium diet” is linked to certain outcomes such as “reduces blood pressure” and/or “restricts available food”. These associated outcomes and the strength of the association to the behaviour shape the attitude. If a behaviour is associated with mostly positive outcomes it will generally lead to a positive attitude toward performing the behaviour. As previously discussed, the attitude will affect the behavioural intention, as the actual behaviour is affected by other factors as well and attitudes cannot be seemed as directly linked to an actual behaviour (Ajzen, 1985).



2.1.2 Subjective Norm

As the second determinant of behavioural intention, the subjective norm is the perception of how the behaviour of interest is judged by other, significant people, and thus shapes the individual perception of the behaviour (Ajzen, 1985). Subjective norms deal with perceived outside pressures of performing or not performing a particular behaviour and are a function of normative beliefs (Ajzen, 1985). Important others are viewed as recommending a behaviour when they approve of it and believe that the attempt is likely to succeed. As an example, if you believe that your best friends think you should donate money to the red cross and thinks that you are able to do it, you are more likely to do it, because of social pressure. The individual feeling of responsibility or moral obligation is also expected to influence intentions to a various degree (Ajzen, 1991).



2.1.3 Perceived Behavioural Control

Perceived behavioural control, the third factor introduced in the theory of planned behaviour, is determined by the person's control beliefs. Control beliefs is the person's beliefs about factors that may enable or hinder the behaviour of interest. These factors could be information, skills, willpower, time, opportunity, and so on. Perceived behavioural control is thus an individual's perceived possibility to perform a certain behaviour (Ajzen, 1985). Control beliefs as underlying perceived behavioural control is partly based on past experience of the behaviour but also usually of information brought by experiences of friends or others, that increase or reduce the perceived ease or difficulty of performing a certain behaviour (Ajzen, 1991). As an example, outdoor running can be linked to control factors such as "being in bad shape" and "living in an area with good jogging weather". The more resources and opportunities a person believe he /she has, and the fewer obstacles anticipated, the higher level of perceived behavioural control (Ajzen, 1991).



2.1.4 Behavioural Intention and Behaviour

Behavioural intention is assumed to be an antecedent of behaviour based on the weighted importance of the three factors; attitude, subjective norm, and perceived behavioural control (Ajzen, 1991).

Behavioural intentions capture motivational factors that influence the behaviour. Behaviour is then the observable response to a given situation and target (Ajzen, 1991). Performance of a behaviour is, as explained by Ajzen (1985), a joint function of intentions and perceived behavioural control. The harder the person tries, and the higher control over personal and external factors that may interfere in the execution, the greater likelihood that the behaviour will occur.

Ajzen (1991) highlights that, in order to make an accurate prediction about behaviour, several conditions have to be met. First of all, intentions and perception of control must be assessed in relation to the particular behaviour of interest, within the same specific context as the behaviour is to occur. The second criteria is that intentions and perceived behavioural control must remain stable between the assessment of intention and actual behaviour. The third criteria of accurate prediction is a high level of accuracy to the real control in which behavioural control is perceived by the person of interest.

As the level of volitional control over a behaviour varies, the relative importance of behavioural intentions, based on attitude and subjective norm, and perceived behavioural control as predictors of actual behaviour also varies. They may both be important to predict behaviour but it is important to understand that dependent on the behaviour at interest one may be more important or even only one or two of the components may be needed to make an accurate prediction (Ajzen, 1991). One interesting aspect to note of the relation between behavioural intention and behaviour is the fact that stating an intention may affect the commitment to the behaviour, if the behaviour is of little consequence for the individual. Thus, implying that verbal formulation of behavioural intention has an effect of actual behaviour (Ajzen, 1985).



2.1.5 Limitations of the Theory of Planned Behaviour

The theory of planned behaviour is one of the most frequently cited and influential models for prediction of human social behaviour (Ajzen, 2011). The theory of planned behaviour has been the dominant approach to guide research in many areas of behavioural science for the past three decades and has, as Sniehotta et al. (2014) presents it, shaped psychological theorising. The theory is also, which is of great interest in this particular research, discussed by many as helpful in understanding environmental psychology and understanding the underlying mechanisms of behavioural intentions not being translated into actions (e.g. Koger & Winter, 2010). However, the model has not escaped criticism. Sniehotta et al. (2014) discuss concerns about both validity of the theory and the mere utility of the theory as they discuss the limitations of a theory-based science. As Ajzen himself discusses, most critiques accept the theory's basic assumptions and focuses on questioning the sufficiency (Ajzen, 2011).

Ajzen (1985) present that the boundary conditions of the theory are important to keep in mind. That the limitations of the theory often lie in the transition from verbal responses to actual behaviours. The relationship between attitudes, beliefs and subjective norms to intentions are clearer than the factors determining if the intention will lead to an actual behaviour. Even though perceived behavioural control was added in the theory of planned behaviour as an aspect of affecting the behaviour, the immediate antecedent of intention to behaviour is affected by the ability to reflect intentions just prior to the performance of behaviour and the volitional control, as Ajzen (1985) discusses. Intention may change over time, and the amount of volitional control and how accurate the perceived and actual control is predicted by the person will influence the accuracy of the prediction (Ajzen, 1985).

The necessity of distinction between the factors, especially attitude and subjective norm has also been questioned (Miniard & Cohen, 1981). However, as Ajzen (1991) argues the distinction is still of interest as they all are very different concepts and may vary in importance of predicting a particular behaviour and thus give interesting implications. Ajzen (2011) explains further that some of the factors that appear to go beyond the concepts of the theory of planned behaviour may in fact fit in to the boundaries of the theory. Other factors, such as habit formations and various background factors may expand the understanding of human behaviour. Thus, the criticism directed at the theory should not be used as a basis for rejection or deeming it as an irrelevant analytical tool.

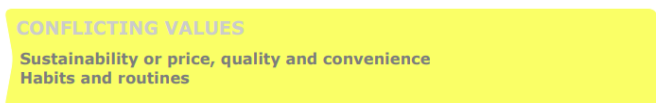
2.2 Barriers of Repairing Clothes

The behaviours of repairing clothes and other related post-purchase behaviours in clothing have been analysed in various previous research and give further attitudinal and behavioural aspects of if, why, and how repair and maintenance of clothes have taken place. A summarize of the identified barriers of repair behaviour have been compiled in figure 2, and each of the barriers will be presented more in depth subsequently. The barriers have been divided into the four categories; conflicting values, emotional connections, associations, and obstacles.



Figure. 2. Compilation of identified barriers of repairing clothes.

2.2.1 Conflicting Values



McDonald et al. (2009) found that consumer's actual behaviour within post-purchase behaviours of clothing is not always consistent of their sustainability values, and this due to external values such as price, quality or convenience. Goworek et al. (2012) demonstrate that when pro-environmental behaviour did exist, it was not necessarily intentional, it was more influenced by existing habits and routines. Nonetheless, indications were found that consumers could be persuaded to change their behaviour toward more sustainable behaviour by being encouraged and enabled to reflect more on their behaviour (Goworek et al. 2012).

2.2.2 Emotional Connections

EMOTIONAL CONNECTIONS

Disposable items, Psychology of mass produced clothes
Lack of emotional connection

The main issue with fast fashion and clothing acquisition has been pinpointed as consumers' increasing lack of emotional connection to clothing. Consumers will ultimately stop wearing clothing bought at fast fashion retailers since they were in most cases bought for a one-time event, because of new fashion trends, or because of low quality (Birtwistle & Morgan, 2009). Goworek et al. (2012) also display results that if the garments are cheap or of poor quality, they were thrown away instead of being repaired. Goworek et al. (2012) explain that the repair of clothing was a rare occurrence due to the limited level of sewing skills and that clothes were progressively more and more deemed like disposable items. The primary reasons for keeping used clothing and not disposing them were identified to be that the garment was originally expensive or if it held some emotional meaning (Ha-Brookshire & Hodges, 2009). Fletcher (2008) also discuss that the pure nature of mass-produced clothes makes the garments feel "closed" and thus disabling consumers from personalizing them.

2.2.3 Associations

ASSOCIATIONS

Womans work, Economic hardship
Older people, Not suitable for work

Armstrong et al. (2014) highlight that repair and maintenance services was perceived to be most suited for older customers. Furthermore, the findings from McLaren and McLauchlan (2016) cite visible repairs as being unsuitable work attire. Armstrong et al. (2014) discuss that contributing to a positive perception of repair and maintenance was the environmental benefits and emotional aspects. Contributing to negative perception was linked to a lack of trust in the service provider and perceived barriers in the ease of using the service, such as lack of accessibility. Another major problem, as discussed by McLaren and McLauchlan (2016), is the deeply embedded association with repaired clothing seen as a characterisation of economic hardship and of repairing as a traditionally "women's work" (Kelley, 2009).

2.2.4 Obstacles

OBSTACLES

Costs, Lack of Time
Insufficient Skills, Lack of Knowledge

McLaren and McLauchlan (2016) identified a lack of knowledge concerning the environmental impact of the fashion industry which can be a possible threshold for repair and maintenance behaviour. McLaren and McLauchlan (2016) further explore the different barriers to repair and maintenance of clothing and suggest solutions to overcome these barriers through practice-based social events. The main reasons to why so many choose to

restrain from repairing their clothes is based on McLaren and McLauchlan (2016) research, cost, lack of time and skills. However, after examining the many simple sewing guides that exist, several mending techniques require little cost, skill and time. The obstacle is to efficiently engage consumers and give them robust enough incentives to expand the active life of clothing and McLaren and McLauchlan (2016) discovered that practice-based repair activities where people can develop design skills and spread knowledge together, led to more engagement and keenness toward more future repair. Moreover, the studies of McLaren and McLauchlan (2016) displayed a wider interest among elders to repair clothing, in comparison to young adults. The study displayed a need to increase consumer knowledge about the environmental impact of the clothing industry and a comfortable space to develop sewing skills to spark interest and attract beginners to start sewing. Joung (2014) found that the resulting price of a redesigned and repaired garment might be too expensive for some consumers, indicating a price sensitivity to these kinds of services. Janigo and Wu (2015) found further evidence that redesign of clothes is a price sensitive category, as consumers were not willing to pay a premium for redesign.

3. METHODOLOGY

In this chapter, the various stages taken to conduct the research will be presented and justified. First, the research philosophy will be presented, as well as the research approach. This will be followed by presenting which research method was used, and the data collection procedure. Thereafter, the sampling design will be justified, and the data processing explained. Lastly, ethical considerations, validity and reliability in the research will be discussed.

3.1 Research Philosophy

A research philosophy is, an idea of how data is collected, analyzed and used to explain a specific phenomenon (Bryman & Bell, 2011). It helps to further explain the point of departure of a research. For this particular research the social construction aspect was in focus but exploring social contexts through the use of scientific theory has been widely questioned (Bryman & Bell, 2011). Despite the critique to acquire knowledge by studying subjective interpretations of reality, it was deemed necessary in order to capture the behavioural intentions. Nevertheless, the authors acknowledge the complications of acquiring knowledge in this manner, and precautions were of utmost importance throughout the process.

3.1.1 Interpretivism

Interpretivism was the research philosophy most predominantly used for this research, which is according to Bryman (2016) the study of complex human behaviour and how each individual interprets its surroundings. Furthermore, it is described as the idea that reality is socially constructed and affected by subjective interpretations guided by emotions. The philosophy highlights the need to interpret reality through the subjective interpretations of individuals (Patel & Davidson, 2011). This implies, that reality cannot be fully depicted or understood merely from an objective standpoint.

Based on this philosophy, the authors were able to capture and pinpoint patterns of behavioural intentions among female millennials. The philosophy was particularly of interest to truly emphasize the behavioural intentions of respondents, and according to the theory of planned behaviour, behavioural intention is the antecedent of future behaviour. It was a necessity to choose interpretivism as a point of departure since subjective interpretations of reality and social constructions influence the behaviours of individuals.

3.2 Type of Research

3.2.1 Abductive Approach

There are two dominating ways in which the bridge between theory and empirical data can be constructed - a deductive approach and an inductive approach. A deductive approach has an

aim to utilize empirical data to either reject or accept a hypothesis formulated through existing theory within the chosen research field. An inductive approach focuses on the gathering of empirical data to develop a theoretical framework and draw conclusions within the field of interest (Bryman & Bell, 2011). A mix between the two approaches is called an abductive approach, and numerous studies include elements of both (Patel & Davidson, 2011).

The point of departure for this research was existing consumer behaviour theory regarding post-purchase behaviours of clothing, barriers of repair and the theory of planned behaviour, which have been presented in the theoretical framework. The purpose was to explore the behavioural intentions of female millennials toward in-store repair stations. In order to maintain a strict deductive approach this study would need to include a hypothesis that was aimed to be tested, which is not the case for this research. Contrary, a strict inductive approach would imply formulating a theoretical framework based on the collected empirical data.

Therefore, a combination between the deductive and inductive approach was ultimately chosen for this study, thus an abductive approach. The empirical data was analysed to describe and explain how the world is contextured rather than simply aiming to verify what the world looks like. The research is based on previous research and theories but is analysed and interpreted alternately through the empirical data collected.

3.2.2 Qualitative Research Method

There are two primary types of research methods feasible and appropriate when conducting a research of this kind; qualitative and quantitative. A quantitative research seeks to use statistics and numerical data to deduce conclusions on different quantifiable variables. A qualitative approach is a scientific method focused on grasping an understanding on human behaviour through the gathering of non-numerical data (Bryman & Bell, 2011). A qualitative research method was used in order to answer the research question. The approach was chosen primarily due to the interest in consumer behaviour which makes the qualitative approach suitable. The qualitative methodology was suitable since the study sought to explore behavioural intentions and deduced general patterns to explain a phenomenon (Gibson & Brown, 2009). The results helped to explain how concepts like H&M Take Care could be received by female millennials, and its possible influence on their behaviour in repair of clothing. As presented in the literature review, there are a few concrete examples of product-service systems, which is why H&M's new concept is of interest.

Moreover, as the garment care and repair concept of H&M is new, the amount of available numerical data was limited, making a quantitative approach less appropriate. The focus of the study was therefore on the qualitative aspects of the results.

3.3 Data Collection

3.3.1 Primary and Secondary Data

To be able to execute this research, both secondary and primary data was used. The secondary data is composed of data derived from H&M's latest Sustainability Report. It was vital to acknowledge that data derived from the company itself might be biased in their favour, but the data was used to better comprehend the information that is communicated to consumers and how this might be translated in their behavioural intentions.

During the process of exploring what research had already been done within the chosen field and formulating the theoretical framework, a few key words and concepts were used in the search for appropriate articles. The words were initially fast fashion and repair in order to get a grasp of what research had been conducted within repair and maintenance of clothing. Consumer behaviour was also an important concept to explore since theories within consumer behaviour were of interest. In this manner the theory of planned behaviour was selected. Subsequently, the authors discovered that product-service systems was the overarching reference used when referring to in-store repair stations, which thereby became an important key concept used in the search for articles. The articles were found through the help of "SUPERSEARCH" at Gothenburg University's library website, and a high emphasis was put to find articles that had been written in the last few years and been cited by many, in order to base this research on relevant and up-to-date studies.

The primary data was collected in two distinct manners, aiming to thoroughly comprehend the consumer perception of the initiative's possible influence on behavioural intentions; semi-structured interviews with female millennials and an expert interview with an employee at H&M, Johan Lindström, Manager of Take Care at the H&M Group. The expert interview aimed to acquire a deeper understanding of the Take Care concept and complement the secondary data found in H&M's Sustainability Report. The interview was conducted at H&M's headquarters in Stockholm the 10th of April 2019. A transcription of the interview is available upon request.

3.3.2 Semi-structured interviews

The data collection method used for this qualitative research was semi-structured interviews. Semi-structured interviews was deemed the most appropriate data collection method for this research since the investigation had a clear focus but there was an emphasis on the interviewee's perspective and understanding of behavioural patterns, as recommended by Bryman and Bell (2011). An interview that is semi-structured includes a set of standardised questions as a point of departure but encourages the inclusion of new ideas and concepts. This to give the respondents latitude in formulating an answer while still maintaining the core topics of interest. Intriguing ideas and perceptions can come forth by ensuring this latitude which is of interest in a qualitative research. The interviews had the primary function to pinpoint behavioural intentions within the chosen target group.

3.3.3 Composition of Questions

The questions used in the interviews have been formulated through the theory of planned behaviour, thus categorized according to the variables included in the model as recommended by Saunders et al. (2009). As mentioned more profoundly in the theoretical framework, the theory of planned behaviour consists of three components that each affect behavioural intention; attitudes, subjective norms and perceived behavioural control. Subsequently, behavioural intention can affect actual behaviour (Ajzen, 1991). The questions were further divided into particular themes of interest; fast fashion and repair behaviour, wearing visibly repaired clothing, non-specific in-store repair stations and specific questions concerning H&M and the Take Care concept. The fast fashion aspect was explored since it could affect the respondents' willingness to use a service offered by a fast fashion retailer. Wearing visibly repaired clothing was deemed interesting to explore since this too could affect the willingness to use the service. Moreover, non-specific in-store repair stations and specific questions concerning H&M and the Take Care concept was explored in order to fully capture the behavioural intentions to repair at a repair-station among female millennials. Each component of the theory of planned behaviour is explored and analysed within these themes, and this is more specifically explained in the results and analysis section to guide the reader through the theory of planned behaviour. Questions have been formulated in accordance to these themes in order to capture behavioural intentions to repair clothing.

As an introduction to the interview, the respondents were required to fill in a consent to participate form, which can be found in appendix B. The concept of fast fashion was introduced to the respondent by explaining that it combines three components: cheap prices, constant news and a high turnover with a quick response to trends. This was followed by questioning which stores the respondent usually purchase clothing from and if they usually do their purchases in-store or online. The respondents' basic understanding of fast fashion, and also if they prefer shopping in store or online could affect the results which is why this was deemed necessary to include. The topics of discussion continued with general questions regarding attitudes toward fast fashion consumption, clothing disposal, garment care and maintenance habits, to subsequently move toward more specific questions regarding in-store repair stations. Finally, the interview was concluded with questions concerning general H&M and the implementation of the Take Care concept. It was important that H&M and Take Care were not mentioned until the end of the interview since the respondents' general attitude toward H&M could influence the responses to the other questions. The full composition of questions can be found in appendix A.

3.3.4 Conducting the interviews

The interviews were conducted in the Swedish cities of Gothenburg, Helsingborg, Stockholm and Örebro the 9th to the 29th of April 2019. Two of the respondents were from Örebro, two from Stockholm, six from Helsingborg and ten from Gothenburg. This was dependent on the availability and schedule of appropriate respondents. The appropriate respondents were chosen in this manner to get a variety of responses. Each interview lasted for 45 minutes to an hour. All of the respondents filled in the consent to participate form, appendix B, and none of them

had an issue being recorded. Moreover, they were all willing to answer all of the prepared questions and explored ideas beyond these questions which was the aim with the semi-structured interviews. The atmosphere was relaxed during the interviews where respondents seemed engaged and intrigued to delve into the topic at hand.

3.4 Sampling Design

3.4.1 Female Millennials

After considerations, female millennials were chosen as the appropriate sample of interest for this particular research. Millennials were chosen for various reasons, but primarily because this age group has grown up in an era of mass consumption, and studies display that millennials are huge contributors to the throwaway society (Bakewell & Mitchell, 2003). Furthermore, there seems to be a gap between attitudes and actual behaviour. Millennials have shown an increased concern for social issues, but there is a discrepancy between the concerns and actually engaging in more sustainable consumption. In order to bridge this gap and instigate more sustainable consumption, corporations need to find manners to engage consumers in more efficient ways, and consumers need to be receptive of the initiatives implemented (Hill & Lee, 2012).

The reason why females are the focal point of this research is because the Take Care concept's main target group is females, which was explained during the expert interview with H&M. The Take Care concept can be found in the women's department which is another indication that females are of interest. There are various studies, displayed by Brough et al. (2016), that indicate that engaging in eco-friendly activities has been regarded as a feminine stereotype and based on this reasoning it seemed fitting to explore females specifically in a trial to explain the behavioural intention to use services like the Take Care concept. The gender gap recognized within sustainable consumption can be a suggestion that women are more likely to use the service. Based on this reasoning, it is intriguing to see how receptive female millennials are of in-store repair stations and explore their behavioural patterns of repair and maintenance of clothing.

3.4.2 Sample Size

The sample size is also a vital step in the formulation of the sampling design. Determining a sample size requires several assessments in order to achieve a credible result. The main factors that affect the decision are time and cost, and the choice can be seen as a compromise between these two factors. The time frame and available budget of the research will ultimately guide the choice of the most appropriate sample size. The larger the size of the sample, the higher the precision of the sample and thus, the probability of a plausible result increases. Nevertheless, a larger sample size does not definitely mean that sampling errors do not occur, it merely means that the probability of these errors to occur decreases. Backup respondents are also of importance when choosing a sample size, as some respondents might not be responsive (Bryman & Bell, 2011).

Twenty female millennials were chosen to participate in the research. The number of respondents was dependent on time and cost, as well as when empirical saturation was considered to be achievable, which is when the answers of the next respondent does not introduce new ideas or can be somewhat anticipated (Gibson & Brown, 2009). Twenty respondents was deemed a fitting sampling size since empirical saturation was considered to be met at this amount. Twenty respondents could be seen as a large sample size in the context of a qualitative research, particularly when conducting interviews, but generalizations should nevertheless be taken with caution.

3.4.3 Sampling method

Due to the delicate content of the semi-structured interviews that aim to display the subjective ideas and thoughts of the respondents, a sample method needs to be justified and motivated for. Depending on the sample that is drawn, the results can alter substantially which is why it is so vital to determine an appropriate sample method for the research in question. Sampling can occur in various ways when recruiting respondents, but one must decide between a probability sampling method or a non-probability sampling method. In a non-probability sampling method, each person does not have an identical chance of being selected whereas, in a probability sampling method each individual has an identical chance of being selected (Vogt, 2005). For this research, a non-probability sampling method was used which is an overarching term for all sampling methods that do not go under the probability category. Non-probability sampling methods can be divided into categories such as; convenience-, snowball-, quota- and theoretical sampling. Convenience sampling was selected as the most appropriate sampling strategy due to the nature of the research question and the limited time frame of this research. Moreover, convenience sampling was deemed justifiable since the chance to gather data conveniently presented itself which is considered as an acceptable reason if justified according to Bryman and Bell (2011).

The selection of respondents was done randomly based on the authors' available network of contacts. Family members and close friends were excluded since a close relationship with the respondent could affect the results. The respondents were contacted and asked if they wished to participate in the research. Upon acceptance to the request to participate, the respondents were asked to articulate their age and income level. In the selection of the sample, there was no focus on if the respondents had been in contact with the Take Care concept, as the purpose of the study was not to determine if the respondents had used the service yet. It was not the aim of this research and was therefore not a requirement or a driving factor for selection. Take Care is a new initiative by H&M, meaning available numerical data to draw a conclusion is limited, and is also not the only focus of this research. However, this gives implications for possible further research if the concept becomes more established.

Figures 3 and 4, show the age and income level spread of the sample picked for this research. While income level was not a driving factor for selection, it was noted since it could lead to interesting implications if differences in responses dependent on this factor were identified. As

can be seen, the ages are primarily within the younger part of the millennial generation. Income levels are mainly low which could be explained by the young age of the sample.

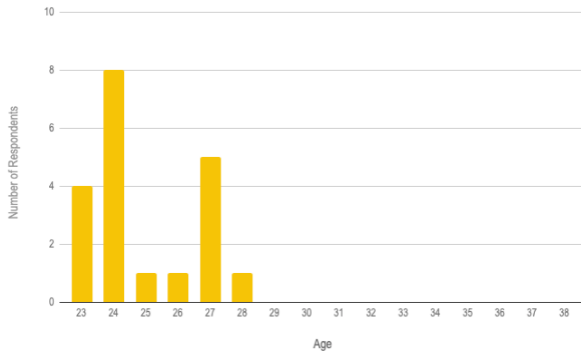


Figure .3. Graph of age spread of the respondents in this research.

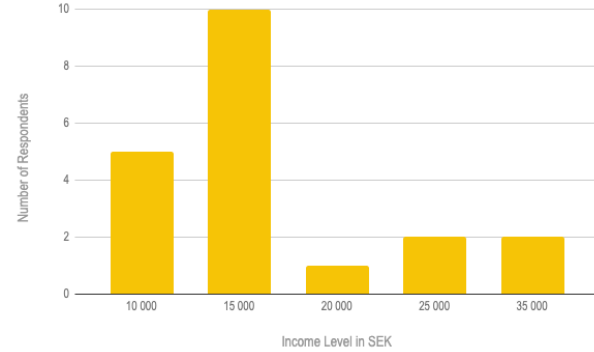


Figure .4. Graph of income level spread of the respondents in this research.

3.5 Processing Data

The interviews were recorded upon approval of the respondents and transcribed directly after. Transcribing the data was a demanding process due to various reasons. Mainly due to the fact that the interview questions were initially formulated in English, but the interviews were conducted in Swedish. It was found more appropriate to conduct the interviews in the respondents' mother tongue language in order to ensure comfortability and understanding. Complications can occur when translating since some phrases or words do not necessarily mean the same thing if translated word-for-word. There are nuanced differences in phrases depending on the context and these have been taken into account throughout the translation process. The authors have a decent level in both languages which enabled a favourable translation procedure where nuanced disparities in language were handled fittingly.

After transcribing the data, the data analysis was commenced with the help of coding. The coding procedure entails categorization which can be done in numerous ways. Selecting categories can be a burdensome process where authors seek to observe reoccurring themes found in the empirical data. Coding can be initiated prior to the collection of data or afterwards, depending on the extent that the researchers desire to restrict and shape the acquired data. A-prior codes are empirical codes chosen in advance where the researchers seek to encapsulate and explore themes that are of particular interest (Gibson & Brown, 2009).

For this study, coding was conducted both before and after the collection of empirical data. Coding before the data was done by formulating the different categories of interest which were; fast fashion and repair behaviour, visibly repaired clothing, non-specific in-store repair stations and specific questions concerning H&M and the Take Care concept. These categories were

chosen since these were the themes that the authors deemed necessary to explore all factors that could work as possible thresholds for the Take Care concept.

Coding after the collection of empirical data was done through the use of keywords. An aim during the analysing process was to distinguish similarities, ties and differences in the reoccurring themes in the transcribed data. 20 keywords were dissected from the respondents' answers with the help of a data programme named NVivo 12⁴. 20 keywords were deemed appropriate since there are 20 responses for every question in this research. These keywords were the most frequently used words in the interviews and therefore the most reoccurring themes in the acquired data. In order to distinguish a pattern and draw a credible conclusion, the dissection of keywords was a delicate procedure. The keywords were able to identify similarities in the empirical data and pinpoint the behavioural intentions of female millennials through the theory of planned behaviour. The selection of quotes was based on these keywords, and a high emphasis was put on frequency. The frequency variable was necessary in order to capture similarities in the empirical data, as well as disparities. Examining the frequency of all the responses helped in selecting the quotes that could represent the main findings in each determinant. The frequency variable was used in order to pinpoint disparities as well since it was possible to identify the responses that had a low frequency level, and the particular answers that stood out. These were caught as they can offer implications for both the authors and H&M.

While it was important to avoid using quotes from the same interview person several times, some have been mentioned more frequently than others because their responses were articulate and still typical of the consensus. This implies that the quotes chosen are representative of the responses frequently replied in the empirical data.

Presented is an example of the top 20 used keywords dissected for the responses in the attitude determinant concerning purchasing fast fashion;



Further an example of a quote selected due to the inclusion of the keyword **bad** is presented;

*“... I am not that conscious but I know it is **bad** for the environment. But this doesn't stop me from shopping there.” (ip17)*

-Citation used in section 4.2.1 Attitude: Fast Fashion, page 26 for further reading.

Interpretations of the responses have occurred when it was deemed necessary. For example, a response that consists of *it doesn't feel so good* has been interpreted as equivalent to *it feels bad*. By doing this, it was possible to capture the keywords' frequency in a more representative

⁴ Nvivo 12 is a purpose build software for analysing qualitative and mixed-method data. To learn more about Nvivo 12 you may visit their website at <https://www.qsrinternational.com/nvivo/home>.

manner. A few of the most frequent keywords have been added as footnotes in the analysis section to highlight the most reoccurring themes. Each determinant within the theory of planned behaviour was analysed this way in order to capture the behavioural intention to repair among female millennials. Analysing the responses with the help of chosen citations and each determinant of theory of planned behaviour enabled the authors to answer the first and main research question; “Can repair-stations like H&M Take Care affect the intentions to repair clothing among females of the millennial generation?”.

Subsequently, the barriers to repair which were presented in the theoretical chapter were used to emphasize and elaborate on certain responses given by the respondents. This was done in order to depict if some barriers of repair that have been identified in earlier research could be found in the responses. Doing this highlighted what thresholds in achieving a successful outcome concepts like Take Care might face and helped the authors to answer the second research question; “Are there any thresholds for the success of fast fashion repair-station concepts?”.

3.6 Ethical Considerations

While conducting research, ethical considerations are central (Bryman & Bell, 2011). Ethical considerations were acknowledged throughout this entire research in order to achieve a high level of credibility. This was achieved by taking various precautions while conducting the research. A great emphasis was put to preserve the anonymity of the participants while collecting and transcribing the data. The respondents were assigned a number randomly and referred to as “Ip#” (interview person), in the analysis section to preserve anonymity and to make it easier to search for answers in the transcribed material. Participants were required to fill in a consent to participate form indicating whether or not they wanted to participate and/or be recorded, which can be found in appendix B. Respondents displayed an understanding of what the research is about and its main purposes. Moreover, the respondents were confident that their answers would be treated confidentially and only be used for this research.

3.7 Validity & Reliability

Validity means to study what is relevant in a certain context, in other words, does the research measure what it intends to measure (Patel & Davidson, 2011). Reliability refers to the consistency of the results, are the results consistent throughout the research (Patel & Davidson, 2011). Enhancing the validity and reliability can be done by justifying the various steps taken in the conduction of a research.

First and foremost, maintaining a critical and analytical view is of utmost importance through the various stages of a qualitative research. As Orb et al. (2001) present, qualitative studies are more predominantly plagued with difficulties related to biasedness. These inherited difficulties are a direct result of how engaged the researchers are in the data collection process. The relationship between the researchers and respondents can affect how the responses are interpreted. The researchers’ relationship with H&M and attitude of fast fashion in general can also influence the interpretation of the results. The subjective interpretation of the data can alter

the results, and this must be taken into account during the data analysis. Moreover, the quality of the data collected is dependent on how willing respondents are to share their actual experiences and views on a certain concept (Orb et al., 2001). Several of the interview questions offered hypothetical situations for the respondents which ultimately means that there is a possibility of inaccuracies in what respondents say that they would do and what they actually do in each given situation. There is no way to guarantee alignment in the responses and actual behaviours.

Homogeneity and heterogeneity of the entire population of which the sample is taken from can become quite problematic and give a false depiction of reality. It is necessary to keep this in mind while contextualizing the results of this study (Bryman & Bell, 2011). Throughout the process it was acknowledged that convenience sampling can be questionable and disputable because of the complications concerning representation.

The ambition of this research is to give an informative base on female millennials' behavioural intentions toward in-store clothing repair stations. Yet, it is vital to remain critical and acknowledge that the results of this particular research cannot be used as an objective truth or be contextualized without delicate considerations. The perceptions of the respondents are intriguing and particularly of interest for this research, but the respondents hold their own biases and explore their ideas through their own siloed minds. This inevitably means that their responses cannot be treated as an objective depiction of reality but should rather be seen as their subjective views and ideas of the topic at hand.

The authors acknowledge that millennials are a wide age span, and that many of the respondents used in this research are around the same age. This implies that they do not necessarily represent the behavioural intentions of millennials' in general. Furthermore, while females are of interest in this research, the sample used cannot represent the behavioural intentions of all females. The sample is also drawn from four of the larger cities in Sweden. The responses could have been different if the sample was drawn elsewhere. Also, if the sample was drawn from the same city, the results could possibly be different. Nonetheless, the results of this research can be used to give a possible explanation of how the behavioural intention of female millennials could be, and work as a basis for future research.

4. RESULTS AND ANALYSIS

This chapter will start with a presentation of the general results and thereafter continue to deeper analyse different aspects of the result. The result is divided into the four categories based on the theory of planned behaviour to make it easier for the reader to structure their reading. The results from the 20 semi-structured interviews will be analysed through the use of the theory of planned behaviour together with aspects of post-purchase behaviours and barriers of repairing clothes. This to give an understanding of how the different components affect final behaviour.

4.1 General Results

The respondents were eager to reply to all the questions and all of them explored similar ideas in the majority of the questions. All of the respondents shop at fast fashion retailers. The majority of the respondents indicate that they prefer to shop in-store compared to online and a majority of the respondents said that they repair clothes themselves, which might not be representative of a large sample and affect the results. There were no identified differences in responses dependent on income level or specific age. Furthermore, no differences in responses depending on city of residence was found.

Attitudes and subjective norms indicated a few central themes whereas perceived behavioural control had a wider spread. Many reoccurring themes have been identified, where respondents felt that the main factors that would affect their willingness to use the in-store repair station was time, price, and convenience. A frequently mentioned concern was that the respondents generally do not feel like they are in a need of such a service. Moreover, the vast majority do not visit tailoring services, however when asked if they would intend to use such a service the majority of respondents were positive to use it.

4.2 Attitude

The determinant attitude, explained by Ajzen (1985) implies that if a person believes that a certain behaviour will lead to a positive outcome, the person will hold a positive attitude towards the behaviour in question, and vice versa. What is particularly important to note, is that it is attitudes towards behaviours and not towards objects that are of interest. The attitude that one holds will then affect the behavioural intention to actually execute the behaviour. This implies that the attitude determinant is an important variable to examine, in order to fully comprehend and grasp the behaviour intentions of the chosen target group.

The attitudes towards purchasing clothing at a fast-fashion retailer were of interest to capture the fast fashion aspect. It was deemed necessary to explore since the attitude towards purchasing fast fashion can affect the respondents' willingness to use a service offered by a fast fashion retailer. Furthermore, in order for the Take Care concept to be successful, it is

preferable if the attitudes towards repairing clothing and wearing visibly repaired clothing are of a positive nature. Moreover, attitudes towards repairing clothing at a fast fashion retailer is of interest, as well as exploring if this attitude changes when specifically mentioning H&M. By identifying the attitudes towards these behaviours, it will give an idea of how large a threshold the attitude determinant is for the Take Care concept.

4.2.1 Attitude: Fast Fashion

17 out of the 20⁵ respondents displayed a negative view of purchasing fast fashion, while the remaining were neutral to it. 20 out of the 20 respondents shop at fast fashion retailers. There is clearly a discrepancy between concerns and actual behaviour. The discrepancy between sustainable values and actual behaviour within post-purchase behaviours of clothing have been highlighted by McDonald et al. (2009). Conflicting values occur mainly because of external factors, such as price, quality or convenience (McDonald et al, 2009). This suggests that while consumers wish to engage in more sustainable activities, external factors affect their ability to do so.

“My first thoughts are that I do not like fast fashion.
But then much of my clothes are part of that concept...” (Ip14)

“... I know it is bad for the environment. But this doesn't stop me from shopping there.” (Ip17)

4.2.2 Attitude: Visibly Repaired Clothing

Attitudes towards wearing visibly repaired clothing, for example patched jeans, were of a mixed nature where half of the respondents felt it was fine, and the other half explained that they did not enjoy it at all⁶.

“Positive! It can often be done in a fun or good-looking way if you repair it.” (Ip15)

“It doesn't feel so good... you want nice new clothes.” (Ip19)

4.2.3 Attitude: Repair Clothing

The attitudes towards repairing clothes in general were of a positive nature, where 15 out of the 20⁷ respondents explained that they think repairing clothes is a positive thing.

“It feels very good. You become happy if you can repair something that you like.” (Ip11)

“I think it's good.” (Ip17)

Nevertheless, while many of the respondents noted that they think repairing is a good thing, 9 out of the 20⁸ respondents explained that they do not do it often, due to lack of time and skill.

⁵ Key word: negative, bad

⁶ Key word: positive, bad, new

⁷ Key word: good, positive

⁸ Key word: time, skills

McLaren & McLauchlan (2016) identified these as a few of the main barriers to why so many refrain from repairing their clothing themselves. Their study further pinpointed that while many mention these as reasons to why they do not repair their clothing, there are in fact many simply sewing guides that require little skill and time. This suggests that consumers view repairing as a time-consuming activity and therefore might be more willing to let someone else do the repair for them.

“I don’t have time.” (Ip18)

“I don’t have the skills to repair.” (Ip14)

The price of fast fashion garments was also explained as a threshold for repair, where respondents described that their willingness to repair is dependent on the purchase price of the garment in question. The clothes need to be expensive for the respondents to repair them at all⁹. Goworek et al. (2012) explain that the perception of clothing as disposable items due to the low prices of fast fashion garments becomes problematic because consumers feel that they do not have robust enough incentives to repair cheap clothing. The increasing lack of emotional connection to clothing is one of the main issues with fast fashion and clothing acquisition (Goworek et al, 2012). This is in accordance to what Fletcher (2008) discusses, where the mass-production of clothing make the garments feel “closed”, which makes it harder for consumers to shape emotional connections and personalize with them.

“I don’t repair myself, and if I would leave them at a tailor it would need to be more expensive clothes.” (Ip3)

“...I don’t own so expensive clothes so it wouldn’t be worth it...” (Ip7)

What was particularly interesting was that none of the respondents mentioned that they use tailoring services as a way to repair their clothing. Very few of the respondents mentioned tailors at all, and if it was mentioned, it was said that such services are not used¹⁰. This could be an implication that younger people do not engage in repairing activities to the same extent as elders, which is highlighted by McLaren and McLauchlan (2016).

“... usually clothes break in a way where you need to leave it at a tailoring service, and then it is often cheaper to buy new clothes.” (Ip1)

“I haven’t had so much that I need to repair, but it feels tiring and expensive to for example go to a tailor.” (Ip16)

4.2.4 Attitude: Repair Clothing at a Fast Fashion Retailer & H&M

Attitudes towards repairing clothing at a fast fashion retailer and H&M were of positive nature where respondents encouraged and welcomed the initiative. 16 out of the 20¹¹ respondents felt

⁹ Key word: expensive, price

¹⁰ Key word: tailor

¹¹ Key word: good

that it was a good thing to repair clothing at a fast fashion retailer, and their answers did not differ when H&M was brought up.

“I think it is a good thing.” (Ip20)

While the majority of the responses were positive, many also explored the aspect of greenwash and sustainability initiatives in relation to fast fashion¹². Lack of trust in the service provider is highlighted as a major contributor to the negative perception of sustainable initiatives (Armstrong et al. 2014). The respondents viewed the engagement of a fast fashion chain in sustainable activities as somewhat hypocritical, but it was not clear if this was an explicit display of lack of trust or if it would affect their willingness to use the service.

“It feels a bit fake, that they do it to look good, it feels like many fast fashion stores only do it to compensate for the consumption.” (Ip5)

“It sounds good, but it depends on many factors, maybe only greenwashing?” (Ip17)

4.3 Subjective Norms

As more thoroughly explained in the theory chapter, subjective norm is the second determinant of behavioural intention and is how the behaviour is judged by others. The judgement of others consequently affects the individual perception of the behaviour and can influence whether or not the behaviour is executed (Ajzen, 1985). Subjective norm is thereby a determinant which is of interest to analyse in the case of in-store repair stations since the perceptions of others can act as a threshold and determine to what extent the sample group is willing to use the service. Capturing if the respondents care about the judgements of others can be hard since this can be in many cases done unconsciously, but generally the respondents displayed an understanding that their behaviour is indirectly affected by what others think.

First and foremost, subjective norms in relation to fast fashion was in focus, since H&M is a fast fashion retailer, it was deemed necessary to explore if the respondents felt judged by anyone close to them or society as a whole when purchasing clothing at a fast fashion retailer. In an aim to encapsulate the probability of the respondents using the service, which is offered by a fast fashion retailer, it was important to incorporate the fast fashion aspect.

The perception of visibly repaired clothing was examined in order to pinpoint if respondents feel that people close to them has opinions regarding them wearing clothing that is noticeably repaired. It was acknowledged that some repairs will not be visible, but nonetheless the aspect of visibly repaired clothing was deemed important. Subsequently, the respondents were asked about the judgement of others regarding repairing clothing in general, as well as repairing clothing at a non-specific fast fashion retailer followed by specific questions regarding H&M and the Take Care concept. The aim was to identify if the respondents felt that others would

¹² Key word: fake, greenwashing

judge them repairing clothes at a fast fashion retailer, and if the answer changed for H&M. By identifying the subjective norms of these concepts, it will give an idea of how large a threshold the judgement of others is for Take Care and similar repair concepts.

4.3.1 Subjective Norm: Fast Fashion

The majority of the respondents were in agreement that while there was a chance that someone close to them might have opinions on their purchases at a fast fashion retailer, these opinions had not been voiced to them¹³.

“There might be some that would question, but no one has said anything at least. I think it’s more about my own perception and not the perception of others.” (Ip18)

“I haven’t reflected so much, but my environmentally conscious friends might have opinions. But I don’t think anyone would say it out loud.” (Ip20)

Furthermore, there was a general sense that most individuals close to the respondents do not have opinions regarding fast fashion purchases, but society as a whole might¹⁴.

“...society as a whole I think definitely has opinions, but no one close to me has. I think that in society as a whole there are groups. However, I don’t think it’s that many and that people still turn to these stores sometimes.” (Ip7)

“I think most people in my circle think it’s okay, but then you know that experts and lecturers don’t think it’s okay.” (Ip8)

17 of the 20 respondents expressed that no one in their inner circle think that it is not okay for them to shop at a fast fashion retailer. According to this result, the perception of others probably will not influence the chances of the respondents using the service just based on that it is offered by a fast fashion retailer.

4.3.2 Subjective Norm: Visibly Repaired Clothing

16 out of the 20¹⁵ respondents expressed that no one close to them would think it is not okay to wear visibly repaired clothing. While the majority of the respondents described that no one in their circle would react to a visibly repaired garment, some emphasized that it might not be okay to wear depending on the situation. The workplace and more formal occasions were described as possible situations where it is not acceptable to wear noticeably repaired clothing¹⁶. The perception of visibly repaired clothing as inappropriate work attire was also highlighted in the findings of McLaren and McLauchlan (2016).

“I don’t think that it would be appreciated at some workplaces, at my own workplace I would probably not choose to wear it, and I think it’s the same at other workplaces,

¹³ Key word: no one, anyone

¹⁴ Key word: society, experts

¹⁵ Key word: no one, anyone

¹⁶ Key word: workplace

but generally, I don't think people think there's something wrong with it." (Ip8)

"I think the majority think it's okay since we live in this trend now that you need to reflect on these things, but I also think that at some workplaces or occasions where you need to be proper and clean is not a place to have visibly repaired clothes." (Ip12)

This could imply that the judgements of others regarding visibly repaired clothing is not a major threshold since the respondents did not feel judged by their surroundings. Visibly repaired clothing was not seen as appropriate work or formal attire which could suggest that different types of garments are more or less exposed to subjective norms. Garments that are used as work attire or during formal events are according to this result more exposed to subjective norms.

4.3.3 Subjective Norm: Repair Clothing

The majority of the respondents did not feel that people in their vicinity would judge them repairing clothing in general. 17 out of the 20¹⁷ respondents said that no one in their vicinity would think it is not okay for them to repair their clothing.

"Nobody would care." (Ip11)

4.3.4 Subjective Norm: Repair Clothing at a Fast Fashion Retailer & H&M

The responses were in general of a positive nature where respondents did not feel that anyone in their vicinity would think it is not okay for them to repair their clothes at a fast fashion retailer or H&M specifically. 17 out of the 20¹⁸ respondents expressed that no one in their vicinity would think that it is not okay to repair clothes at a fast fashion retailer. 17 out of the 20 respondents expressed that no one in their vicinity would think that it is not okay to repair clothes at H&M. Previously, repairing clothing had a deeply embedded association with economic hardship which was highlighted as a major problem which could refrain many from repairing (Kelley, 2009). This was not mentioned by the respondents at all as a possible judgement from people around them.

"Everyone would think it's a good thing, that you repair instead of buying new clothes." (Ip1)

Some respondents brought up the concept of greenwash¹⁹, but these were very few.

"Maybe someone close to me, there is always someone who wants to point out greenwash, but nobody I can think of specifically." (Ip9)

¹⁷ Key word: no one, anyone, nobody

¹⁸ Key word: good, everyone

¹⁹ Key word: greenwashing

4.4 Perceived Behavioural Control

Perceived behavioural control as explained in the theoretical framework, is determined by the person's control beliefs and added to the theory of reasoned action by Icek Ajzen (1985). As Ajzen (1991) discuss, the control belief is based both on past experience of the behaviour but also of information brought by experiences of friends or others. The level of perceived control is what determines the factor, and a high perceived control is linked to what makes it easier to perform a certain behaviour since it reflects the amount of control a person feels they have to perform the behaviour. Perceived behavioural control brings forth the non-volitional factors of certain behaviours, as it might affect the control belief over the behaviour. The perceived behavioural control works in a particular way since it can affect both the behavioural intention together with the influences from attitudes and subjective norms, but also the behaviour directly as it might work as a hinder from actually doing the behaviour, even though there is a positive influence from both attitude and subjective norm (Ajzen, 1991).

To get an understanding of the perceived behavioural control of repairing clothes at a fast fashion retailer, and repairing clothes at H&M specifically, participants have been asked what they believe would make it hard or easy for them to perform these behaviours. In order to fully grasp the perceived behavioural control of respondents in relation to the Take Care concept, the aspect of purchasing fast fashion was deemed necessary to explore since the repair station is offered by a fast fashion chain. It is vital to examine the perceived behavioural control in its rightful context, which in this case is fast fashion stores.

The perceived behavioural control of repairing in general has been analysed since differences between the control belief of repairing in general and of repairing at a fast fashion retailer might reveal interesting aspects of how the Take Care concept might have potential to influence the current behaviours. The perceived behavioural control in wearing visible repaired clothes was also important since to use an in-store repair service, being able to wear the repaired clothes is necessary.

4.4.1 Perceived Behavioural Control: Fast Fashion

When discussing the perceived ease or difficulty to change the respondents' current shopping behaviours of fast fashion, the most recurring themes were price as a factor making it hard to change their behaviour, which half of the respondents mentioned²⁰. The respondents explained that they want to get more for their money, and further explored the fact that it often becomes the matter of price that determines their shopping behaviours. However, as one respondent lifted, she does not believe that she would shop less if she had more money, highlighting a perceived low level of control when deciding how much to shop, and where. As Ajzen (1991) presents, a low level of control belief indicate that you have a hard time changing your behaviour, even though you might want to in the sense of attitude and subjective norm.

“...the hard thing is that it often becomes a matter of price.” (Ip14)

²⁰ Key word: price, cost

8 of the 20²¹ respondents mentioned that wanting something “new” is another factor affecting their control belief, hindering a change in the behaviour of shopping fast fashion. As the perceived behavioural control of changing the behaviour is considered to be low by several respondents, the desire to update one’s wardrobe prevails the desire to make more sustainable choices. As evident from the responses, it becomes a conflict between values, which as McDonald et al. (2009) present is the struggle between sustainability values and actual post-purchase behaviours of clothing. The ease of buying something cheap prevails an intention to act in a more sustainable way. Also, as Morgan and Birtwistle (2009) present, an increasing lack of emotional connection to the fast fashion clothing make it easier to just crave for something new, as the emotion for the old garments just is not there.

“...becomes a pressure, you see something new you like, and,
is not always that consistent in one’s desired behaviour all the times.” (Ip4)

“...difficult because also like the craving after something new.
What makes it easier to change is like, such a strong compassion for sustainability aspects,
but the craving takes over, you are egoistic.” (Ip7)

Lack of transparency and knowledge about fast fashion chains’ effects on the environment and other sustainable alternatives available was mentioned by a fourth of the respondents²², when reflecting their perceived control over shopping fast fashion. Related to McLaren and McLachlan (2016) research about sustainable repairs, a lack of knowledge concerning the environmental impact of the fashion industry act as a possible threshold in a sustainable post-purchase behaviour. Armstrong et al. (2014) also found that a negative perception of repair services was due to a lack of trust in the service provider, and as the respondents discuss, they don’t believe that the fast fashion retailers have in their interest to help the customers to understand the environmental burden of their clothing purchases.

“I don’t believe that it is the individual that needs to change, it is the big companies
that have the biggest responsibility to get the masses moving.” (Ip1)

“If companies and chains had for example on every item clearly written what this garment production
is and the expected lifetime on it I think I would have been affected by it...
But companies want to maximize their profit so I have a hard time seeing that it would happen.” (Ip16)

“Would have been easier if I knew how my behaviour affects of course,
and I would say that it is that who makes it difficult to change. Companies need to come
with more information but then it is not in their interest to do so.” (Ip18)

Societal norm was also mentioned several times²³, highlighting the fact that the control belief towards the behaviour might be affected by non-volitional factors as perceived by the respondents. This heightens the perceived difficulty of performing the behaviour, since it seems

²¹ Key word: new

²² Key word: companies

²³ Key word: people, norm

to be factors “outside” their own control, as discussed by Ajzen (1991). It was displayed that even though respondents might have questioned their shopping behaviour, the change in trends and the norm affects them to conform. Morgan and Birtwistle (2009) highlights that clothing bought at fast fashion chains is often bought because of a one-time event and because of new fashion trends, and as they no longer are in trend and the event has passed, people will just stop wearing them instead of care for and reuse the clothing. Making this perception among respondents interesting to note in the aim of implementing a successful repair and maintenance service of this particular type of garments.

“If I have many event, I will attend one month then I feel that now I need something new... same people attending then you don’t want to wear the same outfit, but if I am going to meet different people then I don’t care.” (Ip5)

“Would be easier if fashion wasn’t so exposed as it is...hard to look at yourself and wanna change when the norm is at it. You should wear nice clothes and so on, and preferably change your wardrobe often. That affects of course.” (Ip19)

4.4.2 Perceived Behavioural Control: Wearing Visibly Repaired Clothes

The perceived behavioural control of wearing visibly repaired clothes had a central theme of being affected by social acceptance, a majority²⁴ of the respondents discussed what is perceived normal and fashionable by others. Wearing visible repaired clothing and to engage in repair behaviour has been associated with economic hardship and with “women's work” (Kelley, 2009). Women's work was not mentioned by any of the participants, but an association with economic hardship could still be somewhat underlying as what is fresh or not was often discussed. As McLaren and McLauchlan (2016) discuss, embedded associations of repairs is a major problem in the lack of repair behaviour.

“...would it become a trend, then maybe, will enhance the chances that you repair, and maybe if you would end up in a situation where you can’t afford new clothes, or another standard of living, I think that would probably change the perception.” (Ip8)

“Easier would be that you try to change the attitude of having to have new and fresh stuff all the time, if all of the society make it something good to wear the same clothes often, because then you now that you think about the environment, with patches and repairs and stuff, that you think about the environment and reuse” (Ip8)

4.4.3 Perceived Behavioural Control: Repair Clothing

When asked about repairing in general, the majority²⁵ of respondents mentioned price and other economic aspects as factors that affect their perceived ease or difficulty to perform a repair behaviour instead of a replace behaviour. Price as affecting the repair behaviours is both discussed by McDonald et al. (2009) as highlighting the conflicting values between sustainability values and actual post-purchase behaviour, and by McLaren and McLauchlan (2016) as the main reason to why so many choose to restrain from repairing their clothes at all.

²⁴ Key word: trend, attitude, society, fresh

²⁵ Key word: cost, buy

“Somewhere you have to balance what a tailor cost
and what the garment cost as new.” (Ip4)

“...and if it wasn't so easy to buy a new one just the same.” (Ip14)

However, as McLaren and McLauchlan (2016) present there is many cheap and easy ways to repair, but that the obstacle is to engage and give robust enough incentives for consumers to engage in repair activities. Armstrong et al. (2014) highlights that there is a negative perception toward the ease of use of repair services and the lack of accessibility of such services. Related to this, the second most frequently identified factor making it hard to engage in repair behaviours is how accessible places of repair are and the concern about how much effort has to be put in by themselves, as mentioned by 8 out of the 20²⁶ respondents.

“The threshold, how easy it is to get it done, that is what make it difficult, is it a big process, is it easy to pass by after school it would make it easier to actually do it.” (Ip5)

“Hard, I think you are lazy, and you don't like to adjust to go to a certain place at a certain time when it is open and pick it up.” (Ip7)

Lack of time to engage in repair behaviour is mentioned by 7 out of the 20²⁷ respondents. However, as the citations underneath highlight, the time factor is explained as something the respondents do not prioritize but are uncertain to what the underlying reason for this is. As Ajzen (1991) present, the control belief varies dependent on the believed own control in implementing a behaviour. The respondents seemed to perceive their behavioural control to be high as they often mention not taking the time, instead of not having the time, yet are uncertain to why it is hard to change their repair behaviour. As put forward by McLaren and McLauchlan (2016) time is one of the main obstacles to repair, but it does not have to take much time, and as they discuss is a barrier identified by many because of the lack of engagement.

“Time, does not have enough time to do it,
nothing you prioritize, easier to buy new.” (Ip6)

“...feel like I don't have the time but I probably have...
don't know really what is the control.” (Ip18)

4.4.4 Perceived Behavioural Control: Repair Clothing at a Fast Fashion Retailer

To visit an in-store repair station, price was the factor that the vast majority²⁸ of the participants highlighted as affecting their control belief over the behaviour. A “good price” or even “free” service is discussed as making it easy to use the service, whereas an unreasonably high price, in relation to the price of the garment, would make it hard to imagine using the service. As Joung (2014) and Janigo and Wu (2015) present, repair services and redesign has been

²⁶ Key word: easy, accessibility

²⁷ Key word: time

²⁸ Key word: cost, price

indicated to be a price sensitive category where consumers are not willing to pay a premium to prolong the lifespan of their clothing.

“If the repair costs less than a new piece.” (Ip6)

“Price is crucial.” (Ip11)

9 out of the 20²⁹ respondents mentioned accessibility of the service as determining the perception of level of control. It makes it easier in contrast to visiting a tailor since a store might be something the respondents visit more often. But anyhow, the store must also be easily accessible in terms of location, to make it easy to implement the behaviour. There is not a high will to go to a specific place merely to use the service. Related to Armstrong et al. (2014) there is a negative perception correlated to the ease of use and accessibility of repair services. McDonald et al. (2009) also highlights the conflicting values in sustainability behaviour and barriers of convenience, making accessibility important to overcome this conflict.

“Accessibility, if you can combine it with other errands.” (Ip11)

“It is of course if it's easily accessible, if it's available on the square where I often is, it had felt more easy than to go somewhere I don't usually visit, so definitely accessibility...” (Ip13)

8 out of 20³⁰ respondents discussed the time factor as making it hard or easy for them to visit a store and use a repair service. In accordance to the findings of McLaren and McLauchlan (2016) the time aspect is one of the main reasons why many restrain from repair behaviours, and thus a robust incentive to engagement would be a quick process.

“Not such a long waiting time, submit and get back quite quickly...
Quickly? Like one or two hours.” (Ip8)

“How long time it takes to repair.” (Ip19)

Put in the context of a fast fashion retailer, Armstrong et al.'s (2014) findings about negative perceptions about repair services because of lack of trust in the service provider becomes evident. 5 out of the 20³¹ respondents discussed about the importance of trust in the service provider and the quality of their work.

“I think it is the trust, chains could be experienced as more messy,
have a lot of products and other things to do, repair clothes is not their
primary activity and then you could question how good they really are at it.
A good reputation, you could do it in several ways, rate it, read reviews,
I don't read comments but would I would trust most is word of mouth,
friends and acquaintances if they are happy,
that would raise the probability for me to use the service.” (Ip4)

²⁹ Key word: accessibility

³⁰ Key word: time

³¹ Key word: trust, quality

“...but then also I think you had waited a bit to use it, it is a new service so you want to see what other thinks about it, if it is good or just only a marketing thing, so that matters, the quality of the work.” (Ip13)

4.4.5 Perceived Behavioural Control: Repair Clothing at H&M

When the respondents were asked to evaluate what would make it hard or easy to use a repair service at H&M specifically, 7 out of the 20 respondents said that it would not affect them which actor on the market that implemented the service. However, a majority³² do see factors of H&M specifically as affecting their perceived control both negatively and positively with a majority on the positive side. The positive discussed factors as feeling safe with the H&M brand and would probably choose them before many equivalent stores. This related to Armstrong et al. (2014) is important to contribute to a positive perception about using a repair service. It is however mentioned by many that it would feel easier to repair clothes in the store they were they were bought, and because the clothes that the majority wants to repair is more expensive it becomes troublesome. As Ha-Brookshire and Hodges (2009) discovered, the main reason for keeping used clothing is that the garment was originally expensive, thus making this troublesome in order to achieve a successful outcome at H&M, since their garments is perceived by the respondents to not be expensive enough to be worth repairing. But, as respondents also discuss the positive factor of H&M being such a big actor on the market having a power to change the norm of wearing visible repaired clothes, and act as an eyeopener for people that you can actually repair mass produced clothes at all. This related to Goworek et al. (2012) that there are indications of change in behaviour toward sustainability if encouraged. It is stressed again by the respondents that the price is very important, H&M as being such a large actor is known by the respondents to be able to offer low prices and would not accept higher prices. Repair and redesign services have been identified as a price sensitive category for consumers, made evident by Joung (2014) and Janigo and Wu (2015), this result is in line with these conclusions.

“H&M would have done it easier definitely, it would make it extremely much easier to think of repairing instead of replacing the clothes, I think that H&M as such a big company could be an eyeopener to many to just think the thought that you actually can repair the clothes.” (Ip12)

“...H&M’s new service would probably make the change to start repairing more easier, as you already have trust in H&M and that the repair would be good, so in that sense this service is lowering the threshold to start repairing clothes where one of the main reasons probably is that you don’t know where to go. But I would probably still do it in connection to other errands and probably just hand in more expensive clothes. If H&M started to offer free repairs on for example their own garments, maybe that would have changed things.” (Ip16)

Some of the respondents shared more negative comments³³, affecting their behaviour. Control beliefs toward visiting H&M and repair clothes is affected by both the contradiction of H&M prices and H&M’s reputation of being unsustainable as a company. As Ajzen (1985) present

³² Key word: easier

³³ Key word: unsustainable, expensive

the control belief affects what makes it easy or hard to perform a behaviour at all, and thus past experiences with the brand make it a hinder to use such a service, with such products, at such a place. As McLaren and McLachlan (2016) discuss a lack of knowledge of the actual environmental impact of the fashion industry act as a barrier to repair and highlights again the lack of trust in the service provider as bringing a negative perception of services of repair as Armstrong et al. (2014) present.

“It would feel strange to visit H&M and repair clothes, with their prices and the fact that they are fast fashion and their reputation of being unsustainable.” (Ip14)

“If a garments is just as expensive to buy brand new as repairing it, then it is just not worth it.” (Ip17)

4.5 Behavioural Intention and Behaviour

Behavioural intention as the antecedent of behaviour is what the person intends to do in terms of behaviour, and the intention is based on the factors of attitude, subjective norm and perceived behavioural control (Ajzen, 1991). It is important to notice that what a person believes he or she would do in a certain situation not always correlates with the actual behaviour as this is affected by how accurate the perceived level of control a person has over the behaviour and how the relative importance of attitude, subjective norm and control is reflected in the intentions (Ajzen, 1991). The commitment to a behaviour might however be higher when stating a behavioural intention (Ajzen, 1985), whereas the stated behavioural intentions from this research is interesting as it gives implications for if a certain behaviour would actually be implemented, together with the results from the factors underlying these intentions.

In this section, behavioural intention toward visiting an in-store repair station at a fast fashion retailer and the behavioural intention to visit a in-store repair station at H&M was explored, by asking the participants if they would use such a service, if/when implemented.

4.5.1 Behavioural Intention: Repair Clothing at a Fast Fashion Retailer

When asked about their intentions to repair their clothes at a fast fashion retailer if the opportunity existed, a majority (11 out of 20) of the respondents said yes, whereas 4 said that they might try once or were hesitant. 5 of the respondents vented that they would not have any intention to use such a service.

However, the respondents that were positive to use this sort of service still saw some obstacles in implementing this behaviour, many times because of the price and time for the service³⁴. As mentioned by several of the positive respondents, the garments that they would like to repair are mainly expensive garments that they care about, and they would mainly like to repair clothes from the same store as the repair service. The respondents' willingness to repair expensive garments in comparison to cheaper clothing is a direct result of the increased lack of

³⁴ Key word: price

emotional connection to clothing and the perception of clothing as disposable items (Goworek et al. 2012).

“If priceworthy, quick service, and that it has a good reputation, make me believe it gets done well, and of course garments I care about, then I would endeavour to go there.” (Ip4)

Furthermore, the location was deemed an important factor, as well as the time it takes to use the service, and get to the location. To be able to do it while running errands or on the way home from work was deemed important³⁵. This implies that the factors that will primarily affect the decision to use the service is dependent on a few of the external factors presented by McDonald et al. (2009), such as convenience and price, not be fully guided by the respondents will to engage in more sustainable activities highlighted in previous sections. While respondents in earlier sections noted that they would like to engage in more sustainable activities, these external factors hinder them from doing so. These conflicting values are thereby problematic and might hinder the respondents to use the service.

”Would visit in connection to other errands in the city, had not gone there just to repair... don’t have any preference which retailer, the one with good price and convenient.” (Ip5)

Which store that has the service is also deemed important, however which fast fashion retailer is harder to define, but the level of trust in the service provider is highlighted³⁶. The negative perception of sustainable initiatives and lack of trust have been previously linked by Armstrong et al. (2014). The respondents explained that they need to trust in the service provider in order to use the service, and as explored in other sections, the respondents noted the hypocritical aspect of combining sustainable initiatives with fast fashion. Nonetheless it was not clear if this would affect the trust they have for the service provider.

“I think it would matter which store, if it is one that I trust or one I don’t trust. Trust is maybe not the right word, can’t really say which store, one that I know of is better.”(Ip8)

“Yes, maybe, depends on the factors I said before, price availability, and the items I want to repair. It feels more likely that I go to a chain than a tailor, know the chains but do not know tailors but have not been in contact with tailors before so much more comfortable with going to a chain.” (Ip7)

When in doubt, the participants raised the topic of that if the garment needs reparation, it is probably torn out in other ways as well, and that it is the expensive clothes you want fixed³⁷. This highlights the combined problem of fast fashion prices and quality in the aspect of putting time and effort on repairing.

“I am doubtful, because often when the clothes broke, I feel that they are already so torned, would be more inclined to do it if the garment is more newly bought.” (Ip3)

³⁵ Key word: connection

³⁶ Key word: trust, tailor

³⁷ Key word: torn, expensive

“Probably more expensive clothes, it could be the stores one clothes as well but honestly, if a garment from a chain brakes then it usually does it before the reclaim time is over and then I believe you rather want a new garment then to get it fixed.” (Ip16)

The ones that do not believe they would use the service have different reasons, from that they already repair themselves, that they would be too lazy to bother visit a store to repair and the fact that they cannot see any huge need for them to use such a service³⁸.

“I don’t think so, because I repair already myself.” (Ip9)

“They only thing would have been laziness.” (Ip15)

4.5.2 Behavioural Intention: Repair Clothing at H&M

When asked if they would visit H&M specifically and use an in-store repair service, fewer respondents indicated that they would use the service. However, a higher percentage of the respondents talked about the “if needed” (5 out of 20) as a factor, which might also be interpreted as a yes³⁹.

“Yes, I could definitely imagine doing it, I hope they will have the service in many stores, so that I could use it on the way to work.” (Ip2)

“Yes, if it was a garment I felt I can’t fix myself or was in a hurry to get it done then yes, absolutely I think so.” (Ip13)

As discussed, in this context, more of the respondents reflected over the actual need for such a service⁴⁰.

“I think I would use it if I had some garments that broke, but I don’t have that really.” (Ip8)

Right now I don’t see the need to fix anything, so don’t think I would have the use for such a service.” (Ip16)

The respondents that could imagine going to H&M, if they need to, have three main reasons for *when* they would use the service. 6 of the 13 respondents that could imagine using the service believe that they would use it in connection to other shopping. 4 of the respondents believe that they would visit H&M specifically to use the service, while the remaining 3 believe that they would use it when they were on the move, like to or from work or school.

³⁸ Key word: myself, lazy

³⁹ Key word: yes

⁴⁰ Key word: if, need

7 out of the 20⁴¹ respondents were hesitant or do not intend to use the service. This because they would be more inclined like to repair more expensive clothes and that those garments most likely aren't from H&M. This further highlights the perception of cheap garments as more disposable items and an increased lack of emotional connection presented by McLaren and McLauchlan (2016). The respondents who believe that they would not use the service mention that the distance, not particularly physically, but mentally, would be shorter if they ask their mother or grandmother to do it, and that it would be free of charge. The respondents do not visit tailors which makes it hard for them to explicitly say that they will use such a service. If the service was free, some of the respondents felt more inclined to use it.

“Honestly, no, I have never submitted anything to a tailor so don't see that I would start doing it now. Not even if it was free, I have repaired it myself or my mother, but maybe, if it would become very common in the society then maybe, but then again, clothes don't break that often, don't have any situation to relate to.” (Ip4)

“I don't think so, hesitant because I don't visit the tailor as it is today. If it was free, then maybe I would have repaired more, you are stingy, I would probably have repaired more then.” (Ip5)

However, one of the respondents does mention that her willingness to use such a service could be influenced by the right marketing tools from H&M but does not precise further in what manner this can be done⁴². Indications have been found that consumers can be persuaded to change their behaviour toward more sustainable behaviour if they are encouraged and enabled to reflect more on their behaviour (Goworek et al. 2012). This in an aim to bridge the gap between sustainability values and actual behaviour. The marketing tools suggested by the respondent could be designed in a manner in which to make consumers reflect more on their own behaviour, which in according to Goworek et al. (2012) will help them to engage in more sustainable behaviour.

“I don't have any intentions to go there, but maybe if H&M market it in the right way?” (Ip20)

⁴¹ Key word: no, free

⁴² Key word: market

5. DISCUSSION

In this section the research questions; "Can repair-stations like H&M Take Care affect the intentions to repair clothing among females of the millennial generation? Are there any thresholds for the success of fast fashion repair-station concepts?" will be answered together with further conclusions based on the empirical findings. Subsequently managerial implications based on the results of the research will be presented along with suggestions for future research.

5.1 Conclusions

Fast fashion repair-stations like H&M Take Care may affect the intention to repair clothing among females of the millennial generation based on the empirical findings of this research.

"H&M would have done it easier definitely, it would make it extremely much easier to think of repairing instead of throwing the clothes, I think that H&M as such a big company could be an eyeopener to many to just think the thought that you actually can repair the clothes." (Ip12)

-Citation used in section 4.4.5 Perceived Behavioural Control: Repair Clothes at H&M, page 36 for further reading.

As made evident by the citation above, the respondents voiced that H&M can aid in the normalization of repairing, nevertheless numerous factors that affect how efficiently they can engage consumers to change their post-purchase behaviours have been identified. The main factors that could work as possible thresholds in the success of such a concept are price, time and accessibility. Furthermore, in relation to the previously identified barriers of repair found in previous studies, many of these were also present in the responses of some respondents and can thus work as possible thresholds of the success of fast fashion repair-station concepts.

By analysing the relative importance of the different determinants in the theory of planned behaviour as the antecedents of behaviour and relating these to previously identified barriers of repair, conclusions have been drawn on the possible effects of in-store repair-stations on the intention to repair among female millennials.

5.1.1 Repair-stations and Theory of Planned Behaviour

By analysing the empirical data through the theory of planned behaviour it is evident that repair-stations can affect the intentions to repair among the chosen target group. The perceived behavioural control is the determinant that seemed to mostly guide the behaviours of the respondents. This reasoning is based on the lack of significance of the determinants attitude and subjective norm. The respondents had a positive attitude towards repair and felt no one in their vicinity would judge them repairing clothes at a fast fashion retailer, which could be an indication that they would be willing to repair. Nonetheless, the perceived behavioural control determinant displayed a contradiction among respondents in their willingness to use such a service.

The attitudes towards H&M's initiative were positive, where respondents felt it would have a positive outcome on the environment. The results indicate that the participants do not use tailoring services in general, which is vital to note since it could act as a threshold for the Take Care concept. Furthermore, respondents feel that clothes need to be expensive in order to be worth repairing. This implies that the major thresholds for the concept, based on the attitude determinant, is the price of the garments and the willingness of respondents to use tailoring services. While many respondents displayed concerns for the hypocritical aspect of combining sustainability with fast fashion, it was not clear if this would affect their willingness to use the service. Based on the discrepancy found between attitude and actual behaviour when it comes to purchasing fast fashion, the concern will seemingly not be the main factor to affect how inclined respondents are to use the service, but rather factors like price and convenience.

According to the results presented, respondents generally feel like people in their vicinity would be positive toward them repairing their clothes in general and did not feel like it mattered where. Greenwashing was mentioned which is an aspect that should be considered while implementing the concept, but the respondents did not reflect on this matter profoundly so it is unclear to what extent this would affect their willingness to use the service. Based on this reasoning, the subjective norm determinant does not seem to be a threshold that will prevent respondents from using the service as they generally feel that people in their vicinity will think it is okay for them to do so.

The main findings in determining the ease or difficulty to use a repair station at a fast fashion retailer is the factors of price, time and accessibility. As perceived behavioural control is determined by past experience by themselves or by others, the participants past experience and knowledge with fast fashion will affect their belief of what makes it easy or hard to perform a behaviour in a fast fashion context. As in-store repair stations are a new concept for many of the respondents, concerns about the trust in the service provider was raised. However, to use an in-store repair station was still perceived to make it easier to repair than visiting a tailor. It was deemed easier to visit a fast fashion retailer, since most of the respondents do this more often. This suggests that in-store repair stations will make it easier for the target group to change their behaviour. This not without concerns though, as the contradiction of sustainability initiatives and fast fashion retailers are still made evident by several respondents in reasons for making it hard for them to imagine using such a service.

The main findings from the questions about behavioural intention to use an in-store repair service is that the majority of respondents do believe that they would use such a service if/when implemented. When put in the context of visiting H&M there were still a majority that would consider using the service, however several respondents reflected over the actual need for them to use such a service. In the context of H&M, it is discussed as having the possibility to work as an eyeopener for repairs, but as many do not use tailors as it is today, they have a hard time imagining using the service since they feel that there is not a robust enough need.

5.1.2 Repair-stations and Barriers of Repair

Conflicting values, emotional connections, associations and obstacles were all evident in the empirical data, however differed in their strength. Conflicting values were many times up for discussion, as respondents several times displayed an interest in sustainability and a will to engage in more sustainable behaviour, but that time and convenience affected their ability to do so. It is evident by the empirical data that consumers need companies to engage them in an efficient way so that these conflicting values do not occur. This implies that sustainable initiatives need to be designed in a manner which makes it easier for the consumers to pick the sustainable alternative.

The lack of emotional connection to garments was also prevalent in the responses of the respondents where they emphasized that more expensive or garments of personal value were more likely to be repaired. Other than that, the aspect of emotional connection was not explored profoundly which can in itself be an indication that consumers do not reflect over their emotional connection towards garments much at all. The respondents expressed that the craving for new clothing and following trends was hard to avoid, which can suggest that consumers see items as more disposable items, and thus, a lower level of emotional engagement to clothing. The lack of emotional connection to garments can affect if and what garments in actuality will be repaired, especially in the fast fashion context. Fast fashion garments are cheaper and might engage consumers less emotionally which implies that consumers could be less willing to repair fast fashion garments.

Associations of visible repaired clothing not being suitable work attire was highlighted by the respondents, and this is not indicated to change by the implementation of a fast fashion repair service. However, associations with women's work, economic hardship and repair being more suited for elders was not discussed or explored by the respondents. What should be noted though, is that this study had women of the millennial generation as its target group, which can be a reason why the association of repairing being women's work was not present.

Obstacles that refrain consumers from repairing that have been identified in previous research, such as costs, lack of time, insufficient skills and lack of knowledge, all have an important role in determining the behaviour intention among this group. These themes are many times up for discussion and all take part in explaining why an in-store repair service might not be at ease to use. However, with low costs, quick service and proof of quality the respondents see a possibility for the service to change repair and maintenance behaviour. This by eliminating the barriers; lack of skills and knowledge.

5.1.3 Replace or Repair?

The fundamental question is though, if the concept gives female millennials a robust enough incentive to repair clothing rather than just replacing them? As many respondents noted, they do not feel the need to repair clothes, and if they were to use the service, several mentioned that it would be in connection to shopping. This could suggest that consumers replace clothing before a repair is needed. The replacement rate can be explained by the need to follow trends

which they are exposed to mainly because of fast fashion retailers. When repairing clothing at a fast fashion retailer, the consumer will inevitably be exposed to an environment that encourages impulsive purchases. Putting the consumer in this position can become problematic and hypocritical when an in-store repair station's indirect aim should be to decrease the need to buy new clothes. Are consumers informed and willing enough to make more sustainable choices in situations where the non-sustainable choice might be more attractive?

On the other hand, how much of a responsibility and pressure can consumers put on companies to help them change their behaviour? The respondents in this research said that a fast and free service, "available everywhere," would make them inclined to use it. Is this a realistic expectation from consumers or do they need to take more responsibility for their own actions? Consumers have to want to put in somewhat of an effort, together with companies in order to secure a more sustainable future. Deflecting responsibility will not lead to a solution to the increment of consumption of clothes that plagues the textile industry today.

5.2 Managerial Implications

The results acquired give managerial implications for fast fashion retailers in what is required for in-store repair stations to be successful. First and foremost, the respondents had a positive attitude towards the implementation of in-store repair stations and saw this as a great step in an aim of sustainability.

The respondents of this research displayed a high price sensitivity and explained that their willingness to use the service was mainly determined by the price. It was also discussed by many respondents that it was important for them that the service provider accepts all kinds of brands, not just their own. Low prices and accepting clothes from all brands are thereby a must in order for in-store repair stations to achieve successful outcomes. This suggests that the service from a business perspective should be seen as a form of goodwill rather than a manner to make profits, even though it could increase the physical presence in store.

While the respondents were hopeful that H&M can help to normalize repair and make it more socially accepted, they voiced how vital the right marketing tools are. It was not clear what was implied with the right tools, but as made evident by the empirical data, consumers need to be engaged efficiently. It has to be acknowledged that combining fast fashion and sustainability can create conflicting values in consumers. It was not clear to what extent the aspect of greenwash would affect their willingness to use the service, but it was mentioned which makes it important to acknowledge. Therefore, it is important that an in-store repair station is seen as a complement in a broader sustainability commitment, and that it is acknowledged that a repair station alone has a limited environmental gain. It would make a great effect if the sustainable gain by repairing was voiced to the customer, as several respondents commented that they would like to get more information from fast fashion retailers about the environmental impact of clothing. Several of the respondents were concerned over what the quality of the repairs would be, and as some voiced it, repairing is not the primary task of H&M and other fast fashion retailers, which suggests that some sort of rating or review system is sought after by many

respondents. By communicating clearly and being transparent, the possible effect of greenwash could be diminished and increase the trust for the service provider.

5.3 Further Research and Reflections

The results of this study showed that in-store repair stations have a possibility to affect the intentions to repair clothing among female millennials. This study could support further research in evaluating if there is a robust economic and sustainable incentive for retail companies to allocate resources in product-service systems like H&M's Take Care. Nonetheless, it is impossible to conclude if this result can be used to draw conclusion about consumers in general. Furthermore, the results are not necessarily representative for all females of the millennial generation but should rather be seen as a manner to get an understanding of possible behavioural patterns within the target group. Moreover, qualitative studies are generally more affected by subjective interpretations since the researchers work so closely with the empirical data. This could influence the results and needs to be acknowledged.

The respondents in this particular research are in several questions offered hypothetical situations and asked to answer what they think they would do. The difference between intention and actual behaviour can therefore not be concluded and this can be a limitation of the use of the theory of planned behaviour. However, the theory was still deemed appropriate since the concept is new. The behavioural intention of respondents to use the service was thereby of interest in order to gain an understanding of the possible behavioural impact of in-store repair stations.

There is a challenge in studying behaviours since the time between formulation of intention and behaviour could be long. When the concept becomes more established, the use of quantitative data could therefore help in testing the correlation between the different factors affecting the consumers in their repair and maintenance behaviour.

As the respondents displayed a lack of need to repair in general, a basis for further research could be exploring the expected lifespan of clothing and its effects on repair behaviour. While there were no differences detected in responses dependent on income level in this particular study, how and if income affects repair and maintenance behaviour could be more closely examined in future research. Moreover, the emotional connection to fast fashion garments was not examined profoundly in this research but could give intriguing implications to the understanding of the dilemma of repairing or replacing clothing as presented in this thesis.

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Appendix A

INTERVIEW GUIDE SEMI-STRUCTURED INTERVIEWS

Fast Fashion Behaviours

Attitude

- Tell me about the feelings or thoughts you associate with shopping at fast fashion retailers.
- Why do you shop at fast fashion retailers?
- advantages/disadvantages with shopping at fast fashion retailers?

Subjective Norms

- Are there any individuals or groups who would approve/disapprove of you purchasing clothes at a fast fashion retailer?

Perceived Behavioural Control

- If you wanted to change your shopping behaviours, tell me what would make that hard or easy.

Repair Behaviours

Attitude

- Tell me about the feelings or thoughts you associate with repairing clothes.
- Why do/don't you repair clothes?
- What do you believe are the advantages/disadvantages of repairing clothes?

Subjective Norms

- Are there any individuals or groups who would approve/disapprove of you repairing your clothes?

Perceived Behavioural Control

- If you wanted to change your repair behaviours, tell me what would make that hard or easy.

Attitude

- Tell me about the thoughts or feelings you associate with wearing a visible repaired garment.

Subjective Norm

- Are there any individuals or groups who would approve/disapprove of you wearing visible repaired clothes?

Perceived Behavioural Control

-If you would like to change your view of wearing repair clothes, tell me what would make it hard or easy?

Non-Specific In-Store Repair Station at Fast Fashion Retailer

Attitude

-Tell me about the feelings or thought you associate with fast fashion retailers and sustainability initiatives for helping customers to repair clothes.

-Advantages/disadvantages of this sort of service?

Subjective Norms

-Are there any individuals or groups who would approve/disapprove of you repairing your clothes at a fast fashion retailer?

Behavioural Intention

- Tell me about your current intentions to repair clothes.

-Tell me if you think you would visit a fast fashion retailer to repair your clothes.

Perceived Behavioural Control

-What factors would enable you to repair clothes in stores?

-What factors or circumstances would make it difficult for you to repair clothes in stores?

H&M and "Take Care" Specific

Attitude

-Tell me about the feelings or thought you associate with H&M and them having tailors in store repairing clothes (for a fee).

-Advantages/disadvantages with visiting H&M and getting clothes repaired?

Subjective Norms

-Are there any individuals or groups who would approve/disapprove of you visiting H&M and getting your clothes repaired?

Behavioural Intention

-I want you to tell me about your intentions to visit H&M and repair clothes, if/when that is an option.

Perceived Behavioural Control

-If you wanted to change your behaviour of repairing clothes, tell me what would make that hard or easy, if visiting H&M for it is an option. Does your answer vary from before? Why?

Appendix B

CONSENT TO PARTICIPATE IN INTERVIEW

You have been asked to participate in a semi-structured interview as part of a research study conducted by Malin Ficks and Margaux Karmestål. The results of this interview will be used as empirical evidence in the research and be part of a bachelor thesis at the School of Business, Economics and Law at Gothenburg University. You were selected as a participant due to your age group and gender. The purpose of the study is to analyse female millennials' attitudes and behaviors in regards to in-store repair stations of clothing.

This interview is voluntary. You have the right to not answer any questions, and to stop the interview at any time for any reason.

This interview is strictly anonymous and no names or other indications other than gender and age group will be published.

The interview will not be recorded without your permission. You have the right to revoke your permission at any time for any reason.

I give permission for this interview to be recorded.

I give permission of direct quotes from this interview to be included in publications resulting from this study.

Signature _____

Date _____