Sustainable Marketing in Fast Fashion

A quantitative research investigating sustainable marketing strategies' impact on consumer behavior

Emelie Paulsson & Beatrice Ursing

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Abstract

The fast fashion industry is facing major challenges regarding sustainability. Consumers are becoming increasingly aware of the environmental impact of the industry and are demanding change. However, the change cannot only be led by the consumers. Studies show that marketers play an important role in connecting consumers with sustainable options which requires implementation of effective sustainable marketing strategies. In order to advise marketers on which sustainable marketing strategies are most effective in encouraging sustainable consumer behaviour, one must understand the relationship between consumers' opinion of a marketing strategy and their behaviour connected to the strategy. This paper will therefore investigate how sustainable marketing strategies used by fast fashion brands are perceived by consumers and how they affect consumers' behaviour.

The research uses a quantitative research method in order to assess fast fashion consumers' opinion and behaviour linked to four identified sustainable marketing strategies: *Climate Compensation, Recycle for Reward, Recycled Materials* and *Sustainability Labels*. The data collected is later analysed using four regression analyses in order to identify possible correlations.

The results conclude that sustainability labels have the strongest correlation between consumers' opinion of the strategy and their behaviour related to the strategy. This indicates that marketers should put effort into raising awareness of their sustainability labels. By convincing consumers that the labeled products are indeed sustainable, it will lead to more consumers purchasing the labeled items. Further, results conclude that recycled materials are the marketing strategy that are considered most sustainable by consumers.

Keywords: *Sustainability, Consumer Behaviour, Marketing Strategies, Sustainable Consumption, Sustainable Fashion*

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List of Concepts

Consumer - The Oxford Learner's Dictionary (n.d.) describes the concept of consumer as "*a person who buys goods or uses services*".

Fast Fashion - Cambridge Dictionary (n.d.) defines fast fashion as "*clothes that are made and sold cheaply, so that people can buy new clothes often.*". The largest consumer group for fast fashion clothing is women under the age of 35 (Power Retail, 2019).

Sustainability - Sustainable development was defined in 1987 by the Nations General Assembly as *"Sustainable development is development that meets the need of the present, without compromising the ability of future generations to meet their own needs."* (Hartmann et al., 2020, s.60).

Ecological sustainability - KTH (2020) defines ecological sustainability as "*Ecological sustainability includes everything that is connected with the Earth's ecosystems. Amongst other things, this includes the stability of climate systems, the quality of air, land and water, land use and soil erosion, biodiversity…and ecosystem services...* ".

1. Introduction

The following introduction will begin with a presentation of the background information and previous research that led up to the decision of focus area. The purpose of the research and research question will thereafter be presented in order to offer a clear and structured view of what the thesis will aim to answer and accomplish. Finally, the limitations of the study will be presented, offering a holistic view of what the thesis will cover.

1.1 Background

1.1.1 The Importance of Sustainable Marketing Strategies

The common interest of the environment has increased over the past years, one contributing factor being the global warming crisis that we are currently facing (Svensk Handel, 2018). Without necessary lifestyle changes, which includes our consumption behavior, the negative effect on the environment will be irreversible. One recognized solution is to change our consumption behaviour toward a more sustainable pattern with the aim of ultimately decreasing humanity's carbon footprint (Naturskyddsföreningen, 2019). These facts have resulted in a rise of sustainable options in almost every market (Svensk Handel, 2018). From a business perspective, adapting to the sustainability trend can be a challenge that requires new knowledge and strategies in order to be successful, yet it is crucial to adapt. In a study conducted by the Swedish Trade Federation, 80% of Swedish consumers considered it important to shop from sustainable companies (Svensk Handel, 2018). There is however a gap between consumer's values and actions, referred to as the "value-actions" gap (Goworek et al., 2012). The gap explains a phenomenon of consumers claiming that they want to purchase sustainably, yet still primarily shop unsustainably. One reason for this has been lack of information from retailers in combination with confusion among consumers about what actually is sustainable. This proves the importance of effective sustainable marketing strategies that promote change (Goworek et al., 2012).

1.1.2 Sustainability in the Fast Fashion Industry

The fast fashion industry has been rapidly growing over the past decades, primarily due to the low prices. People are now buying more clothes than ever. Between the years of 2000 and 2014, the number of garments purchased per capita increased by 60% (McKinsey, 2016). The fast fashion industry is far from sustainable as the industry today is responsible for approximately 10% of the global carbon emissions. This, in combination with the industry depleting water sources as well as polluting rivers, makes it an industry in desperate need of change (Business Insider, 2020). Some of the larger actors in the fast fashion industry in Sweden, H&M, Gina Tricot, Lindex, ZARA and KappAhl, are implementing sustainability work in their business models (Tillväxtverket, 2015). This is a crucial step as large retailers are intermediaries between producers and consumers, and through this play a large role in promoting sustainability (Jones et al., 2010). While many retailers already have made the choice to adapt to a more sustainable business model, the challenge now lies in marketing the sustainable products in a way that persuades consumers to make a sustainable choice.

1.1.3 Identified Fast Fashion Sustainable Marketing Strategies

When investigating fast fashion brands' websites and stores, there are four sustainable marketing strategies that can be identified. One frequently used strategy is *climate compensation* which can be seen on websites belonging to brands such as H&M, NA-KD and Nelly.com. The statement of climate compensation can relate to both delivery of products and the business as a whole. The second sustainable marketing strategy is creating and using *sustainability labels* unique for one brand. Examples of these labels include *H&M Conscious*, KappAhl's *Future Friendly Fashion* and ZARA's *Join Life*. The third marketing strategy is in this thesis referred to as *recycle for reward*. The most common version of the recycle for reward strategy is that consumers recycle their old clothing in a store in order to receive a discount. Finally, the fourth strategy that can be identified is the use of *recycled materials*. This strategy is often limited to certain collections offered by the brands. Monki and Weekday are examples of brands that have collections with recycled materials.

1.2 Previous Research

In 2010, Carrington et al. published an article discussing the intention-behaviour gap that often occurs among ethically minded consumers when it comes to putting sustainable purchase intentions into action (Carrington et al., 2010). The cause behind the gap can be difficult to pinpoint, however Carrington et al. mentions reasons including that consumers forget to purchase sustainably when they are close to purchase and instead get caught up in old shopping behaviour, even if the intention was there before. Another reason mentioned is that there is a gap between consumers' perceptions of their purchase-control and their actual control. According to the article, one solution to closing the gap includes marketers working toward properly informing consumers about sustainability so that they can make informed purchase decisions (Carrington et al., 2010).

Previous research that has laid the foundation for this thesis also includes the previously mentioned study conducted by Goworek et al. (2012). The research uses a qualitative method to examine consumers' perception of sustainable clothing consumption with the aim of advising retailers on how to adapt their policies according to the findings. The study concluded that consumers can be persuaded to consume more sustainably, the primary solution being through retailers being more informative regarding sustainability work. Participants in the study expressed confusion regarding sustainability labels and other sustainability claims, stating that they lacked knowledge of what they mean (Goworek et al., 2012).

1.3 Purpose of Research

When investigating previous research within the field of sustainable marketing there are findings that suggest that consumers can be persuaded to act more sustainably if they are accurately informed. Further, studies show that marketers play a significant role in connecting consumers with sustainable options. The authors of this thesis experience that there is a lack of research regarding concrete sustainable marketing strategies, as many previous studies focus on sustainable marketing as a generic term. Although there is much theory regarding sustainable marketing strategies, they are rarely compared with one another.

The purpose of this research is therefore to investigate how sustainable marketing strategies used by fast fashion brands are perceived by consumers and how they affect consumers' behaviour. By bridging this knowledge gap, marketers can better understand consumer behaviour related to sustainability and put theory into practice. The outcome is aimed to be able to advise marketers at fast fashion companies which sustainable marketing strategies to focus on and offer them actionable insights, in order to better communicate sustainability efforts and promote sustainable consumption among consumers.

1.4 Research Questions

Research questions have been formulated based on the purpose of the thesis. The research will investigate which sustainable marketing strategies are the most effective in encouraging sustainable consumer behaviour.

- ○ RQ1: Which strategies out of the four selected sustainable marketing strategies used by fast fashion brands, *Climate Compensation*, *Recycled Materials*, *Recycle for Reward* and *Sustainability Labels,* have a correlation between consumers' opinion and their behaviour related to the strategy?

- ○ RQ2: Which out of the four selected sustainable marketing strategies used by fast fashion brands, *Climate Compensation*, *Recycled Materials*, *Recycle for Reward* and *Sustainability Labels,* has the strongest correlation between consumers' opinion and their behaviour related to the strategy?

1.5 Limitations

The research in this thesis investigates how sustainable marketing strategies used by fast fashion brands are perceived by consumers and how they affect consumers' behaviour. One limitation of the thesis is that it will not consider how sustainable the marketing strategies are according to scientific evidence. This limitation is considered necessary as sustainability is a broad term with many different perspectives. It is also concluded that this limitation will not have a large impact on the study as it focuses on what consumers perceive to be sustainable, and not what is scientifically proved to be sustainable.

Another limitation will be to exclusively use one of the three branches of sustainability: ecological, economic, and equitable (Hartmann et al., 2020). In order to compare marketing strategies on a fair basis, only marketing strategies that endorse ecological sustainability will be analysed throughout the thesis.

Further, only fast fashion brands that are active in the Swedish market will be considered. This decision was made in order to enable an efficient distribution of the survey, considering that the aimed respondents are Swedish consumers.

Sustainability labels, which is one of the four marketing strategies that will be analysed, will only include the fast fashion companies' own labels and certifications given that the brands can control them, unlike third party certifications. There are numerous independent organisations that award consumer goods with certifications if they meet certain requirements. The companies that receive these third-party certifications cannot control these and for that reason, only sustainability labels unique for one brand will be taken into account. Finally, even though many marketing strategies often are used in combination, they will be analysed as independent marketing strategies in this thesis.

2. Theoretical Framework

Based on the research questions presented in section 1.4, relevant theories have been selected in order to provide the reader with significant knowledge within the sustainable marketing field. These are presented in the following section. The Theoretical Framework is divided into five main sections: Consumer Behaviour, Brands and Sustainability, Communicating Sustainability, Sustainable Marketing Strategies and Hypotheses. The sections provide knowledge of how sustainability can be linked to consumers and what issues consumers face when attempting to adopt sustainable habits, why sustainability is important for brands, how sustainability can be communicated, as well as what the previously mentioned sustainable marketing strategies entail. Lastly, the hypotheses for the research will be presented.

2.1 Consumer Behaviour

2.1.1 Consumer Behaviour from a Sustainability Perspective

Consumers' knowledge of sustainability and the clothing industry's impact on the environment are, according to several studies, deficient. It is therefore a gap between consumers' perceived knowledge and actual knowledge about sustainability. Studies also show that the consumers' knowledge often does not correspond to their actual consumption behavior (Strähle 2017; Henninger et al., 2017). Even if consumers have a genuine interest in sustainability issues and are striving to become more sustainable, is it according to Strähle (2017), difficult for consumers to know how to change their behavior. Consumers experience lack of information from the fast fashion industry and that more transparency is needed (Henninger et al., 2017). In a survey including 16,000 Swedish citizens between the ages of 16 and 70, 73% claimed to take sustainability issues into account when consuming (Aktuell Hållbarhet, 2018). The study demonstrated the great interest in sustainability among Swedish consumers.

However, despite consumers being enlightened about the general issues of the fast fashion industry, there is a lack of understanding of the actual effects of fast fashion consumption, the need of textile recycling, how the clothes are made and the consequences of textile production (Strähle, 2017). According to Strähle (2017), it is crucial to educate consumers about sustainability in order to narrow the gap between consumers perceived and actual knowledge of the given area.

Despite the fact that consumers express worry about climate issues and the unethical textile industry, it has not affected the demand for fast fashion. One reason for the gap between consumers' attitudes and their actual consumption behavior is, according to Strähle (2017), that the purchasing process is complicated with many different factors influencing the process. Henning et al. (2017) investigated the same issue and explains that factors like accessibility, price and quality are essential factors during the purchasing process of clothes. Another vital factor is the design of the clothes. If the consumer finds the design appealing, they will most likely care less about the sustainability of the product. According to Henning et al. (2017), the lack of accessibility of sustainable clothing and the fact that consumers have a hard time finding sustainable pieces which they find attractive, are both contributing causes to why consumers choose less sustainable options.

2.1.2 Symbolic Consumption

The increased rate of consumption has led to the importance of symbolic consumption. Through consumption, consumers show their identity by purchasing specific products from certain brands. Consumers form their desired identity through consumption. A common way of shaping identity through consumption is through cars or clothing as it is primarily expressed through visible products (Ekström et al., 2019). Bauman (1998) argues that symbolic consumption is a strong identity market and believes that it has replaced work as a status symbol. The consumption of sustainable products can therefore be seen as an identity marker, for the consumer to mediate that they care about sustainability and are educated within the area.

2.2 Brands and Sustainability

2.2.1 The Importance of Sustainability for Brands

Sustainability is becoming increasingly important for brands, a phenomenon that Hartmann et al. (2020) refers to as *sustainabilization*. It is strategically beneficial for a brand to become more sustainable from a business perspective. To begin with, most consumers do not wish to associate themselves with brands that are responsible for poor environmental practises. By offering transparency to consumers and informing them about the sustainability work of the business, brands can build trust and make their marketing efforts more trustworthy (Hartmann et al., 2020). One example of this could be to include a clear overview of the supply chain for

the consumers to follow. This is all linked to a business's goodwill. Furthermore, investors see sustainable brands as more secure as policymakers are adding increasingly more regulation linked to emissions (Harvard Business Review, 2019). Sustainability increases a brands value if it is done in a transparent and trustworthy way. Finally, sustainability is important from a legitimacy standpoint as businesses are seen as a part of society and are expected to act accordingly. The global warming crisis is affecting businesses too, and therefore they must also be a part of the solution (Hartmann, et al., 2020).

With an increasing concern for the environment, initiation of sustainability work may attract new consumers as well as improve the company's reputation. A study by Sustainable Brand Index showed that the sustainability engagement has never been as high among Swedish consumers as it is today. 74% of the Swedish population actively discuss environmental issues and social responsibility (Mynewsdesk, 2020). This indicates an interest and demand for sustainable products in order to live a more sustainable life. In order to take advantage of the growing consumer group interested in sustainability, it is vital for the companies to meet the demand.

2.2.2 The Potential Risks Related to Sustainable Marketing

There are many benefits to sustainabilization if it is executed in an honest and trustworthy manner. However, some brands purposely utilise sustainable marketing strategies in order to mislead consumers into believing that the brand is more sustainable than it actually is. An example of this is if a business markets that they offer climate-compensated delivery but fails to mention that the production of the product has an extensive impact on the environment. This is commonly referred to as greenwashing (Hartmann et al., 2020). Discussing greenwashing is relevant in regard to the fast fashion industry as several fast fashion brands that have been accused of greenwashing. An example of this is H&M, who were recently accused of greenwashing in an article by the newspaper Independent (2020). Being accused of greenwashing can be detrimental to the brand due to many reasons. Initially, most consumers do not wish to associate themselves with unsustainable brands (Baines et al., 2008). Secondly, companies are often seen as parts of society, meaning that they have the same responsibility, and ought to have the same interest, as consumers regarding sustainability. This means that greenwashing can lead to consumers perceiving brands as both irresponsible and dishonest.

Further, investors can see environmentally irresponsible companies as a risk, partly due to risks of potential scandals, meaning that not engaging in sustainability can have large financial implications as well (Hartmann et al., 2020). One way of decreasing the risk of greenwashing suspicions is to offer transparency to consumers. Greenwashing suspicions can occur if, for example, a business markets that they offer a sustainable product but fails to communicate supporting information to prove their statement (Hartmann et al., 2020).

Greenwashing can also affect the brand's authenticity. Brand authenticity implies that the brand upholds integrity and stands by their values and morals (Baines et al., 2008). According to an article in Forbes (2018), consumers expect brands who make a promise, to also live up to that promise. The article further states that the new generations are less brand loyal and trusting of brands than past generations, whilst also demanding that brands take on a larger responsibility than simply making a profit. If a brand has managed to build a reputation of being sustainable and are later hit with accusations of greenwashing, the image of authenticity could be shattered in an instant.

2.3 Communicating Sustainability

When a company aims towards a sustainable image and therefore offers a sustainable product range, educating their consumers becomes a key part of their marketing communication. With knowledge about sustainability and the effect consumption has on the environment, consumers become more prone to purchasing sustainable products (Guyader et al., 2020).

Emery (2012) identifies four different types of sustainable marketing communication strategies. The first one aspires to influence the overall consumer behaviour in a sustainable direction. Unlike only focusing on marketing one sustainable purchase, this strategy aims to influence the consumer's lifestyle. It advocates sustainable behavior like recycling, using less energy or changing unsustainable consumption habits.

The second communication strategy focuses on changing consumption behavior in connection to a specific purchase. This strategy is more narrow compared to the first strategy as it only

targets a specific purchase and aims to influence it to become more sustainable. An example of this is persuading a consumer to purchase a clothing item made from recycled material.

The third strategy entails informing consumers and other interest groups about a company's sustainable goods or services, with emphasis on informing since the strategy does not aim to convince consumers to purchase from the particular brand. It does not include the whole company, rather segments of the company that are sustainable.

The fourth communication strategy aims to persuade consumers to purchase from a specific company built on the argument that the company is sustainable. This strategy emphasizes the company rather than a specific product or an overall lifestyle. Therefore, it calls for an overall sustainable strategy that includes all of the parts of the company rather than a specific product line (Emery, 2012).

These different types of sustainable communication strategies are commonly encountered when brands are positioning themselves as sustainable. When looking at fast fashion brands, one can see that most of them do not have an overall sustainable strategy that applies their entire business, instead they often have specific sustainable product lines. An example of this is Conscious Collection which is a sustainable line in H&M's assortment where the products contain at least 50% recycled or sustainably produced materials (H&M n.d.). This does not mean that H&M is entirely sustainable. However, it gives a signal to the consumers that they care about the environment, are making an effort to become more sustainable and carry sustainable options, giving the consumer the option of consuming more sustainable products (EcoWatch, 2020).

2.4 Sustainable Marketing Strategies

There are numerous strategies that are used by businesses in order to market their sustainable products. These strategies are referred to as sustainable marketing strategies. The sustainable marketing strategies presented below are the ones that will be further analysed in the thesis. These were identified and presented in section 1.1.3.

One can wonder how sustainability and marketing can be connected, as some assume marketing is about increasing consumption. However, in referring to Kotler et al. (2013), Ottosson and Parment (2016) define marketing as:

> ".... the process through which businesses create value for customers and build profitable, long term relationships." (Ottosson & Parment 2016, s.10)

With this definition, it becomes clear that marketing is about building relationships and offering value to customers, rather than just selling products or services (Ottosson & Parment, 2016).

2.4.1 Sustainability Labels

One way of communicating sustainability is through labels and certifications. These can be good sustainable marketing assets since they can offer an advantage when consumers are choosing between brands (Guyader et al., 2020). Labels and certifications can either come from a third party, or be created by a brand itself and typically focuses on different sustainability issues. Common certifications in Sweden include Rainforest Alliance, Marine Stewardship Council (MSC), Bra Miljöval, KRAV, EU Organic and GOTS (Naturskyddsföreningen, 2020). Since there are many different sustainable certifications and labels, it can be difficult for consumers to navigate between them. Sometimes consumers do not know what they stand for, apart from representing sustainability (Hartmann et al. 2020).

Within the fast fashion industry, many brands have created their own sustainability labels to communicate certain sustainability actions taken when producing a particular product. An example of this is H&M, who has created a product line marked with a sustainability label. What is unique about the collection, unlike the rest of H&Ms assortment, is that the clothing pieces consist of at least 50% sustainably sourced or recycled material (H&M, n.d.). One goal in line with their sustainability work is to only produce clothes from sustainably sourced or recycled material by 2030. In order to become more transparent, H&M is working on introducing labels with more detailed information about the materials (H&M, n.d.).

Another fast fashion brand that has created its own sustainability label is ZARA. The label is called *Join Life* and is used for their sustainable collections. The main goal of the Join Life label is to communicate economic, social, and ecological sustainability. ZARA has chosen to focus on the preservation of fresh water, biodiversity, reduction of greenhouse emissions, recycling, reducing plastic as well as improving the wellbeing of workers and manufacturers (ZARA, n.d.). In addition to H&M and ZARA, the use of in-house created sustainability labels can be found at other fast fashion brands like NA-KD, Lindex and KappAhl.

Greenpeace textile expert Viola Wohlgemuth (2019) states that it can be problematic that so many fast fashion brands create these labels and their own criteria as it is an easy route to claim sustainability. This can convince consumers that they are purchasing a sustainable option which is not always the case (EcoWatch, 2020). An article published by Vogue Business (2019), states that consumers want more sustainability information to be available, and for information to be labeled on individual products. However, the article also states that there is a strong lack in trust regarding sustainability labels. In 2018, Ipsos Mori conducted a study that asked over 7,000 consumers, across seven markets, about their view on sustainability efforts. The study concluded that only 20% of consumers would trust sustainability labels created by the manufacturer itself, and that third-party certifications was the top way to ensure that the product met certain sustainability standards (Vogue Business, 2019). The article further claims that building a reputation is key in order for a sustainability label to be effective. This is both difficult and takes time, yet it is crucial for the labels to have effect (Vogue Business, 2019).

Another important aspect concerning sustainability labels, is that they are often designed in a particular way to make consumers associate them with a sustainable purchase. This practise is called *green design* and is an accessible way of communicating the sustainability of a product (Baines et al., 2008). One way of using green design is through colors. Certain colors are more associated with sustainability than others. According to Sundar and Kellaris (2017), the colors green and blue are especially associated with sustainability and make a product seem more ethical. Their study showed that the exact same logo in a different color resulted in a different perception of the brand among consumers. It is therefore clear that the colors blue and green are strongly associated with sustainability regardless of how sustainable the product really is. The effect is due to the embodied meaning of the colors. The word "green" influences ethical

ratings more than the word "blue", but the visual exposure of the colors induces similar perceptions of sustainability and eco-friendliness (Sundar & Kellaris, 2017).

2.4.2 Recycle for Reward

Several fast fashion companies have started offering rewards to consumers who recycle clothing in their store. H&M is one of the fast fashion brands who offers this concept as a part of their sustainability work. They offer a 15% discount to consumers who recycle old clothing in their stores (H&M, n.d). A similar concept is offered by Lindex (Lindex, n.d.). This sustainable marketing strategy is beneficial both for the company, as well as the consumers. The consumers receive a discount to use for upcoming purchases and the company thereby ensures that the consumers have a reason to return to their store, as well as benefiting from using a highly visible sustainable marketing strategy. Studies show that people are more prone to recycle if they receive a reward for their action. It is therefore commonly used as motivation to increase the habit of recycling (Sustainable Brands, 2014).

Even though recycling for a reward may be a good way for consumers to start recycling their old clothes, it might not be a solution in comparison to the impact the fast fashion industry has on the environment. It has been shown that in-store recycling is perceived as a solution of the symptom rather than the real problem. The symptom being the increase of textile waste and the problem is increased levels of consumption (Engström & Nicklasson, 2015). Instead of promoting a more sustainable consumption pattern, the recycle for reward strategy could be argued to encourage continued consumption due to the discounts that are distributed.

Previous research shows that consumer textile disposal behaviour, mainly focused on clothing waste, varies between consumers who often buy clothes and consumers who do not have an interest in purchasing clothes. Consumers who purchase more clothing have a lower disposal rate than consumers who do not purchase as much clothing. Frequent clothing purchasers have a greater interest in participating in other methods of disposing of unwanted clothes, rather than just throwing them away. These methods include swapping or reselling clothes. This means that consumers with a greater interest in fashion are more aware of the value of their clothes and are at a higher level trying to retain the value for themselves and others. Even if this consumer group is more likely to consume more for pleasure rather than need, they have a

higher tendency to use methods that make the consumption of new clothes less expensive (Weber et al., 2016).

2.4.3 Climate Compensation

One way for companies to become more sustainable is through climate compensation. Climate compensation is frequently used within different industries including the fast fashion industry. The general idea of climate compensation is that the company that causes carbon emission pays a corresponding amount to the emissions. The money paid for climate compensation can go toward different sustainability projects, for instance tree planting, preserving forests or expansion of renewable energy. However, it is rare that companies state the type of climate compensation they engage in, and rather just mention that they climate compensate (Naturskyddsföreningen, n.d.).

Within the fast fashion industry, ecommerce companies frequently use climate compensation in order to compensate for the carbon emission caused by the shipping and thereby use it as a sustainable marketing strategy. The fast fashion company NA-KD has since 2019 climate compensated all shippings and returns (NA-KD, n.d.). Swedish brand Gina Tricot also has a program for climate compensation. The brand is a part of the Swedish Textile Initiative for Climate Action (STICA), an organisation that helps educate Swedish textile businesses about climate issues and how to reduce impact on the environment (Gina Tricot, n.d.). In 2018, Gina Tricot climate compensated for all of their product transportations from Turkey and Pakistan and are constantly working on reducing their impact on the environment (Gina Tricot, n.d.).

One reason why climate compensation appeals to consumers is guilt. Humans tend to resonate in terms of "environmentally friendly" and "harmful". Morally, consumers often consider the sum of their actions, rather than the average. This leads to compensatory green actions like climate compensation in order to compensate for former unsustainable actions. Sustainable compensation might then make us believe that we can compensate for our unsustainable actions and thereby makes us feel less guilty (Sörqvist & Langeborg, 2019).

A study by Konsumentverket (2020) shows that 82% of the respondents have come in contact with the concept of climate compensation. Even though the concept is well known, it might be hard to understand what climate compensation implies. Half of the respondents in the study

had a hard time understanding the concept. Anna-Carin Widmark, an investigator at Konsumentverket, declared that since many consumers aspire to live more sustainably, it is vital that they understand and trust the marketing concepts. It is therefore a challenge for companies who climate compensates to have a clear communication with their consumers in order to avoid misunderstandings of the concept.

2.4.4 Recycled Materials

Another identified marketing strategy is using recycled materials when producing clothing. This strategy can in some cases be closely related to the use of sustainability labels since the labels can stand for the use of recycled materials. With a great deal of new innovations emerging and driving the textile recycling process, the strategy has received much attention from the media. The Swedish innovation Blend Re:wind is one innovation that has attracted attention. Blend Re:wind is a process that makes it possible to recycle mixed-textile clothing, like cotton-polyester blends. This process reclaims the fibers so that they can later be used as new raw materials (RISE, n.d.). Even new technologies that allow cotton to be re-dyed are being innovated (BBC, 2019).

On a global level, 56 million tonnes of clothes are bought each year and only 12% of all materials used for clothing is being recycled (BBC, 2020). The unsustainable consumption behaviour is a result of the fast changing fashion trends and the low prices on fast fashion products which make it possible for consumers to buy clothes more often than they need. Modern clothing typically has a lifespan of between 2-10 years, meaning consumers do not need to purchase clothes as frequently as they do today (BBC, 2020). One reason for this is that consumers tend to follow trends and purchase new clothing because they simply are in style. Recycling old clothing and using that material in the creation of new ones can therefore be a sustainable solution. However, even though recycled textiles is a better option it is not a solution to overconsumption, nor will it decrease the unsustainably high demand for fashion (BBC, 2018). On the other hand, it might indeed reduce the need for production of new textiles which will lead to lower carbon emission, making the fast fashion industry more sustainable. Well-known fast fashion brands that use recycled materials in some of their products are H&M, ZARA, NA-KD and Lindex and Monki (Testfakta, 2015).

2.5 Hypotheses

Based on the theory presented in the Theoretical Framework, the hypotheses for this research are formulated for all four sustainable marketing strategies.

Hypothesis 1: Sustainability Labels

Research presented in Vogue Business (2019) states that 69% of respondents want sustainability information to be labeled on individual products leads researchers to believe that there is a correlation between consumers' opinion and behaviour related to the marketing strategy. Consumers' look for labels to help guide their choices, further strengthening the belief in the hypothesis (Vogue Business, 2019). In addition to this, as green design is commonly used when designing labels, this should increase the sustainability perception (Sundar & Kellaris, 2017). This results in the hypothesis below.

H_0= There is no correlation between consumers' opinion about sustainability labels and their action related to the strategy.

H_1= There is a positive correlation between consumers' opinion about sustainability labels and their action related to the strategy.

Hypothesis 2: Recycle for Reward

Studies show that consumers are more prone to recycle if they receive a reward for their action (Sustainable Brands, 2014). Since this is the underlying concept of recycle for reward, consumers should therefore be motivated to use this strategy, especially if they find recycling to be a sustainable action. Further, as research states that frequent clothing purchasers are more keen to find alternative ways of disposing clothes, this should drive interest in the strategy (Weber et al., 2016). This results in the hypothesis below.

H_0= There is no correlation between consumers' opinion about recycle for rewards and their action related to the strategy.

H_2= There is a positive correlation between consumers' opinion about recycle for reward and their action related to the strategy.

Hypothesis 3: Climate Compensation

Based on the study by Konsumentverket (2020) implying that the concept of climate compensation is well established in Sweden, in combination with Sörqvist & Langeborg (2019) statement that climate compensation appeals to consumers' guilt, there should be a positive correlation between opinion and action if the consumers find the strategy sustainable. A hypothesis was constructed in order to investigate Swedish consumers' opinion and action related to climate compensation.

H_0= There is no correlation between consumers' opinion about climate compensation and their action related to the marketing strategy.

H_3= There is a positive correlation between consumers' opinion about climate compensation and their action related to the marketing strategy.

Hypothesis 4: Recycled Material

Based on the attention the new innovations regarding recycled material has received in the media, the researchers believe that the strategy, due to the media attention, is considered sustainable by consumers. Further, as many fast fashion brands have implemented this strategy already, it is believed that consumers would feel motivated to purchase clothes made by recycled materials, especially if they find the given strategy to be sustainable. This results in the hypothesis below.

H_0= There is no correlation between consumers' opinion about recycled material and their action related to the strategy.

H_4= There is a positive correlation between consumers' opinion about recycled material and their action related to the strategy.

3. Methodology

The following section describes the method that was used when conducting the research. The reasons behind the choice of methodological approach are thoroughly discussed in each section with the aim of providing the reader with understanding of the chosen approach. The methodology covers the research approach that was used, how the research was designed, how the data was collected, demographics of the respondents, how the data was analysed and ethical considerations. Lastly, the research quality will be discussed through looking at the validity and reliability of the research.

3.1 Research Approach

3.1.1 Deductive Approach

A research can either be conducted through a deductive approach or an inductive approach. A deductive approach is a study that is guided by theory, whilst an inductive approach is one that results in theory (Bryman & Bell, 2011). Qualitative research is often used in a more exploratory manner and is therefore commonly based on an inductive approach (Patel & Davidson, 2011). On the other hand, when conducting quantitative research, a deductive approach is more commonly used in order to formulate hypotheses prior to research. The research presented in this thesis uses a deductive approach as the research question and hypotheses are based on theory and previous research (Bryman & Bell, 2011).

3.1.2 Quantitative Research Method

When looking at research, there are two types of data that can be collected, qualitative data and quantitative data. Quantitative and qualitative methods differ from one another in how the data is collected, processed and then analysed. A quantitative research method can for example be used to understand relationships between variables and quantify opinions or behaviors. The sample size is often larger in quantitative research methods, making it easier to draw generalised conclusions about the population (Bryman & Bell, 2011). Qualitative research is commonly used in an exploratory context researching something there is little knowledge about, and the sample size is often smaller as qualitative research is more resource-intensive (Patel & Davidson, 2011).

In this study, a quantitative research method has been used as it fits the purpose of the report better than a qualitative method. In investigating the potential correlation between opinion and action regarding sustainable marketing methods, a quantitative research method allows the researchers to quantify the potential correlation and draw conclusions.

3.2 Research Design

3.2.1 Construction of Survey

In order to collect the quantitative data, a survey was constructed. Surveys are a method of collecting information and are based on questions. An important aspect considered when constructing the survey, was explaining to the participants why their answers were important and through this increasing their motivation to respond to the survey. According to Patel and Davidson (2011), it can be difficult to encourage individuals to answer surveys if the outcome does not directly benefit or affect them personally. For this reason, it is important to increase this motivation by for example explaining the purpose of the survey, and further relate this to the individual's own interests. In addition to this, it is important to state whether or not the survey is anonymous (Patel & Davidson, 2011). In the beginning of the survey, the researchers opened up with a text stating the purpose of the survey, the importance of each individual contribution, as well as the privacy information. Further, the same information was stated in the email in which the survey was communicated. This is referred to as the survey invitation (Patel & Davidson, 2011). The researchers also announced a voluntary competition for all respondents. By announcing that respondents could win a bag of Christmas goodies if they replied to the survey, the incitament for taking the survey increased.

When constructing a research method, one must consider the level of standardisation and structure. The level of structure refers to how open the questions are for interpretation depending on the respondents previous knowledge and experience (Bryman & Bell, 2011). The level of standardisation refers to the amount of responsibility left to the interviewer when it comes to formulating the questions. The constructed survey contained fixed answer alternatives in order for data to be able to be aggregated and compared. As the research method was a survey with fixed answer alternatives, this involved high structure and high standardisation (Patel & Davidson, 2011).

When constructing the questionnaire, several factors were considered in terms of formulating the questions. Firstly, the researchers closely considered if the questions captured all aspects of the research question. As opposed to interviews, surveys cannot be adjusted after completion if questions were missed so this was of high priority. Effort was also put into adapting the language after the targeted respondents, and long or judgemental questions were avoided. In terms of structure, the survey was constructed so that easy questions were asked in the beginning. The reason for this was to make the respondents feel capable of answering. Thereafter, the statements were presented. The earlier questions provided context for the later questions (Patel & Davidson 2011).

The first section in the survey titled "About You", focuses on demographic questions about the respondent. The questions ask about the respondent's age and gender which was considered to be important and necessary information. This was also a way of starting the survey with asking neutral questions, which is common practise in surveys and interviews (Patel & Davidson, 2011). The second section focuses on fast fashion shopping habits in order to partly define what fast fashion is, and also assess how often the respondent shops for new clothes. The question regarding which fast fashion store the respondents shop at, acts as a motivating question because it can be considered fun to respond to (Patel & Davidson, 2011). The final section consists of a list of statements related to sustainable marketing. For each of the four sustainable marketing strategies chosen, there are two questions: one that assesses the respondent's opinion of the strategy and one that assesses the respondent's action related to the strategy. This data was further analysed via regression analyses discussed in section 3.4. The final question focused on which marketing strategies the respondent perceived to be the most sustainable, if forced to compare them. This question was asked in order to enable more concrete conclusions to be drawn regarding the most effective sustainable marketing strategies.

3.2.2 Web Survey

The survey was constructed as a web survey, which opens up many possibilities in terms of customisation (Bryman & Bell, 2011). The survey was designed in such a way that the researchers could control how many questions were visible at a time and thereby group questions depending on their nature. An example of this was that all statements were grouped in one section in order to provide instructions that were relevant for the entire section. This decision was motivated by evidence stating that respondents find the survey shorter if related questions are presented on one page rather than appearing one by one (Bryman & Bell, 2011). This could lead to a lower percentage of respondents quitting the survey halfway through because of the time it took to complete the survey (Patel & Davidson, 2011). By using a web survey, the survey could also be made more appealing by customising the colour of the survey. The survey can be found in *Appendix 9.1.*

One factor that was taken into account is that studies show that web surveys typically result in a lower response rate than conducting a survey in a face-to-face format. However, the decision was made that a web based survey would be more easily distributed and the speed of responses would most likely be higher when conducting an online survey. In addition to this, the COVID-19 pandemic also made a web-based survey more feasible considering governmental recommendations regarding social distancing. Further, web based surveys are often better in terms of data accuracy as the step of transferring data to a spreadsheet is eliminated (Bryman & Bell, 2011).

3.2.3 The Likert Scale

The scale used throughout the survey is called the Likert Scale. The scale is commonly used to measure respondent's attitudes, opinions or behaviors connected to a specific subject (Patel & Davidson, 2011). The benefit with using a scale like this is that it enables more nuanced answers, rather than simply a "yes" or "no". One aspect to be mindful of is central tendency, meaning that respondents have a tendency to choose the middle alternative. A way of battling this could be to add an even number of options in the scale, commonly referred to as the even Likert Scale (Patel & Davidson, 2011). However, the choice was made to keep the scale at a five-point scale in order to have a neutral answer alternative, which is referred to as an uneven Likert Scale. Otherwise, respondents could have been forced to have an opinion about something they did not have an opinion about, which could result in inaccurate data (Bryman

& Bell, 2011). There has been a discussion of whether it is better to use a five-point Likert Scale or a seven-point scale and different scientists have different claims. Arguments for the five-point scale include a quicker response time, less fatigue among respondents as well as it being easier to analyse data results. Arguments for the seven-point scale include claims that it provides more accurate data as the respondent has more options, leading to a better data distribution as well (Gregg & Salisbury, 2001). However, considering the risk of not receiving enough survey replies and being mindful of time, the choice was made to proceed with the five-point scale.

When discussing the Likert scale, it is important to emphasise that the respondents reply according to their own view of their opinions and behaviours. This means that a respondent might reply that they strongly agree with a statement regarding behaviour, when this is not true in real life (Bryman & Bell, 2011). This is a difficult challenge to solve, as there were not enough resources to follow each respondent for a certain amount of time in order to see their actual behaviour. The decision was made to trust the respondents assumptions, yet being mindful of the potential error.

Another important aspect is to consider what the neutral and extreme points mean to different respondents. For one respondent, the "neutral" response may mean that the respondent does not have an opinion, while it for someone else means that they are in between a negative and positive opinion (Bryman & Bell, 2011). This may sound like minor details, but it must be taken into account when considering the method used. In order to minimize errors in the data collection, instructions were included above the section of statements that advised the respondent how to go about responding to the statements.

3.2.4 Sample Selection

The survey was sent out via email to 4,790 students at the University of Gothenburg, School of Business, Economics and Law via an email list named "Handelshögskolans fakultetsnämnd". The population is 6,263 students and the sample therefore makes up more than half of the population (Handelshögskolan, 2020). When selecting how to distribute the survey, one main concern was not receiving enough survey responses. This led to the decision of using convenience sampling. One risk with using convenience sampling is that the sample may not be representative of the population and that further generalisations cannot be drawn

(Bryman & Bell, 2011). Due to resource restraints, it was not possible to go through the entire email list and investigate the sample in detail with regard to gender, age, or other demographic information. However, as the email list is frequently used to send out important information to students, an assumption was made that it is indeed representative of students at Handelshögskolan. From a gender distribution standpoint, this would mean that the list was made up of 49% men and 51% females, reflecting the gender distribution at Handelshögskolan (Handelshögskolan, 2020).

As the research question focuses on fast fashion consumers in general, a discussion must be held regarding if the selected sample is representative of fast fashion consumers as a broader group. The sample only reaches students, which are higher educated individuals that could potentially be more aware of sustainability than individuals lacking a higher education. This due to the fact that Handelshögskolan has sustainability integrated in each program (Handelshögskolan, 2020). According to Statistics Sweden (2020), 44% of Swedish citizens have studied at a higher level than high school. In other words, close to half of all consumers have studied at a higher level. For the consumers that have not studied at a higher level, an assumption has been made that they have close to the same knowledge and interest regarding sustainability as the higher educated group. This assumption is based on the fact that Sweden has a strong policy in place for educating high school students in sustainability (Naturskyddsföreningen, 2018). The assumption to disregard the sustainability knowledge difference between the higher-educated consumers and the other consumers is also confirmed by an article written by Finisterra do Paço et al., (2008). In referring to a study conducted by Samdahl and Robertson, the article states that education level is not a reliable variable when identifying which consumers are environmentally aware (Finisterra do Paço et al., 2008). This could have been different if the sample only consisted of students studying within an environmental field which is not the case in this sample. Further, as the largest fast fashion consumer group is defined as consumers under 35, the fact that the survey was sent out to younger individuals was concluded not to affect the generalisability of study (Power Retail, 2019).

3.3 Data Collection Process and Demographics

3.3.1 Data Collection Process

The survey was distributed via email. In referring to Sheehan and Hoy, Bryman and Bell (2011) state that email surveys are commonly used when studying a smaller, more homogeneous group of people. Bryman and Bell further state that there is a distinction between embedding a survey in an email and simply adding it as an attachment. When deciding between the options, it is important to consider the target group for the survey and adapt the email accordingly (Bryman & Bell, 2011). The researchers chose to attach the survey as a link in the email. This decision was made by considering the target audience and the survey format. As the aim was to distribute the survey among consumers, the assumption was made that the technical knowledge was relatively high, and therefore there would be little problems with opening the attached link. The target demographic was specifically Swedish consumers, thus the email accompanying the survey stated that the language of the survey would be Swedish. It would therefore not be necessary for non-Swedish speakers to participate. The decision was also made that the survey format worked better when created as a web survey via Google Forms, rather than providing the questions directly in the email.

The email with the survey and the survey invitation was sent out on a Wednesday morning, following survey best practices as concluded in a research article written by Faught et al., (2016). The research concluded that surveys sent out on Wednesday mornings receive more responses than those sent out other days (Faught et al., 2016). A reminder was sent out Friday and the survey was closed on Sunday night when the desired response rate had been achieved.

3.3.2 Demographics

Out of the 4,790 individuals that were invited to complete the survey, 448 responded which equaled a response rate of 9.4%. The distribution between men and women presented in *Table 3.1* was slightly skewed as the distribution at Handelshögskolan is 51% women and 49% men.

Table 3.1 Respondents' Gender Distribution

Men	39.3%
Women	60.7%

The age distribution of the respondents presented in *Table 3.2* was highly influenced by the fact that it was sent out to university students.

Table 3.2 Respondents' Age Distribution

16-20	15.6%
21-25	55.1%
26-30	20.8%
30+	8.5%

3.4 Data Analysis Process

3.4.1 Regression Analyses

When all data had been collected it was used to create four regression analyses in order to determine if there was a correlation between the dependent variables and independent variables. The correlation that was aimed to be demonstrated was between the respondents' opinion of each sustainable marketing strategy and as well as their behavior connected to the strategy. The dependent variable was the behavior and the independent variable was the opinion of the sustainable marketing strategy. The data points that were used to construct the regressions were extracted from the survey as presented in *Tables 3.3, 3.4, 3.5* and *3.6*.

Table 3.3 Marketing Strategy: Sustainability Labels

Variable	Focus Area	Survey Question*
Independent Variable	Opinion of strategy	I consider fast fashion brands' own sustainability labels to be sustainable.
Dependent Variable	Behaviour connected to strategy	I have in the past year purchased clothes certified with a fast fashion brand's own sustainability labels.

Table 3.4 Marketing Strategy: Climate Compensation

Variable	Focus Area	Survey Question*
Independent Variable	Opinion of strategy	I consider climate compensation to be sustainable.
Dependent Variable	Behaviour connected to strategy	I have in the past year chosen to purchase fast fashion from one company over another due to the fact that they climate compensate.

Table 3.5 Marketing Strategy: Recycle for Reward

Variable	Focus Area	Survey Question*
Independent Variable	Opinion of strategy	I consider the offer of recycling for a reward to be sustainable.
Dependent Variable	Behaviour connected to strategy	I have in the past year recycled clothing in a fast fashion store in order to receive a reward in return.

Table 3.6 Marketing Strategy: Recycled Materials

Variable	Focus Area	Survey Question*
Independent Variable	Opinion of strategy	I consider fast fashion clothing made from recycled material to be sustainable.
Dependent Variable	Behaviour connected to strategy	I have in the past year purchased fast fashion clothing that is made from recycled material.

Questions translated from Swedish

The purpose of using a regression analysis was to attempt to demonstrate to what extent, if at all, the independent variable affects the dependent value. If there is a relation between the two variables, there will be a correlation. The dependent value affects the independent value, by calculating the correlation you will get the coefficient that determines exactly how much the dependent value affects the independent value (Graphpad, 2009). Since there were four independent strategies that were studied, four regression analyses had to be created. The regression analyses are crucial in order to evaluate the hypotheses presented in section 2.5.

3.4.2 Data Analysis

The variables that were taken into account when conducting the analysis process were the p-values, regression coefficients and the 95% confidence intervals. The p-value measures the probability that the observed correlation happened by random chance and helps determine the statistical significance. The statistical significance of the observed correlation will appear greater the lower the p-value is. Statistical significance therefore means that it is unlikely that the null hypothesis is true. For this analysis, a p-value less than 0.05 was considered statistically significant. This was determined due to the value 0.05 being a widely accepted and standardised value within business research (Jaggia et al., 2016). If the p-value for the regression analysis was lower than 0.05, the regression's coefficient would be compared to the

other strategy's 95% interval. The strategies' 95% interval was retrieved from the regression analyses where the upper and lower values of the intervals were found. If the value of the coefficient proved not to be located within the interval it was compared to, it could be determined if one strategy had a stronger relationship between the variables than the strategy it was compared to (Jaggia et al., 2016). The comparison was made between all strategies which were statistically significant. The strategy that had a higher value than the compared interval relative to the other strategies was the one considered to have the strongest correlation between behavior (dependent variable) and opinion (independent variable) of the sustainable marketing strategy. To demonstrate the values of the coefficients from the regressions and the lower and upper values of the confidence intervals for each sustainable marketing strategy, a coefficient plot was created (see *Figure 4.5*). By illustrating the relationship between the regressions with a coefficient plot, one can demonstrate which marketing strategy that has the strongest correlation between the dependent and independent variables. The coefficient plot was primarily constructed to simplify the comparisons, intervals, and coefficients.

3.5 Ethical Considerations

In referring to Diener and Crandall, Bryman and Bell (2011) define foure ethical areas that should be taken into consideration when conducting business research. These areas are: if the study poses harm to participants, if there is a lack of informed consent, if there is an invasion of privacy and if there is deception involved (Bryman & Bell, 2011).

In referring to this thesis, the ethical considerations that were most applicable were regarding confidentiality and privacy which fits into several of the categories above. According to the MRS Code of Conduct, anonymity must be preserved unless the respondent has been informed who the information will be shared with and for what purpose (Bryman & Bell, 2011). As there was a lottery added to the survey in order to increase motivation among respondents, email addresses were collected. One way to respect the privacy of respondents was to make the lottery optional and therefore respondents could make a decision if they wanted to share their email address. Another way of acting ethically was to not collect unnecessary information. For this reason, only email addresses were collected in the lottery as everything else was considered unnecessary information. The email addresses were later deleted once the winner had been contacted.

Further, the survey invitation clearly stated what the responses would be used for as it otherwise would risk being unethical under the category of "lack of informed consent" (Bryman & Bell, 2011). This way, respondents could make an informed decision on whether or not they wished to participate. This did however need to be balanced as too much information about the research could make potential respondents assume the survey would take more time or be too complicated (Bryman & Bell, 2011).

3.6 Research Quality

3.6.1 Reliability
Reliability is a common criteria when evaluating business research and refers to the question of whether the results of a study are repeatable. The reliability of the research depends on how the research is conducted and how the data is analysed (Bryman & Bell, 2011). One way of ensuring reliability was to conduct research via a survey. According to Patel and Davidson (2011), conducting research via interviews adds an extra element of uncertainty as the interviewer must interpret answers which may be interpreted differently but someone else. This was eliminated by using a structured and standardised questionnaire.

Another step taken to ensure reliability was to have clear instructions for the respondents throughout the survey. According to Patel and Davidson (2011), including instructions is one crucial way to ensure reliability. The section that this was most applicable to was the statement section. Further, in order to verify that the questions were easily understood and would not be misinterpreted, the researchers conducted a test survey shared with personal connections. By gathering feedback from the test respondents, the survey could be adapted accordingly. These steps follow best-practices described Patel and Davidson (2011).

3.6.2 Validity
Validity refers to the integrity of the conclusions drawn from research. One aspect of validity is measurement validity which refers to whether or not the measure of a concept actually measures what it is set out to measure (Bryman & Bell, 2011). In the case of this thesis, two variables that were measured via the survey were *opinion* and *behaviour*. As discussed in section 3.2.3, the survey captured what the respondents themselves recalled about their behaviour, which might not always be synonymous with their actual behaviour. Consumers

may engage more in the sustainable marketing strategies than they themselves are aware of. While this needs to be taken into account, as the research aimed to primarily capture choices that the consumers were aware of, it does not have a large impact on the measurement validity of the research. In order to further confirm measurement validity, the researchers asked other individuals for their opinion on whether the questions captured the desired variable or not. This is in line with the intuitive process Bryman and Bell (2011) describe.

Another aspect of validity includes internal validity which refers to the issue of causality (Bryman & Bell, 2011). As the research aimed to identify correlations between the independent variable *opinion* and the dependent variable *behaviour*, the question must be asked if the independent variable actually causes the dependent variable. As stated throughout the thesis in referring theory and previous research, opinion does influence consumer behaviour. However, consumers may have engaged in sustainable consumer behaviour due to chance because they simply liked the item they were purchasing. Another aspect that must be considered is that the dependent variable can be affected by availability. Respondents may have claimed to think one strategy was sustainable and therefore had a high opinion of it, yet their opinion had not led to action simply because the strategy had not been available in their fast fashion store of choice. Due to limitations of the study, these possibilities were not closer assessed.

With regards to external validity, the discussion of whether or not the results can be generalised is further discussed in section 3.2.4. However, as the respondents had a relatively even distribution between genders, and the majority were within the fast fashion industry's target consumer group, the results are seen as applicable to fast fashion consumers as a group.

4. Results

The following section presents the empirical results from the study. The results are divided into three sections: Fast Fashion Habits, Sustainability Interest and Opinion, and finally the Regression Analyses. In the final section, four regression analyses are presented and the comparison of the sustainable marketing strategies is conducted. The regression analyses are verified based on a significance value of 95%, corresponding to p < 0.05.

4.1 Fast Fashion Habits

As portrayed in *Figure 4.1*, respondents stated to frequently purchase clothes, with 94.2% of respondents purchasing clothes more frequently than once a year.
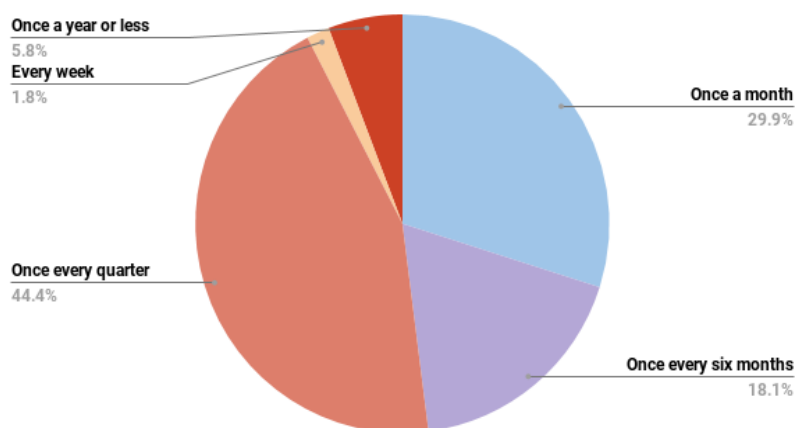
Figure 4.1 A pie chart illustrating the responses to the survey question "How often do you purchase new clothes?".

Respondents also stated to be relatively frequent fast fashion consumers, with 50.7% of respondents stating that they either *completely agree* or *agree to some extent* to the statement "I always purchase my clothes from fast fashion brands.", as portrayed in *Figure 4.2*. When questioned about which fast fashion brands respondents shop from, the five most common fast fashion brands were H&M (71.7% of respondents had shopped here in the past year), ZARA (40% of respondents had shopped here in the past year), Lindex (33.3% of respondents had shopped here in the past year), Gina Tricot (31.3% of respondents had shopped here in the past year) and Nelly.com (23.2% of respondents had shopped here in the past year).
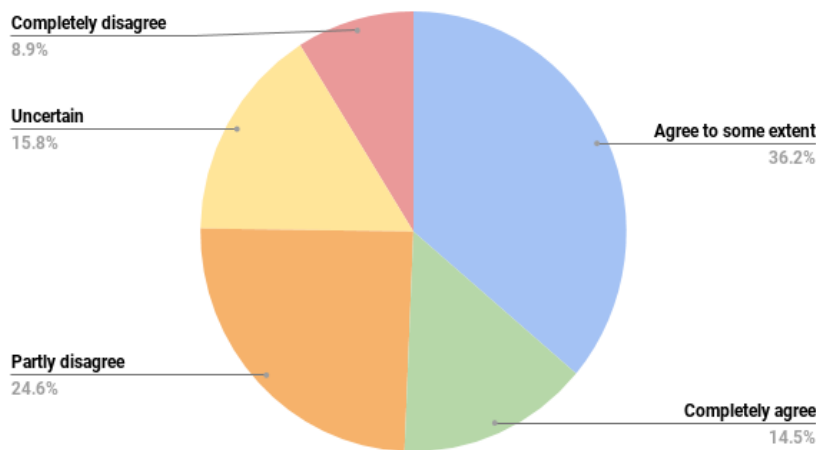
Figure 4.2 A pie chart illustrating the responses to the survey statement "I always purchase my clothes from fast fashion brands.".

4.2 Sustainability Interest and Opinion

Responses show that the respondents care about sustainability with 89.1% stating that they either completely agreed or agreed to some extent when respondning to the statement "I care about sustainability.". The distribution can be viewed in *Figure 4.3.*
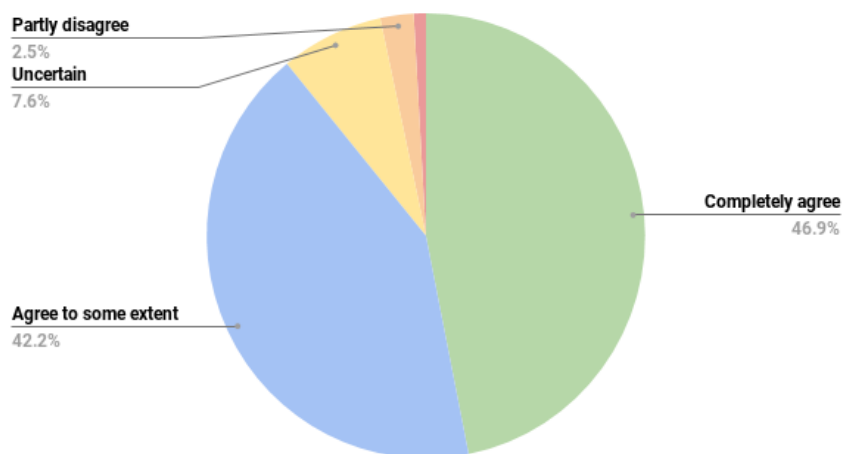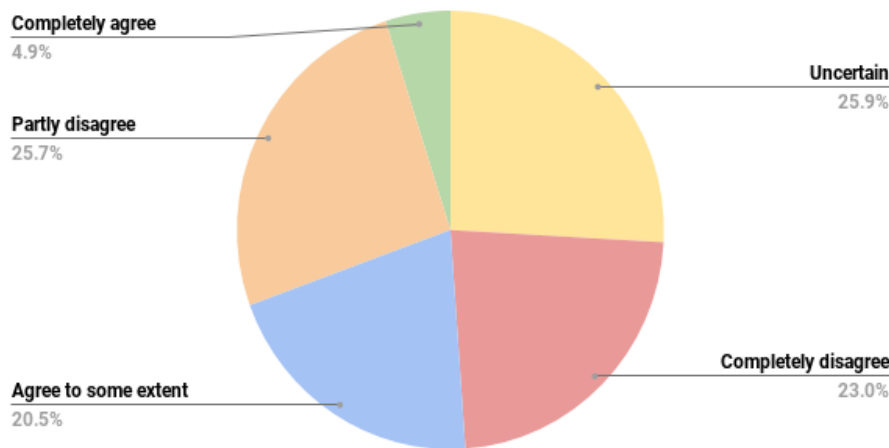

Figure 4.3 A pie chart illustrating the responses to the survey statement "I care about sustainability".

Although the majority of respondents care about sustainability, the responses for the statement "I research a fast fashion brand's sustainability work before purchasing" showed a less

unanimous response. As displayed in *Figure 4.4,* 69.4% of respondents stated that they *completely disagree*, *partly disagree* or are *uncertain*.

Figure 4.4 A pie chart illustrating the responses to the survey statement "I research fast fashion brands' sustainability work before purchasing.".

The final question of the survey asked the respondents to rank the four marketing strategies from most to least sustainable. The question was asked in order to get an indication of consumers' opinions of the four strategies when compared to each other. 77.5% found recycled material to be the most sustainable option as visible in *Table 4.1*. This is the strongest result that can be interpreted from this question. Climate compensation received the most votes for second and third place but the results are not as distinctive as recycled material in first place. The results for the fourth place are close between sustainability labels and recycle for reward.

Table 4.1 Respondents' ranking of sustainable marketing strategies

	First place (Most sustainable)	**Second place**	**Third place**	**Fourth place (Least sustainable)**
Recycled materials	77.5%	12.9%	5.8%	3.8%
Sustainability Labels	6.7%	20.5%	31.0%	41.7%
Climate Compensation	11.2%	39.7%	34.8%	14.3%
Recycle for reward	4.6%	26.9%	28.4%	40.2%

4.3 Regression Analyses

4.3.1 Evaluating Statistical Significance

The first step of the analysis is to determine if the results are statistically significant. The p-values of sustainability labels, climate compensation and recycle for reward which can be found in *Table 4.2,* are lower than 0.05 and are therefore statistically significant. As for the p-value of recycled material, the value is 0.0641, hence it is not statistically significant due to the 0.05 limit. Considering that the p-value is higher than 0.05, it indicates weak evidence against the null hypothesis. It can therefore not be confirmed that there is a relationship between the dependent and independent variable. For this reason, recycled material as a marketing strategy will not be further analysed.

The strategies sustainability labels, climate compensation and recycle for reward all have a p-value lower than 0.05, hence the null hypotheses can be rejected. In this case, this confirms that there is a correlation between the consumers' opinion and behaviour connected to each strategy. It is worth noting that the p-value for sustainability labels is distinctly low compared to the p-values of the other strategies, which are closer to the limit of 0.05. This indicates that there is strong evidence against the null hypothesis. As found in *Table 4.2,* the p-value for climate compensation is close to 0.05 and although this is below the 0.05 limit, the evidence against the null hypothesis is not as strong as for sustainability labels.

Table 4.2 Data retrieved from the regressions

	Coefficient	P-value	Lower 95%	Higher 95%
Recycled materials	0.2418	0.0641	-0.0144	0.4981
Sustainability Labels	0.5668	8.1764E-05	0.2925	0.8410
Climate Compensation	0.2203	0.04822	0.0018	0.4387
Recycle for reward	0.2892	0.0388	0.0151	0.5633

4.3.2 Comparison of Sustainable Marketing Strategies

Since the p-value of the marketing strategy recycled material exceeds 0.05 it will not be further analysed. The coefficients of the three remaining marketing strategies will be compared to each other's 95% intervals which were retrieved from the regression analyses. In order to illustrate the intervals and coefficients, a coefficient plot was created (*Figure 4.5*). The lines represent each marketing strategies' 95% confidence intervals between the upper and lower values derived from the regression analyses and the dots represent the coefficients. The exact values of the upper and lower values and coefficients can be found in *Table 4.2*. The coefficient plot offers a visible way of comparing the different regressions with each other. The values of the coefficients and the confidence intervals used are extracted from *Table 4.2*. As illustrated in *Figure 4.5*, the coefficient for sustainability labels has the value of 0.5668 and is therefore the highest coefficient value. The coefficient does not overlap the marketing strategies' intervals for either climate compensation or recycle for reward. The conclusion can therefore be drawn that the strategy sustainability labels has the strongest correlation between the independent variable *opinion* and the dependent variable *behaviour* when compared to the three other sustainable marketing strategies. After sustainability labels, climate compensation comes in second place, thereafter, recycle for rewards.
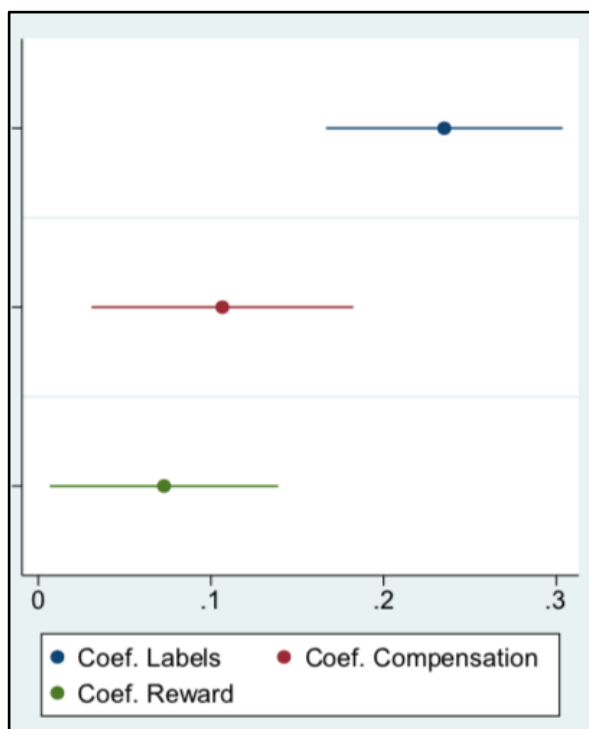
Figure 4.5 Coef. Labels indicate the coefficient from sustainability labels. Coef. Compensation indicates the coefficient from climate compensation. Coef. Reward indicates the coefficient from recycle for reward.

4.3.3 Evaluation of Hypotheses

Sustainability Labels

H_0= There is no correlation between consumers' opinion about sustainability labels and their action related to the strategy.

H_1= There is a positive correlation between consumers' opinion about sustainability labels and their action related to the strategy.

Result: H_1 is accepted. As the p-value 8.1764E-05 is lower than 0.05, the null hypothesis can be rejected.

Climate Compensation

H_0= There is no correlation between consumers' opinion about recycle for rewards and their action related to the strategy.

H_2= There is a positive correlation between consumers' opinion about recycle for reward and their action related to the strategy.

Result: H_2 is accepted. As the p-value 0.04822 is lower than 0.05, the null hypothesis can be rejected.

Recycle for Reward

H_0= There is no correlation between consumers' opinion about climate compensation and their action related to the marketing strategy.

H_3= There is a positive correlation between consumers' opinion about climate compensation and their action related to the marketing strategy.

Result: H_3 is accepted. As the p-value 0.0388 is lower than 0.05, the null hypothesis can be rejected.

Recycled Material

H_0= There is no correlation between consumers' opinion about recycled material and their action related to the strategy.

H_4= There is a positive correlation between consumers' opinion about recycled material and their action related to the strategy.

Result: The obtained results do not support H_4. As the p-value 0.0641 is higher than 0.05, the null hypothesis cannot be rejected.

5. Discussion

The following section contains a discussion of the empirical results presented in the previous section. In order to provide structure, the discussion is divided into four subsections, one for each sustainable marketing strategy. The discussion will aim to connect the empirical results to the theory presented in the Theoretical Framework in order to comprehend the findings.

5.1 Sustainability Labels

The results concluded sustainability labels to be the sustainable marketing strategy with the strongest correlation between consumers' opinion and their behaviour related to the strategy. In other words, this means that the consumers' opinion of the marketing strategy influences their behaviour. These results indicate that marketers should put effort into building the reputation of their sustainability labels, as consumers are likely to act according to their opinion.

In referring back to the article published by Vogue Business (2019) previously discussed in the *Theoretical Framework*, the article states that a lack of trust for sustainability labels leads to a weakening effect of the labels. Consumers are more likely to trust third-party certifications than they are to trust manufacturers' own sustainability labels (Vogue Business, 2019). In relating this theory to the results of the study, 76.3% of the respondents answered that they were either *unsure*, *disagreed to some extent* or *disagreed completely* when replying to the statement "I consider fast fashion brands' own sustainability labels to be sustainable.". These results strongly indicate the need for fast fashion brands to build the reputation of their sustainability labels, in order for them to be effective in promoting sustainable consumption. As several brands within the fast fashion industry have been accused of greenwashing, it is understandable why the trust for the labels is low. One way of building this trust is by offering more transparency to consumers and being sincere when addressing the brand's sustainability work (Hartmann et al., 2020). Considering that greenwashing suspicions often occur when a business fails to communicate supporting evidence to prove their sustainability claims, more transparency and better communication can be the solution to improve consumers' trust. This could over time reduce the greenwashing suspicions and build trust for the brands' own labels.

Strähle (2017) and Henninger et al., (2017) claim that consumers' knowledge of sustainability with regard to the fast fashion industry is deficient. Their research implies that even if consumers care about sustainability, it is difficult for them to comprehend the sustainability implications from the fast fashion industry. Based on this information, consumers should therefore not have enough knowledge to be influenced by sustainability labels. In relating this to this thesis, as the results showed very conflicting results regarding if consumers conduct research before purchasing from fast fashion brands, the conclusions presented by Strähle and Henninger should be applicable to this study as well. This would mean that the 39.1% of respondents that stated that they *agree* or agree to *some extent* when responding to "I have in the past year purchased clothes certified with a fast fashion brand's own sustainability labels.", would have purchased labeled clothing by chance.

However, on the other hand, Vogue Business's (2019) article states that sustainability labels are an easy way for consumers to make sustainable purchases. This means that even though consumers do not know the significance of the labels, a product with a sustainability label is perceived as more sustainable than a product without one. When these products are later compared to products without sustainability labels, they attract consumers with an interest in sustainability, regardless of their sustainability knowledge. In other words, consumers' interest in sustainability might therefore be sufficient enough for them to adopt more sustainable consumer behaviours. Aside from the meaning behind the labels, the color of the label could also impact and attract consumers that care about sustainability. As previously mentioned, Sundar and Kellaris (2017) stated that the colors green and blue are associated with sustainability and adding these colors to a label can change consumers' perception of the sustainability of the products. Since H&M's, Lindex's and many other fast fashion brands' sustainability labels are green, this must be weighed in when interpreting the results of the study.

In referring back to the study by Bauman (1998) previously discussed in the *Theoretical Framework*, the article argues that symbolic consumption is a strong identity market and consumption of sustainable products therefore mediate that the consumer cares about sustainability. In order for this to be visual for the consumers surrounding, a sustainable label can be useful. Compared with the three other sustainable marketing strategies, this one is the most visual for the consumer, considering the actual label. It can thereby be argued that

shopping for sustainable labels becomes a way for consumers to display their desired identity, in terms of being sustainable.

In drawing conclusions from the results of the thesis and previous research, sustainability labels can be seen as a way of easily communicating sustainability work and sustainable products. While it is debatable whether the consumers have an understanding of what the labels actually mean, the fact that brands often use green packaging techniques when designing them can make them be perceived as more sustainable. The fact remains that the correlation between the consumers' opinion of the strategy and their behaviour is the strongest out of the four strategies, indicating that it is a strategy to prioritise. It is important to mention that in referring back to Emery (2012), who introduced four sustainable communication strategies, sustainability labels belong to the strategy with emphasis on informing consumers about sustainable segments of the company rather than the company as a whole. If a fast fashion company wants a more general sustainability identity, sustainability labels are not the right strategy since it only concerns one or a couple of specific segments of the company's supply. On the other hand, the strategy is well fitted for when a fast fashion company wants to emphasise a sustainable product line.

5.2 Recycle for Reward

The results for recycle for reward prove a correlation between consumers' opinion and behaviour related to the strategy. In comparison to sustainability labels, the correlation between the variables for recycle for reward is not as strong, but still present. When asked whether the respondents ever had recycled for a reward in a fast fashion store, over half of the respondents claimed to never have taken part in such activities. When answering the statement if recycle for reward is a sustainable marketing strategy, the respondents' gave very different answers. Thereby, no strong conclusion could be drawn. 25.9% of the respondents were *unsure* and 20% either *partly disagreed* or *completely disagreed* with the statement. Considering the lack of respondents who had previously tried recycle for reward, as well as not perceiving the strategy to be sustainable, they are in fact acting according to opinion. It will therefore create a correlation as presented in *Table 4.2*.

One must take into account that the strategy does promote more consumption which may be the reason for why respondents ranked it among the least sustainable marketing strategies. A

solution for this could be to adapt the concept and make it more sustainable. Gillberg and Sandberg (2014) claim that people are more prone to recycle if they receive a reward in return, however a reward that requires more consumption might not be the right way to go. The marketing strategy of recycling clothes for a reward might also be too inconvenient and therefore not considered worth doing. If fast fashion brands could find a way of implementing the recycle for reward strategy in a way that is more appealing for consumers and more sustainable, this could lead to it being more effective in influencing consumers' consumption behaviours. After all, it has been proven that the concept of recycle for reward works in a different context.

When looking at the respondents in the survey, they were concluded to be relatively frequent clothing purchasers. In referring to Weber et al. (2016), this should mean that these consumers are more interested in participating in other methods of disposing unwanted clothes, rather than throwing them away. As the results concluded that over half of respondents had not participated in a program like this, one must consider that availability can be a reason behind this. Consequently, there is an opportunity for fast fashion retailers to develop this strategy further.

5.3 Climate Compensation

The results for climate compensation were similar to the recycle for reward strategy as the correlation between opinion and behaviour was present, yet not as strong as for sustainability labels. This means that the consumers tend to consume according to their opinion about the strategy. When looking at the respondents' opinions of climate compensation, they are fragmented but lean toward a more positive attitude regarding the strategy. However, it is important to highlight that 29.5% of the respondents are *unsure* of how sustainable the strategy is. Reasons for this may include that it is rarely stated what type of climate compensation the company supports and that the impact climate compensation has, is a widely debated subject in the media. This can lead to a conflicting attitude towards climate compensation.

A problem that appears when analysing consumers' perception on companies who climate compensate is that the consumers rarely need to engage in order to take part in the strategy. This means that the consumers may be unaware that they are purchasing from a company that climate compensates. The behavior variable can therefore be questioned as the respondents might be supporting climate compensation to a greater extent than they know of.

Strähle (2017) whose theory is presented in the *Theoretical Framework*, claims that consumers are not educated about the damage of the fast fashion industry and it might therefore be difficult for the companies to justify the extra cost of climate compensation. The strategy might work as an effective sustainable marketing strategy if the consumers are properly educated in the benefits of climate compensation, and/or receive the compensation free of charge. Since consumers could be unaware of their participation in climate compensation, it might be beneficial for the company to communicate the climate compensation efforts.

A strategy like climate compensation encourages sustainable actions related to one specific purchase. This type of communication strategy was mentioned in the *Theoretical Framework* in referring to Emery (2012). Since this strategy is narrower compared to the other strategies, as it focuses on one specific purchase, it might not affect the brands image as much as the other marketing strategies. It could therefore be essential for the company to introduce further strategies if the goal is a sustainable image.

5.4 Recycled Materials

The sustainable marketing strategy recycled material resulted in not being statistically significant due to the p-value of 0.0641. Given that for this analysis, a p-value higher than 0.05 was determined not to be statistically significant, the researchers could therefore not reject the null hypothesis. Thereby, the results did not conclude there to be a correlation between the variables. However, as the strategy still had a relatively low p-value, a discussion follows as it provides insightful observations.

The question where the respondents were asked to rank the four marketing strategies from least to most sustainable resulted in a clear winner being recycled material. Recycled material received 77.5% of the votes for the first place. As mentioned in section 2.4.4, there has been a lot of research conducted regarding developing methods to recycle old textiles. This has been brought to attention in the media and has frequently been referred to as a sustainable option. This can explain the fact that a large majority of the respondents believe that recycled material is the most sustainable strategy.

Looking at the correlation between the variables, being mindful of the p-value, it is relatively weak. This is an interesting observation considering that consumers ranked the strategy as the most sustainable one. It would therefore make sense for the consumers to consume products made from recycled materials to a greater extent than they do. One reason for this may be that there is an inadequate supply of clothing made from recycled materials. Many fast fashion brands tend to only use recycled materials in certain product lines, which can create a challenge in attracting a larger number of consumers. According to Henning et al. (2017) there are several factors that affect the clothing purchasing process, one of them being the design of the pieces. If fast fashion companies only offer certain collections made from recycled material, it might be difficult for the consumers to find something they like and therefore choose not to make a purchase.

However, one factor worth mentioning is that the final survey question asking respondents to rank the sustainable marketing strategies from least to most sustainable might have been a challenging question to answer. If the respondents had never considered comparing the strategies before, their answers may not have been well thought through as they were forced to answer. This might have affected the outcome. Nevertheless, due to the significantly high percentage of respondents considering recycled materials to be the most sustainable option, the outcome is considered reliable.

6. Conclusion

The purpose of this thesis was to investigate how sustainable marketing strategies used by fast fashion brands are perceived by consumers and how they affect consumers' behaviour. By bridging this knowledge gap, the goal was to help marketers better understand consumer behaviour related to sustainability and put theory into practice.

A quantitative method was used in order to identify a potential correlation between consumers' opinion and behaviour linked to four identified marketing strategies: *Climate Compensation*, *Recycled Materials*, *Recycle for Reward* and *Sustainability Labels*. The results concluded sustainability labels to be the strategy with the strongest correlation between consumers' actions and opinions. Further, recycle for reward and climate compensation had a correlation between the variables, yet not as strong as for sustainability labels.

Out of the four strategies, only recycled materials resulted in not being statistically significant due to the p-value being larger than the 0.05 limit. When observing the results from a specific question where the respondents were asked to rank the four strategies, recycled material was the strategy concluded to be the most sustainable according to the respondents. As the p-value of this strategy was relatively low at 0.0641, a discussion was held why this opinion did not translate to consumer behaviour. One reason identified was the deficient supply of clothes made from recycled materials. However, further conclusions could not be drawn due to statistical insignificance.

In conclusion, the results of this thesis conclude that sustainability labels is the marketing strategy that has the highest correlation between opinion and behaviour. This indicates a possibility for marketers to encourage sustainable consumer behaviour by improving the reputation of the strategy.

7. Implications and Suggestions for Further Research

The following section presents the implications of the results, as well as recommendations for how marketers can adapt their use of sustainable marketing strategies. In addition to this, suggestions for further research will be presented in order to inspire other researchers to continue the exploration of the sustainable marketing field.

7.1 Implications

The conclusions drawn in this thesis include valuable insights and recommendations that can be applied by marketers working for fast fashion brands. The study highlights both the importance of sustainability and implementing effective sustainable marketing strategies in order to obtain sustainability goals and be a brand of the future. The results conclude that sustainability labels have the highest correlation between consumers' opinion of the strategy and their behaviour. This indicates that if marketers put effort into building the reputation of their sustainability labels and thereby convince consumers that the labeled products are indeed sustainable, it will lead to more consumers choosing to purchase the labeled items.

The ranking of the sustainable marketing methods indicates that recycled material is perceived as the most sustainable strategy. Therefore, marketers should prioritise developing their offering to include more products made from recycled material in order to be perceived as a more sustainable company. Further, marketers should find a way of implementing the recycle for reward strategy in a way that is more appealing for consumers and more sustainable, as this could lead to it being more effective in influencing consumers' behaviours. After all, it has been proven that the concept of recycle for reward works in a different context.

Lastly, climate compensation was concluded to be a strategy that requires fast fashion companies to educate consumers about the environmental impacts a purchase has in order for the strategy to be effective. In addition to this, the strategy works better as a part of a larger sustainable marketing plan.

7.2 Suggestions for Further Research

The research in this thesis investigates how sustainable marketing strategies used by fast fashion brands are perceived by consumers and how they affect consumers' behaviour. This is a field highly relevant moving forward as sustainability is becoming increasingly important for both consumers and businesses (Svensk Handel, 2018).

Based on the finding that fast fashion brands' sustainability labels have the strongest correlation out of the compared strategies between consumers' opinion and their action, a suggestion for further research lies within this field. By comparing how consumers perceive the trustworthiness of different fast fashion brands' sustainability labels, brands may gain further insight into how to communicate sustainability and educate consumers. This research can be conducted through a quantitative research method similar to the one used in this study, or through a qualitative method in order to receive more information about why consumers are of a certain opinion.

Another recommendation for future research includes incorporating an aspect of scientific sustainability. One limitation of this thesis is that it focuses on consumers' view on sustainability and not what is actually sustainable from a scientific perspective. By comparing how consumers' perceive the sustainability work of certain companies and comparing that to how sustainable they actually are, one could potentially pinpoint which companies practise greenwashing, and which companies have a lacking sustainable marketing strategy.

Lastly, a recommendation for further research includes developing a deeper understanding for which sustainable communication methods consumers are susceptible to. As we are exposed to between 4,000-10,000 advertisements each day, investigating how brands can create sustainable marketing strategies that influence consumers is highly relevant (Red Crow Marketing, 2015).

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9. Appendix

9.1 Survey

Hållbar marknadsföring inom fast fashion-industrin

Hej!

Tack på förhand för att du vill delta i vår undersökning, som ligger till grund för vår kandidatuppsats. Ditt deltagande är mycket uppskattat och viktigt eftersom dina svar kommer att användas för att förstå hur fast fashion-företags marknadsföringsstrategier uppfattas av dig som konsument. Detta är viktigt eftersom fast fashion-industrin ständigt växer och varumärkenas agerande har stor inverkan på oss och framtida generationer. Undersökningen tar ungefär fem minuter att fylla i och dina svar är helt konfidentiella. I slutet har du möjlighet att ange din e-postadress om du vill ha en chans att vinna en påse med julgodis.

Tack!

Emelie och Beatrice

Om dig

Hur gammal är du? *

- ○ Under 16
- ○ 16-20
- ○ 21-25
- ○ 26-30
- ○ 31-35
- ○ 36-40
- ○ 41-45
- ○ 46-50
- ○ 51-55
- ○ 56-60
- ○ 60+

Vilket kön identifierar du dig som? *

○ Kvinna

○ Man

○ Annat

Din relation till fast fashion-företag

Fast fashion är ett segment för modekedjor där man har låga priser, konstanta nyheter och hög omsättningshastighet.

Vilka av dessa fast fashion företag har du handlat av under det senaste året? *

☐ H&M

☐ Gina Tricot

☐ BikBok

☐ Zara

☐ NA-KD

☐ Weekday

☐ Monki

☐ Lindex

☐ KappAhl

☐ Nelly.com

☐ ASOS

☐ Boohoo

☐ Cubus

☐ Uniqlo

☐ Mango

☐ Jack and Jones

☐ River Island

☐ Vero Moda

☐ Vila

☐ Indiska

☐ Lager 157

☐ Pull & Bear

☐ Bubbleroom

☐ Jag handlar aldrig från fast fashion-företag

☐ Övrigt:

Hur ofta handlar du nya kläder? *

○ Varje vecka

○ En gång i månaden

○ En gång i kvartalet

○ En gång i halvåret

○ En gång om året eller mer sällan

Påståenden om hållbarhet

Nedan följer en rad påståenden om hållbarhet, marknadsföringsstrategier och fast fashion. Vi ber dig att spontant ta ställning till varje påstående och markera din inställning genom att markera cirkeln bredvid alternativet som bäst stämmer överens med dig.

Jag köper alltid kläder av fast fashion-företag. *

○ Instämmer helt

○ Instämmer delvis

○ Tveksam

○ Tar delvis avstånd

○ Tar helt avstånd

Jag bryr mig om hållbarhet. *

○ Instämmer helt

○ Instämmer delvis

○ Tveksam

○ Tar delvis avstånd

○ Tar helt avstånd

Jag undersöker hållbarhetsarbetet hos fast fashion-företag innan jag handlar.*

○ Instämmer helt

○ Instämmer delvis

○ Tveksam

○ Tar delvis avstånd

○ Tar helt avstånd

Jag har under det senaste året köpt kläder märkta med ett fast fashion företags egna hållbarhetscertifieringar. *

Exempelvis: H&M Conscious, ZARAs Join Life, KappAhls Future Friendly Fashion

○ Instämmer helt

○ Instämmer delvis

○ Tveksam

○ Tar delvis avstånd

○ Tar helt avstånd

Jag har under det senaste året valt att handla av ett fast fashion företag över ett annat för att de klimatkompenserar. *

○ Instämmer helt

○ Instämmer delvis

○ Tveksam

○ Tar delvis avstånd

○ Tar helt avstånd

Jag har under det senaste året återvunnit kläder i en fast fashion butik för att få en rabattkod. *

- ○ Instämmer helt
- ○ Instämmer delvis
- ○ Tveksam
- ○ Tar delvis avstånd
- ○ Tar helt avstånd

Jag har under det senaste året handlat fast fashion kläder som är av återvunnet material. *

- ○ Instämmer helt
- ○ Instämmer delvis
- ○ Tveksam
- ○ Tar delvis avstånd
- ○ Tar helt avstånd

Jag anser att fast fashion företags egna hållbarhetscertifieringar är hållbara. *

- ○ Instämmer helt
- ○ Instämmer delvis
- ○ Tveksam
- ○ Tar delvis avstånd
- ○ Tar helt avstånd

Jag anser att klimatkompensation är hållbart. *

- ◯ Instämmer helt
- ◯ Instämmer delvis
- ◯ Tveksam
- ◯ Tar delvis avstånd
- ◯ Tar helt avstånd

Jag anser att erbjudandet av att återvinna kläder för en rabattkod är hållbart. *

- ◯ Instämmer helt
- ◯ Instämmer delvis
- ◯ Tveksam
- ◯ Tar delvis avstånd
- ◯ Tar helt avstånd

Jag anser att fast fashion kläder som är skapade av återvunnet material är hållbart. *

- ◯ Instämmer helt
- ◯ Instämmer delvis
- ◯ Tveksam
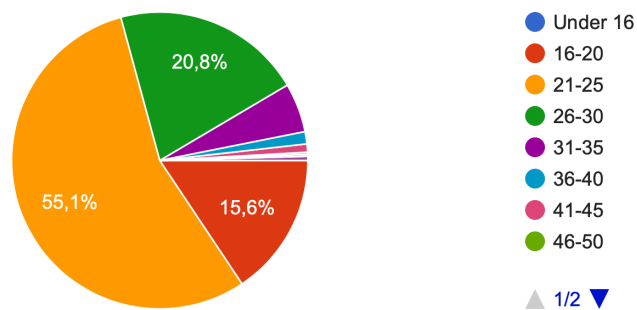- ◯ Tar delvis avstånd
- ◯ Tar helt avstånd

Rangordna hållbarhetsstrategierna från mest till minst hållbara. *

	Företags egna hållbarhetscertifieringar	Klimatkompensation	Rabattkod för återvinning av textilier	Användandet av återvunnet material
Första plats	☐	☐	☐	☐
Andra plats	☐	☐	☐	☐
Tredje plats	☐	☐	☐	☐
Fjärde plats	☐	☐	☐	☐

9.2 Data Collected from Survey

Hur gammal är du?
448 svar

- Under 16
- 16-20
- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50

△ 1/2 ▽

Vilket kön identifierar du dig som?
448 svar

- Kvinna
- Man
- Annat
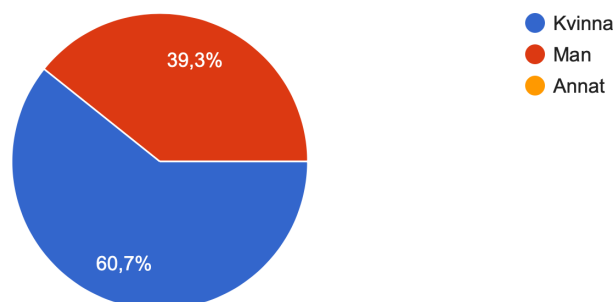
Hur ofta handlar du nya kläder?
448 svar
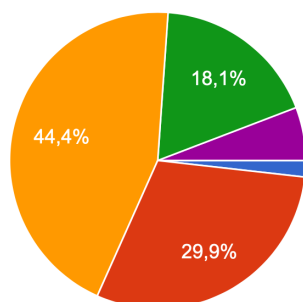
- Varje vecka
- En gång i månaden
- En gång i kvartalet
- En gång i halvåret
- En gång om året eller mer sällan

18,1%
44,4%
29,9%

	Instämmer helt	Instämmer delvis	Tveksam	Tar delvis avstånd	Tar helt avstånd
Jag köper alltid kläder av fast fashion-företag.	14.5%	36.2%	15.8%	24.6%	8.9%
Jag bryr mig om hållbarhet.	46.9%	42.2%	7.6%	2.5%	0.9%
Jag undersöker hållbarhetsarbetet hos fast fashion-företag innan jag handlar.	4.9%	20.5%	25.9%	25.7%	23%
Jag har under det senaste året köpt kläder märkta med ett fast fashion företags egna hållbarhetscertifieringar.	11.2%	27.9%	30.8%	13.4%	16.7%
Jag har under det senaste året valt att handla av ett fast fashion företag över ett annat för att de klimatkompenserar.	10.3%	20.3%	26.8%	17.0%	25.7%
Jag har under det senaste året	15.2%	10.3%	10.9%	8.0%	55.6%

| återvunnit kläder i en fast fashion butik för att få en rabattkod.					
Jag har under det senaste året handlat fast fashion kläder som är av återvunnet material.	25.0%	37.7%	24.3%	6.9%	6.0%
Jag anser att fast fashion företags egna hållbarhetscertifieringar är hållbara.	3.1%	20.5%	46.7%	19.6%	10.0%
Jag anser att klimatkompensation är hållbart.	8.0%	35.9%	29.5%	18.1%	8.5%
Jag anser att erbjudandet av att återvinna kläder för en rabattkod är hållbart.	14.7%	39.3%	25.9%	12.9%	7.1%
Jag anser att fast fashion kläder som är skapade av återvunnet material är hållbart.	26.6%	51.1%	16.1%	4.7%	1.6%

Rangordna hållbarhetsstrategierna från mest till minst hållbara.
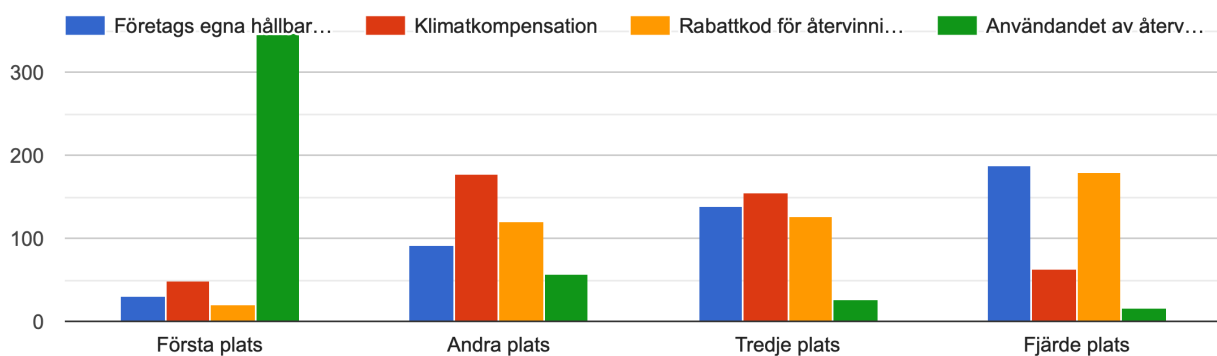
9.3 Regressions

9.3.1 Recycle for Reward

ANOVA								
	fg	KvS	MKv	F	p-värde för F			
Regression	1	9,61456177	9,61456177	4,37478847	0,03884123			
Residual	107	235,15608	2,19772038					
Totalt	108	244,770642						
	Koefficienter	Standardfel	t-kvot	p-värde	Nedre 95%	Övre 95%	Nedre 95,0%	Övre 95,0%
Konstant	1,01915097	0,51100291	1,99441325	0,04865024	0,0061473	2,03215464	0,0061473	2,03215464
X-variabel 1	0,2891797	0,13825768	2,0915995	0,03884123	0,01509997	0,56325943	0,01509997	0,56325943

Recycle for reward   y = 0,1424x + 1,728
R² = 0,0104
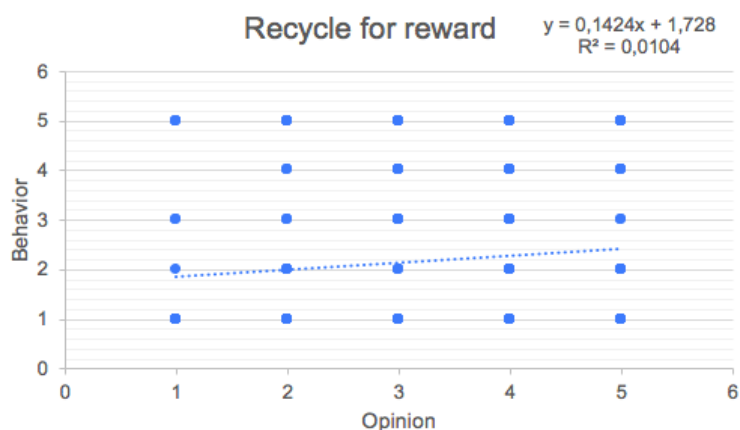
9.3.2 Sustainability Labels

ANOVA								
	fg	KvS	MKv	F	p-värde för F			
Regression	1	25,46811497	25,46811497	16,78164048	8,17639E-05			
Residual	107	162,385096	1,51761772					
Totalt	108	187,853211						
	Koefficienter	Standardfel	t-kvot	p-värde	Nedre 95%	Övre 95%	Nedre 95,0%	Övre 95,0%
Konstant	1,413793103	0,396225866	3,568149448	0,000539519	0,628321537	2,19926467	0,628321537	2,19926467
X-variabel 1	0,566766952	0,138352596	4,096540062	8,17639E-05	0,292499067	0,841034838	0,292499067	0,841034838

Sustainability labels   y = 0,394x + 1,9025
R² = 0,0926
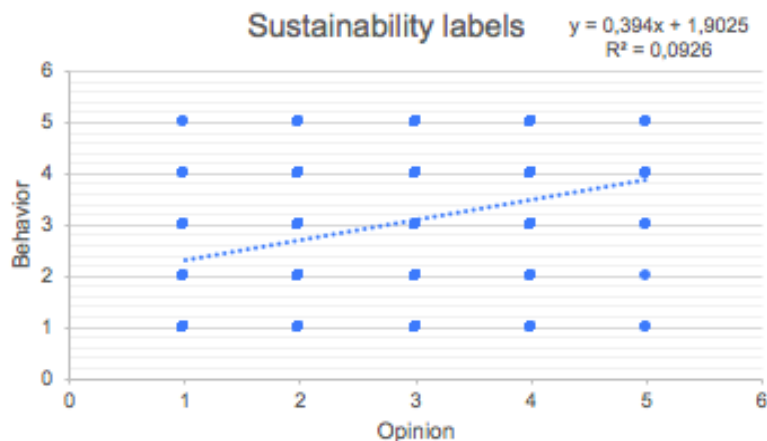
9.3.3 Climate Compensation

ANOVA									
	fg	KvS	MKv	F	p-värde för F				
Regression	1	5,370913448	5,370913448	3,993286092	0,048218542				
Residual	107	143,9134902	1,34498589						
Totalt	108	149,2844037							
	Koefficienter	Standardfel	t-kvot	p-värde	Nedre 95%	Övre 95%	Nedre 95,0%	Övre 95,0%	
Konstant	2,024693404	0,371900793	5,444176091	3,33808E-07	1,287443457	2,761943351	1,287443457	2,761943351	
X-variabel 1	0,220251906	0,110218491	1,998320818	0,048218542	0,001756601	0,43874721	0,001756601	0,43874721	

Climate Compensation
$y = 0{,}1578x + 2{,}2253$
$R^2 = 0{,}0168$
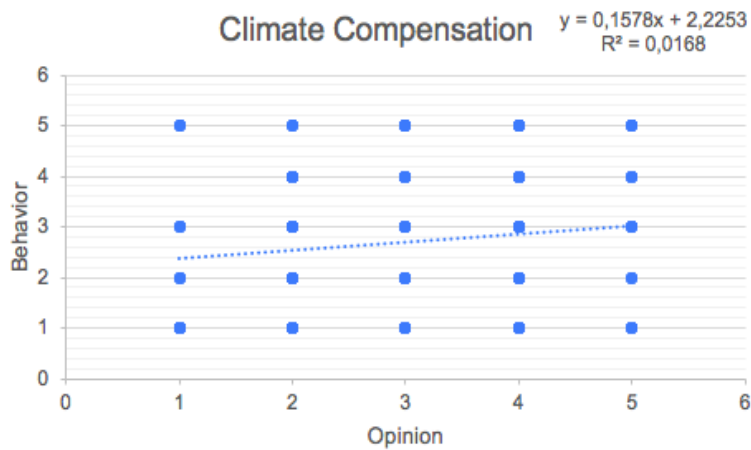
9.3.4 Recycled Materials

ANOVA									
	fg	KvS	MKv	F	p-värde för F				
Regression	1	3,90469203	3,90469203	3,5003123	0,06408943				
Residual	107	119,361363	1,11552676						
Totalt	108	123,266055							
	Koefficienter	Standardfel	t-kvot	p-värde	Nedre 95%	Övre 95%	Nedre 95,0%	Övre 95,0%	
Konstant	2,79225062	0,53264417	5,24224382	8,0418E-07	1,73634567	3,84815557	1,73634567	3,84815557	
X-variabel 1	0,24182468	0,12925496	1,87091216	0,06408943	-0,01440821	0,49805756	-0,01440821	0,49805756	

Recycled materials
$y = 0{,}1511x + 3{,}0883$
$R^2 = 0{,}0142$