CONSUMER MOTIVATIONS AND VALUE CREATION FROM SUSTAINABLE FASHION CONSUMPTION

A qualitative study of sustainable fashion consumers

Laura Valtanen

International Business
Bachelor’s Thesis
Supervisor: Dominika Mirońska
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ABSTRACT OF BACHELOR’S THESIS

Author: Laura Valtanen
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Objectives
The main objectives of this study were to research sustainable fashion consumers in order to identify and explore consumption motivations, as well as value creation. The results can assist businesses in knowing their consumers better and consequently being able to implement sustainability into their business model more effectively.

Summary
Sustainable fashion as a market has been growing in recent years due to the increase in overall sustainable awareness amongst consumers. However, sustainable fashion consumers are not yet fully understood. Based on the literature review, a conceptual framework was constructed which suggested that egoistic, altruistic and biospheric were the three main motivation types for sustainable fashion consumers, and utilitarian, altruistic, hedonic, social and environmental were the main types of value created. Qualitative interviews were conducted to research these consumers and study their pre- and post-consumption attitudes.

Conclusions
Four significant motivations and four value types were found. These are egoistic, altruistic, biospheric and utilitarian motivations and utilitarian, altruistic, environmental and hedonic value types. The social value type was found to be relatively insignificant. Discussed in the literature review, knowledge value was not found to be directly present, however, its presence could be increased through new alternative design strategies. In terms of the implications for businesses, participants identified problem areas in the fashion industry which companies wishing to attract these consumers should consider. Co-creation strategies were found to be a promising way to change the fashion industry into a more sustainable direction, where the consumers are part of the design or production process. Co-creation has the potential to increase value creation, which in the end also benefits the businesses.

Key words: sustainability, fashion, value creation, motivations, consumer, environment
Language: English

Grade:
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1. Introduction
1.1 Background

The fashion industry is one of the oldest and largest in the world (Niinimäki, 2013), and it has evolved tremendously during its time. Change is a core element of fashion, creating a sense of novelty around it (ibid.). Fashion changes in accordance with society, often following beauty standards of the current time period (Yuksel, 2012). Fashion is also closely linked with culture and is often associated with the building of identity (Niinimäki, 2013).

Up until the 1980s, fashion was considered relatively standardized, with little change in styles. In the 1990s consumers became increasingly interested in new styles and retailers started adding more collections to the market (Bailey, 1993). This is when the speed of fashion started to increase, as retailers wanted to reduce design, production and delivery times to stay competitive (ibid.). As the speed of fashion has accelerated over the past two decades, a large portion of the clothing bought nowadays is fast fashion.

The business model of fast fashion is built on rapidly changing trends, cheap production practices and mass volumes. Designed and produced to be cheap, easy and mass-consumed (Fletcher, 2010), fast fashion has gained popularity in a society where regularly changing trends are considered standard. The low prices of fast fashion have made clothing increasingly accessible to everyone, consequently feeding the idea that the clothing we buy is disposable, instead of something we should take care of and keep for years to come. As social media has become more popular in the past decade, trends have started to change quicker than ever before. The fast pace of trends in today’s fashion scene further causes overconsumption and disposal habits to be perceived as normal. Some brands release as many as 52 micro-collections a year, instead of the usual two or four collections representing the seasons (sustainyourstyle.org). The production of all this clothing uses up a great deal of resources, creates significant pollution and exploits workers. As companies try to reduce costs to a minimum, production is often moved to Asian countries where environmental regulations and workers’ rights are not at the same standard as what they are in many western countries. All these elements of fast fashion contribute to the unsustainability of the industry, making it the second largest polluter, just after the oil industry, and resulting in an unfavorable work environment (ibid.).
It has taken extensive media coverage of fast fashion brands for more regular consumers to start seeing the flaws in the industry (Nguyen, 2020), and sustainable consumerism is on the rise due to increasing awareness of sustainability issues. This has resulted in consumers being more willing to seek and pay extra for sustainable products (European Commission, 2019). Sustainable product sales in the United States were forecasted to rise from 128.5 billion in 2018 to over 150 billion in 2021 (Gelski, 2019), and environmental impacts of products were found to be the third most important factor for European consumers (European Commission, n.d.). With the constant growth of the sustainable product market, these effects can also be seen in the fashion industry, with many brands trying to join the sustainability movement. Since 2015, the global ethical fashion market has had a compound annual growth rate of 8.7%, and it is expected to grow from 6.35 billion in 2019 to 8.25 billion in 2023 (GlobeNewswire, 2020). This growth is said to be mainly due to increasing consumer awareness of ethical and environmental aspects of the industry (ibid.).

Since the norms of production and consumption change and evolve, it is important for firms to adapt to them. When Forever 21, one of the original fast fashion giants, declared bankruptcy in 2019, many saw this as a tipping point for the fast fashion industry (Bhattarai, 2019). Consumers are less interested in cheap disposable clothing and are looking more for things that will last and will not degrade the environment. It is clear that the consumer environment is changing towards a more sustainable direction, therefore it is vital for firms to cater to this increasing consumer sector.

1.2 Research Problem

While green consumerism is on the rise and many fashion brands are moving towards more sustainable ways of business, sustainable consumers are not well understood. As businesses attempt to better their sustainability initiatives and practices to satisfy customer needs, they oftentimes miss the mark. Literature on sustainable fashion consumers (see e.g. Bly et al., 2015) show that attempts made by many (especially fast fashion) brands are not what consumers would like them to be, and brands do not necessarily know what consumers actually want and expect from sustainable fashion (Niinimäki, 2010). This lack of understanding between brands and consumers is one reason an attitude-behavior gap is found to exist with a lot of sustainable products, as consumers wish to consume more
sustainably but feel like current markets limit them (ibid.). These consumers are thus investigated concerning their sustainable fashion consumption motivations and value-creation, to get a better understanding of their product needs and wants.

1.3 Research Questions

The following research questions were formed in order to support the research problem:

1. What motivations drive consumers to purchase sustainable fashion?
2. What kind of value is being created from purchasing sustainable fashion for consumers?
3. How can businesses adopt their actions accordingly to match customer motivations and value creation?

1.4 Research Objectives

Research objectives to help answer the identified research questions and guide the study were created:

1. Identify the most prominent motivating factors behind sustainable fashion purchases.
2. What conditions have led to these motivators becoming so important to consumers when considering the purchase of sustainable fashion.
3. Understand value-creation and how it applies to sustainable clothing.
4. Identify the different types of value consumers gain from the consumption of sustainable fashion.
5. Investigate how businesses can use the knowledge of consumer motivations and value creation to better their sustainability actions.

2. Literature review

The purpose of this literature review is to study existing literature on motivations, as well as value-creation associated with consumption in the sustainable fashion industry. A lot of
current literature focuses on the supply-chain and economic aspects of sustainable fashion, researching how supply-chains and production systems could be made more sustainable. However, consumer motivations behind sustainable consumption are not as vastly studied, leaving our understanding of these consumers to a minimum (Davies, 2015; Cho et al., 2015). To tie together our understanding of these consumers and the sustainable fashion industry, business implications will also be looked at and how the industry could change based on the findings.

2.1 Sustainability and sustainable fashion

The UN’s definition of sustainable development is one which is most often quoted, stating that it is development that “meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, part I). Sustainable development consists of four dimensions: society, environment, culture and the economy (UNESCO, n.d.), and ultimately looks at the wellbeing of them. Sustainability assumes that resources are finite, and therefore should be used with the long-term consequences in mind.

Issues regarding the sustainability and ethics of consumer products have become increasingly present in recent times, as business models have shifted to faster production and lower prices (Niinimäki, 2013). This section will focus on sustainability in the fashion industry. Some find the terms sustainability and fashion to be contradictory, as the current business model of fashion relies on fast production, low prices and constantly changing trends, which is not sustainable in the long-run. This model attempts to achieve constant economic growth in order to reap the benefits of the ever-growing fashion industry. These benefits are mostly endured by the companies, while society bears the costs (Fletcher, 2008; Rausch and Kopplin, 2020). As technologies have made garment production more efficient, this has only lead to mass production and overconsumption, making the market oversaturated and creating extreme amounts of textile waste and even unsold clothing (Niinimäki, 2013).

Sustainable fashion is hard to define with one definition, as it may mean slightly different things to different people. Many words are used interchangeably when talking about sustainability, such as ethical, green, organic, and fair-trade, even though they all share different meanings (Cervellon et al., 2010). Sustainable clothing, eco-clothing and
ethical clothing are also all closely intertwined and may be used interchangeably. Mintel (2009) defined ethical clothing as such which takes into consideration both the environmental impact of the production, as well as the social impact of the people behind the clothing, and it defined eco-clothing as clothing produced by environmentally friendly processes. Niinimäki (2010) on the other hand defined eco-fashion as clothing designed for a long lifetime and is produced ethically and with minimal environmental impact. As there is no industry standard, and since a lot of these terms target similar issues (Davies, 2015), for this thesis we will use the term sustainable fashion to refer to both environmental and social aspects of fashion.

With environmental concern on the rise, it is more important to understand these customers, as they represent a large possible market. Research shows that a gap does exist between attitudes and behavior, which could be for a variety of reasons, like high economic costs, unaesthetic appearance, and high search costs (Rausch and Kopplin, 2020). Research has also found that ethical consumption may be largely impeded due to little information being available to help the consumers make consumption decisions based on their ethical principles (Bray et al., 2011; Pookulangara and Shephard, 2013). It is argued that these extra costs are a large barrier to ethical consumption (Niinimäki, 2010). Niinimäki (2010) also concludes that the lack of a clear idea of what consumers want may also be a factor contributing to the gap. It can be thus suggested that improving our knowledge and awareness of these consumers could help us decrease the gap and increase sustainable behavior.

2.2 Consumer motivations

Why do people buy sustainable fashion? While some research has been done on trying to understand these consumers, we still do not have a clear idea. When it comes to the developed parts of the world, most clothing is not purchased to fulfill basic needs, but rather more psychological needs for belongingness and esteem (Abdulrazak and Quoquab, 2017). Taking it further and looking at sustainable consumption, it is more evident that there is a range of psychological factors that influence one’s decision making, most likely reflecting personal values, making consumption mostly symbolic (ibid.) Consumption motivations can be difficult to fully understand, but there are multiple end-goals behind sustainable fashion consumption (Kim and Damhorst, 1998). Consumers may be driven by feelings of guilt and
ethical obligations, utilitarian value and well-being, or egoistic motivations of self-expression (Jägel et al., 2012).

2.2.1 Values motivating sustainable consumption

Values are desirable goals that motivate human actions (Schwartz, 1994), thus consequently driving and limiting sustainable consumption (Jägel et al., 2012). Sheth et al. (1991) presents a theory on consumption values, explaining why consumers consume certain products. Their theory is based on three propositions; (1) consumer choice is a function of multiple consumption values; (2) the values have different contributions in any given choice situation and (3) the values are independent. The theory consists of five values contributing to consumer choice behavior (see Figure 1). Any or all values may influence consumption behavior. The theory determines consumption motivations by looking at the expected outcome. This links consumption motivations and value created by consumption together, suggesting that the two are inherently linked. The values presented in the theory might well be relevant to sustainable clothing consumption, however, there might also be more specific values that influence sustainable consumption specifically.

![Figure 1: Five values influencing consumer choice (Sheth et al., 1991)](image)

Another exploration by Schwartz (1994) organized personal values into two dimensions: (1) openness to change and conservation, and (2) self-enhancement and self-transcendence. These two dimensions create four value orientations: (1) openness to change emphasizes "own independent thought and action and favoring change" (p.25). (2) Conservation
emphasizes self-restriction and resistance to change. (3) Self-enhancement focuses on the concern for others and their welfare, and (4) self-transcendence focuses on self-interest and the pursuit of one’s own success. Schwartz’s value framework has been used when exploring environmentally and socially conscious consumer behavior (Jägel et al., 2012), as it has helped in forming a value profile for possible consumers. Stern et al. (1993) expand on Schwartz’s framework to create a model that may motivate environmental behavior, incorporating the concern for non-humans, others, and oneself. The three value orientations are respectively biospheric, altruistic and egoistic. Gilg et al.’s (2005) study on sustainable consumers found social and environmental values to be present, such as altruism, openness to change, egoism, and biospherism. The research was also significant, as it was found that there were clear differences in the values of people less involved in sustainable consumption and people more involved in sustainable consumption.

While providing insight on values relating to sustainable consumption, Jägel et al. (2012) argue that these frameworks may not necessarily explain consumers’ actual consumption choice-criteria. Instead, the means-end approach is considered a more valuable framework in understanding personal values linked to sustainable consumption. The means-end approach (Gutman, 1982) suggests that consumers use means to attain ends. Gutman explained it as “consumers have desired consequences they are trying to achieve. Consumption situations provide them with an opportunity to achieve these consequences” (p.61). The theory looks at the connections between attributes, consequences, and finally personal values (Reynolds and Gutman, 1988). The framework can be seen as suitable for researching motivations as it links different product attributes to personal values. Even though Jägel et al. (2012) disagree with the value framework approaches as a method to study consumption behaviour, they do give us a better understanding of the consumer, potentially allowing for a more in-depth study of motivating factors.

The study by Jägel et al. (2012) is one which investigates motivational drivers of sustainable clothing purchases. By using the means-end theory approach, the study found 8 values that correspond with motivational factors in the purchasing process. Most values were related to ethical values, like social justice and the environment, and little emphasis was placed on self-identity and the expression of oneself through fashion. Similarly, Niinimäki (2010)
and Cervellon et al. (2010) found that ethical values are a strong driver for sustainable fashion purchases. On the contrary, Bly et al. (2015) found a more significant link to consumers valuing self-expression and a unique identity. What Bly et al. (2015) found would be more in line with the overall idea that fashion carries emotional significance for many, satisfying needs for identity, creativity, affection, participation and freedom (Lopez-Navarro and Lozano-Gomez, 2014; McGrath, 2012; Kim and Damhorst, 1998). Rightfully so, Niinimäki (2010) agrees that even though personal ideology might be a prioritized value, aesthetics is highly important when talking about clothing and fashion.

2.2.2 Negative emotions motivating sustainable consumption

Motivations for sustainable consumption may also be rooted in negative emotions. When investigating anti-consumption habits, Cherrier (2009) found that the hero identity goes against exploitative consumption, which could be a motivator for more sustainable consumption habits. One of the themes Bly et al. (2015) found through their research was that ‘consumption is the antithesis of sustainability’, tying in with anti-consumption motivations. Research into adversaries of consumption found that consumption movements attempt to shift individualistic goals of self-expression and hedonism towards more collectivist goals, taking the collective good into account more (Kozinets and Handelman, 2004). Decreasing production and consumption habits are major themes when talking about making fashion more sustainable. Thus, anti-consumption attitudes and movements may gear the industry into a better direction, where individual needs do not necessarily outweigh collective goals.

Another negative driver for sustainable consumption is the distrust consumers have in larger corporations. Some find large corporations to use sustainability as a strategic move, using greenwashing as a marketing scheme instead of genuinely integrating it into their business values (Bly et al., 2015). Many large corporations face insufficient transparency, resulting in this lack of trust between consumers and producers. Due to this, some consumers prefer local, or smaller businesses, trusting them more to be authentic and responsible (Bly et al., 2015; Thompson and Arsel, 2004). The dislike of large corporations and corporate capitalism goes as far as political movements rooted in antiglobalization (Thompson and Arsel, 2004, Kozinets and Handelman, 2004). Lack of transparency seems to be an issue
many larger corporations face. Consequently, it could be argued that improving communication between stakeholders could result in a more successful business in the long run.

2.3 Value Creation

Understanding how value is created for the consumer allows us to further understand why consumers consume the way they do. Value is a personal assessment of the net worth consumers get from consuming. This can be achieved either through an increase in use-value (subjective value to a consumer) or a decrease in exchange-value (actual price paid) (Priem 2007). Value can be viewed from two main perspectives; utilitarian and hedonic, though more specific value types are also identified. Utilitarian value is measured by how well a product or service does its proposed job, whereas hedonic value is measured by the feeling of gratification consuming something gives you. While measuring utilitarian value might be easier, as it tends to be more objective, hedonic value is what creates meaningful connections between consumers and products. Sweeney and Soutar (2001) found that consumers place great importance on emotional value when making purchasing decisions, even with products of a more utilitarian nature. This is aligned with Forsman’s (2017) findings that consumers are often more emotional than rational.

To expand on the two main types of value, Holbrook (2006) provides a typology of customer value, including 4 value types; economic, social, hedonic, and altruistic. Economic value serves as a means to a consumer’s own objectives (e.g. efficiency, excellence). Social Value occurs when consumption shapes others’ responses (status enhancement). Hedonic Value comes from the enjoyment of experiencing consumption. And lastly, Altruistic Value is concerned with how one’s consumption affects others (i.e. ethical concern). These values are formulated from four dimensions consisting of; self-orientation, other-orientation, extrinsic, and intrinsic. As they can be applied to any consumption type, they provide a sufficient base for studying value derived from sustainable fashion consumption. Holbrook’s (2006) 4 value types share vast similarities with Sheth et al.’s (1991) consumption values. This link between motivations and value types are important to note, as it provides insight into how pre- and post-consumption are linked.
The current way of mass production makes the assumption that value is created by the firm with little to no contact with the consumers (Lopez-Navarro and Lozano-Gomez, 2014; Hirscher et al., 2018; Prahalad and Ramaswamy, 2004; Priem, 2007), also implying that the firm decides where the value lies (Prahalad and Ramaswamy 2004). This method is designed to meet market needs and does not consider individual human needs. Fletcher (2010) and Hirscher et al. (2018) all agree that the low prices of fast fashion have altered our purchasing habits in a way where the things we buy have little perceived value and are easily disposed of. Even though value can be created through decreasing exchange-value like Priem (2007) proposed, Fletcher’s (2010) viewpoint suggests that the value created in this way is not meaningful enough. This stance is also shared by others (McGrath, 2012; Mont, 2002), agreeing that designers and manufacturers should focus on enhancing garments’ use-value. This increases their intrinsic value and the chance of them being worn, providing an extended user experience of increased utility (Mont, 2002). Niinimäki and Hassi (2011) and Ramaswamy (2011) agree that we should reconsider and transform value creation as a whole, finding ways in which value can be created through more meaningful methods.

2.3.1 Value creation models

There are three main types of value creation models; Providing Value Model, Adaptive Value Model and Co-Creative Value Model (Ueda et al., 2009). The Providing Value Model can be considered a closed system, where the value for the producer and consumer can be identified separately, and value is only created through the trading of products/services. The Adaptive Value Model is similar to the former, but the environment is unknown, and producers adapt their strategies according to the environment. The Co-Creation Value model creates value through interaction between all parties. This model takes into consideration both the consumer and the environment, creating value that is not separate for consumers, producers and the environment. (Yang et al., 2017).
Figure 2: Three types of Value Creation Models; (a) Providing Value Creation; (b) Adaptive Value Creation Model; (c) Value Co-Creation Model. (Yang, Han, & Lee, 2017)

The Providing Value Model is suitable for mass production systems, for example, those of most fashion companies. However, as it has been concluded, these systems are unsustainable and the value creation is rather passive. The Co-Creation Value Model on the contrary provides an opportunity to expand value creation and create a more sustainable business model. As Figure 2 shows, the realm of value creation in the Value Co-Creation Model includes all stakeholders, and information is transparent for all parties. In contrast to the first two models, where product/service interactions are where the value is created, it is evident that the co-creation model provides more opportunities for value creation for all stakeholders. The transparency of the model also allows for trust between consumers and producers, as well as a better idea of consumer needs. Both of these factors increase value for both parties.

2.3.2 Value Co-creation

Co-creating value as a strategy has the potential to change how we produce and view fashion. Value co-creation integrates the consumer into the value creation chain, changing them from a value consumer to an active value creator (Niinimäki and Hassi 2011). This method considers both sustainability, as well as individual human needs (Lopez-Navarro and Lozano-Gomez 2014). Another term for this concept is social manufacturing, which “opens the design and manufacturing phases to everyone” (Hirscher et al. 2018 p.4545). Ramaswamy (2011) states that “value is a function of human experiences” and that “experiences come from interactions”, arguing that firms should facilitate this experience-
based value through engagement platforms (p.1). Wikström (1996) agrees with this perspective, stating that interactive ways of doing business provide the consumer with “a better fit and a more efficient use of input” (p.372). Priem’s (2007) paper on ‘Consumer Benefit Experienced’ proposes that using consumer knowledge to create cooperation between consumers and companies creates value by improving the consumption experience. Including the consumer in the design and production processes and breaking the current cycle of passive consumption creates increased emotional attachment, along with increasing the garment’s personal value (Hirscher et al., 2018; Lopez-Navarro and Lozano-Gomez, 2014; McGrath, 2012). Clothing that has stronger personal value is more likely to be taken better care of, and disposed of less frequently, contributing to a more sustainable way of living (Cho et al, 2015).

Several papers look at how new design strategies can be used to transform the fashion industry into a more sustainable one, but also how these design strategies can bring about new forms of value for the stakeholders. Through researching alternative design strategies, such as do-it-yourself, do-it-together and participatory design, Hirscher et al. (2018) found 6 types of value. These types of strategies integrate the consumer into the process in some way, not only providing emotional value in the way in which the product being created is more personal, but also increasing knowledge value. The users who participate in these types of strategies learn new skills through collaborative doing. Hirscher et al. (2018) also argue that these activities can increase the consumers’ awareness of overall garment quality, which plays an important role in sustainable consumption. Co-creation strategies open up the realm of value creation to everyone, creating a business environment which no longer only relies on product/service exchanges, but more meaningful interactions.

2.4 Business Implications

The fashion industry has recognized its part in the climate crisis, and there has been progress in making it more sustainable. However, most of these attempts have been trying to decrease the impact of production from the supply side, rarely taking into consideration the demand side (Niinimäki and Hassi, 2011; McGrath, 2012). New forms of value creation and innovation sought to be found from the demand side, redesigning the user experience of fashion (Niinimäki and Hassi 2011, Lopez-Navarro and Lozano-Gomez 2014). Radical change should take place in the mindset of society, especially in the way in which consumer
needs are fulfilled. Lopez-Navarro and Lozano-Gomez (2014) argue that since human needs play a significant role in achieving satisfaction, businesses should prioritize developing sustainability strategies in which the human needs are a focal point, instead of constantly changing trends. Aligned with this, Prahalad and Ramaswamy (2004) argue that strategic competitive advantage lies where consumers are able to co-create unique experiences with the company. Niinimäki (2010) found that a large portion of consumers are ready to improve their consumption habits and buy more sustainably. Due to this, the consumers should be a part of the design process, to ensure products meet the needs and desires of the consumers. However, to achieve these new design strategies, a change in mindset is not enough. New business models and manufacturing systems are required to reach these sustainable end goals (Niinimäki and Hassi 2011). This is where new co-creation methods come into play.

As the current business model relies on low prices and mass consumption, which provides opportunity for large profits, it is questioned if a more sustainable business model would be profitable (Jung and Jin, 2016). Mont (2002) discusses how the change from the current industrial economy into a more service-oriented functional economy would meet consumer needs in a more sustainable way, as utilization and services are at the core, instead of product manufacturing. However, the product-service system is not only a more sustainable business model, but it also brings new strategic market opportunities for companies. As the sustainable product market is a growing one, it is a way to stay competitive as environmental limits alter production and consumption norms. Lo (2010) actually found that firms are rewarded for their sustainability actions in terms of profitability, and Kumar et al. (2012) agree and state that sustainable strategies are not only able to cut costs, but also provide an opportunity to increase efficiency, innovation and consequently competitive advantage. Businesses should recognize the importance of sustainability for the long run, redesigning systems to keep up with the changing environment.

2.5 Conceptual Framework

The conceptual framework below is created based on research done for the preceding literature review. The framework uses Stern et al.'s (1993) three value orientations as factors motivating sustainable consumption, and five value types adapted from Holbrook's (2006) paper on consumer value types and Hirscher et al.'s (2018) research on value creation
through social manufacturing to make sense in the sustainable fashion context. Sustainable fashion consumption may be motivated by one or multiple motivation types, and one or multiple types of value may be created.

Figure 3: Conceptual framework of relationship between consumption motivations and value created from sustainable fashion.

3. Methodology

The study, as researched in the literature review, investigates two aspects of sustainable fashion consumption: motivations and value creation. A qualitative and explanatory approach was chosen in order to gather in-depth information to help explain and understand these pre- and post-consumption attitudes. This method was deemed the most appropriate as a qualitative method is most suited for the elaboration of abstract concepts, such as motivations (Spiggle, 1994).
3.1 Data Collection and sampling

The study relied on semi-structured in-depth interviews with the sample obtained. The data collected is descriptive, allowing for detailed explanations and conversation between the interviewer and interviewee. The interview questions were created based on the research done in the literature review and the conceptual framework, and can be found in appendix A. However, as the interviews are semi-structured, questions might be added or modified during the interviews depending on the discussion provided by the participant. All the interviews were conducted over Zoom due to participants being located in different cities.

The sample of participants was created with the criteria that the participants actively and consciously participate in sustainable fashion consumption. In order to get the most relevant and significant results, this criterion was important. Even though sustainable fashion can mean different things to different people, the term was not defined in the sampling process. Participants were chosen both as sustainable brand consumers, as well as second-hand consumers. This gives more perspective to the research and does not limit the research to one or the other. The sample consists of 6 people, all current students in Finland. As the mentioned criterion was important and hence convenience sampling was not an option, the social media channel Instagram was used to help find suitable participants. The criterion of actively participating in sustainable fashion consumption was made clear in the message to ensure suitable participants. Table 1 shows the demographic details of the participants.

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<td>Female</td>
<td>Finnish</td>
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*Table 1 Demographic details of interview participants*
3.2 Ethics

Participation in the interviews was entirely voluntary and the identities of all participants are kept anonymous. As the interviews were recorded for transcription purposes, all interviewees were informed of the recording taking place. However, it was also mentioned that these recordings would not be used for any other purpose other than this thesis. All the points regarding the ethics of this thesis were disclosed to all participants at the beginning of each interview.

3.3 Data analysis

The data collected was qualitative in nature, hence the analysis focused on major themes connected to motivations and value created from consuming. As the interviews were semi-structured and allowed for lots of discussion and open answers, the data collected is analyzed thematically. Thematic analysis looks for major repeated patterns in the data, which are then translated into themes. In this case, themes and shared opinions were looked for in the interview answers in order to make sense of the data. As qualitative analysis does not often provide yes/no answers, thematic analysis allows for deeper analysis of the data. The goal is to find themes that explain the research taking place, and help in answering the research questions and objectives.

To start the data analysis process, a transcript of all the interviews was created. Due to the interviews being long and the answers being detailed, the interviews were recorded to provide an accurate transcript afterward. Once the transcripts were done, notes were made regarding significant comments, and different motivations and value types were identified. The initial comments did not follow any specific criteria, but rather general ideas to make sense of the ideas and opinions presented in the interviews. After general notes and analysis were done, significant themes were identified and found in the interview transcripts. Themes were identified relating to overall sustainable consumption of fashion, motivations for consumption and value created from consumption.

3.4 Limitations of methodology
A couple of limitations regarding the methodology of this study were identified. Firstly, as access to people who fit the specified criteria was limited, the sample of participants is rather small. Larger samples always bring more reliability, as the identified themes could be supported up by more people, making the findings more reliable. The sample was also not very diverse, possibly resulting in skewed results. The sample only consists of younger people, ranging from 19-25, which could reflect the opinions of this specific generation only. The sample also consisted of only people residing currently in Finland, and this could affect for example the availability of sustainable clothing, affecting their opinions and views. Having a more diverse sample would allow for results that would most likely represent the general population better. If the study could be done with different demographics, the results could then be applied better to the real world as well.

4. Findings

This section of the thesis will focus on the findings of the conducted interviews. Four major motivations and four value types were found throughout the interviews, which were mostly in line with the conceptual framework. Major themes relating to sustainable consumption in general which were prevalent throughout most interviews were also identified, and these can be seen in table 2. In order to keep motivations and value separate, the interview questions were targeted at these two areas separately. Participants were guided during the interviews in order to touch upon both of these areas thoroughly, and the questions aimed to make the participant also think more deeply about these pre- and post-consumption attitudes.

<table>
<thead>
<tr>
<th>Major themes</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting the environment</td>
<td>Big theme in sustainable consumption is the idea of protecting the environment and planet</td>
</tr>
<tr>
<td>Avoiding guilt</td>
<td>People feel guilty when buying from fast fashion brands or consuming unsustainably, so sustainable consumption is a way to avoid guilt</td>
</tr>
<tr>
<td>Social justice</td>
<td>Consuming sustainably benefits the society positively</td>
</tr>
</tbody>
</table>
4.1 Motivations

The motivations identified throughout the interviews represent factors or reasons for the participants’ sustainable fashion consumption. The three motivations which were in the conceptual framework were found, being altruistic, biospheric and egoistic. The fourth motivation of utilitarian motivation was also found and is discussed. The motivations are discussed in the order of significance, starting with the most visible to the least visible.

4.1.1 Altruistic motivations

The first motivation identified was altruism, where participants were motivated by the idea that consuming sustainably would help others and society. This was identified through a couple of different reoccurring themes. Firstly, participants discussed how consuming sustainably means not only thinking about yourself. This idea can be seen from the following statement:

“Not doing things in a way where you’re only thinking about yourself.” (Participant 2)

<table>
<thead>
<tr>
<th>Uniqueness</th>
<th>Many felt that fast fashion brands are basic and not unique, and through buying sustainable fashion people can be more unique with their style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long lasting</td>
<td>Sustainable clothing should be long lasting, hence made of good quality materials. This also plays in with the less consumption theme, as people feel like they should not need to buy new clothing all the time</td>
</tr>
<tr>
<td>Consuming less</td>
<td>Consuming less is one major thing people associate with sustainable consumption, and mass production was a major issue associated with the fashion industry</td>
</tr>
<tr>
<td>Doing good</td>
<td>People feel like they’re doing a good deed or doing their part by consuming sustainably</td>
</tr>
</tbody>
</table>

Table 2 Major themes relating to sustainable fashion consumption
Another type of altruistic motivation was the dislike participants had for the fast fashion industry. Many comments were made regarding how bad the fashion industry in general is and how participants did not want to contribute to it, thus motivating them to search for more sustainable options.

“I feel like more of the awakening to it was mostly because of all the human rights violations and all the how much it actually affects the planet...I feel like it’s mostly about how everything’s wrong with the fashion industry and how they produce stuff.” (Participant 6)

“If I see something remotely nice from like H&M or something, first of all do I really need that because I have a bunch of shirts already and second of all do I want to contribute to like that kind of business. That’s why I generally choose to buy like either from like a second-hand shop or then like I buy something online that’s preowned.” (Participant 4)

Participants were also motivated by ideas of equality and human rights. The working conditions of fashion industry workers were discussed, and many did not want to support businesses where their employees were not treated well.

“So yeah I definitely don’t like the idea of sweatshops, and children working and underpaid employees and the terrible working conditions that a lot of people have because of how big the industry is, it is definitely something I am aware of and I do read about all that so I can get to know what brands are good brands and what brands aren’t.” (Participant 1)

“Yeah no I definitely do. [The ethical side is] like another thing that I think about like when I would imagine buying a shirt from like H&M or a fast fashion brand because I know how much goes into, not only resources that go into it but also like all the labour that goes into it like you know picking the cotton and like sewing everything together, stuff like that.” (Participant 4)

Most participants discussed altruistic reasons for their sustainable fashion consumption to some extent, showcasing the importance of this aspect of sustainability.
4.1.2 Biospheric motivations

The second motivation which was significantly present was biospherism, where the care for the environment and the planet were a motivating factor. Many participants felt that the need to preserve the environment and consume in a way where the environment is harmed less is a major motivator for buying sustainable fashion.

“Just the fact that I can make a difference with my consumption, I can impact the planet and inspire other people to consume sustainably. Just the idea that me consuming more sustainably impacts not only me as an individual, it makes me feel like I’m doing something good as well for the planet.” (Participant 1)

“I would say they’re pretty equal, it’s hard to decide. I also feel like maybe shopping sustainably is a bit more important [than being unique] because I feel like even if you have a lot of clothes that maybe don’t look that special you can still style them in a way which looks unique. Maybe the sustainability aspect is still more important.” (Participant 4)

“Well, I know that I can with that contributes directly to the environment. Because I think for a consumer perspective or individual perspective, the purchasing power is the, like, the only thing you can do.” (Participant 5)

This motivation is also closely linked with participants’ perception of sustainability, as it was seen that participants who mentioned the environment when asked what sustainability meant for them were also largely driven by biospheric motivations. When asked why sustainability has become an important factor in one’s life, participants with strong biospheric motivations responded:

“Probably just like all the research that has been done about global warming in the past and how right now we are in a really bad situation and if we don’t change our ways the planet is going to you know not be in a great place in a couple decades.” (Participant 4)
“Because of the rate at which the actions of humans affect the environment negatively, because it doesn’t require a lot nowadays with the whole industries and everything to harm the environment and I feel like a lot of people just kind of take what we have on earth for granted.” (Participant 1)

Another motivator for buying especially second-hand was the theme of creating less waste. In general, a theme of consuming less was present, but in order to help the environment participants preferred to buy second-hand as this way the demand for mass-produced clothing is lowered, creating less textile waste and wasting fewer resources.

“Yeah, well, there's annually huge, I don’t remember the number but there's incredible amounts of clothing that is just thrown away into landfills. So just by me not contributing to that land pile and just also makes me feel good.” (Participant 2)

“And then second of all its already like preowned, you're not hurting the environment at all because its already out there.” (Participant 4)

Participants found it important to protect the planet for future generations, and it was mentioned that sustainable consumption is a way to make sure that future generations are not deprived of the Earth’s resources.

“And just consuming in a way that is good for the future generation. Because if each individual just thinks that Oh, my difference won't be enough to do anything for the future, then there won't be like overall change. So each person kind of has to think that, okay, my efforts are enough for the future. And then that cumulatively will add up to at least some change that will help future generations.” (Participant 2)

Environmental concern was definitely another reason many participants wish to consume more sustainably, and many participants do associate the environment’s wellbeing with sustainability.

4.1.3 Egoistic motivations
The third motivation identified was the egoistic motivation, where participants are motivated by personal factors and the ‘concern for oneself’ (Stern et al., 1993). When it comes to fashion, one of the most predominant egoistic concerns is the aesthetic dimension, where participants care deeply about the look of their clothing. When asked about fashion, most participants found fashion to be a form of self-expression and a way to be creative. The importance of self-expression for participants acted as a motivator for them in purchasing sustainable clothing.

“Yeah if I buy clothes it is because I like how it looks. That’s the deciding factor for me.” (Participant 4)

A reoccurring thought which participants had was that they perceive fast fashion to be not unique and mass owned, and through sustainable fashion they are able to find more unique clothing. As mass-produced fast fashion brands drive many of these participants away, they then have to look elsewhere for fashion. Many participants identified second-hand shops as places where they are able to purchase sustainably, and participants unanimously agreed that second-hand stores provide more unique clothing through which they can express themselves. The dislike of fast fashion coupled with the want to find unique clothing pieces was another egoistic motivation that drives some of these participants towards sustainable fashion.

“Well I mean I don’t really buy anything from H&M but every time I walk into the store I just get disappointed because like first of all nothing really catches my eye and it all looks very basic, all looks like it’s been you know ripped off of some other brand which it usually has been and then like that coupled with like my knowledge of H&M just kind of makes me not want to buy anything from the store.” (Participant 4)

“When I actually first started… it was mostly because it was cheap and you could find stuff that made you look a bit different than everyone else so I feel like that was the biggest turning point.” (Participant 6)

Consumers were also motivated by guild avoidance, where consuming sustainably helped alleviate aversive or guilty feelings. Guilt is oftentimes triggered by actions that are inconsistent with moral standards or social norms, or by feelings of responsibility while failing
to prevent misfortune (Chang, 2014). In the case of sustainable fashion, some consumers feel like they have an ethical obligation to consume in a sustainable way. When they fail to do this, feelings of guilt might arise. Due to this, some consume sustainably to feel better and less guilty. This was seen in a couple of interviews.

“I don’t feel as good [buying fast fashion] because I know that for example also for this social sustainable reasons, ethical reasons, I watched on Netflix this…documentary about the factories and how unethical they are. After I see it, it makes me a bit guilty.” (Participant 5)

“I feel like sustainable clothing usually is a lot higher quality, like they take time to like source like quality materials, it can be a lot more expensive too and you just feel less guilty buying the item. There’s also that aspect attached to it. Usually you can trace back like the labor practices and materials and you kind of just like know what you’re buying and what you are putting on your body as well. That makes it a lot better, like you know where your money is kind of like going like you know what you’re getting out of your money but with fast fashion all those like labor practices and materials, they’re kind of like hidden from you…So I feel like I feel a lot less guilty buying sustainable clothing.” (Participant 2)

“I did buy one shirt from Monki in December and I felt really bad about it, like I was in the shop and I thought it was exactly the type of top I’ve been looking for ages and I really want it and it’s only 25 euros so I’ll just buy it. Then I bought it and I went to the car and I thought I need to return it, I can’t support this industry, but then I kept the shirt and now that I’ve worn it a lot I feel like now the guilt has faded now that I actually know that I did want it and I am going to use it.” (Participant 6)

Even though many sustainable consumers are motivated by altruism and environmentalism, personal well-being and the concern for oneself are also important factors, which weigh in on sustainable purchasing behavior.

4.1.4 Utilitarian motivations
The last motivation identified, which was not included in the conceptual framework, is the utilitarian motivation. When asked why participants usually buy clothing, many said that it is a need that oftentimes drives them. Even though the utilitarian motivation was not maybe the strongest one present, it is notable enough to mention. Many people who truly care for sustainability often try to limit consumption which is not necessary, and this was seen in one particular interview:

“I would say there is always some event or some actual purpose when I buy clothes so I don’t really buy clothes anymore just because I feel like something looks good” (Participant 3)

Many participants also did mention that they often think about if a purchase is actually necessary, and with this idea, an overall theme of consuming less was found in the interviews. Even though participants were sometimes driven by egoistic and maybe more hedonic values, they still had this utilitarian idea in their mind where they debated if the item they were purchasing was actually a necessary need for them.

“I also think like do I really need something, or like I think about that too” and “If I see something remotely nice from like H&M or something, first of all do I really need that because I have a bunch of shirts already.” (Participant 4)

“I feel like with both [sustainable and unsustainable fashion] these days I try to think about all my purchases a lot more and if I need it actually.” (Participant 6)

However, even though participants did actively think about their consumption and try to limit it, most participants said that most of the clothes they buy they don’t need. This is in line with what Abdulrazak and Quoquab (2017) argued about clothing fulfilling more psychological needs than basic needs.

“I have a lot of clothes so I probably wouldn’t need to buy, like I have 10 different jackets but I go into the store and I see a nice jacket I’m like maybe I’ll buy this. Like I don’t need it but I like it. I wouldn’t say I need to be buying clothes but I do it anyway.” (Participant 1)
“Like obviously I don’t need a lot more stuff but I feel like if I need something then I’ll put more money into it, like I’ll rather pay like 60 euros for a shirt from Organic Basics if I know that it’s a basic and I really need it, but then usually most of my purchases are like 2 euro tops when I feel like I need something to spice up my outfit for that day, so I feel like it is also, it is very much a want based thing.” (Participant 6)

4.2 Value types

The value types which were found in the interviews represent the different types of worth sustainable clothing has for participants. Six value types are discussed, however only four of them are considered significant. The value types are also discussed in terms of significance, starting with the most significant one.

4.2.1 Altruistic value

The first value which was found was altruistic value, where participants enjoy giving back to society and others, and where “virtue is its own reward” (Holbrooke, 2006, p.716). From these interviews, a prominent altruistic thought was that consuming sustainably benefits both the society and the people who are behind the production of the clothing.

“It makes me feel like I’m contributing to something bigger. I just feel like I am developing something rather than just putting money in somebody’s pocket… and I’ve realized that it’s a lot better when the whole community, the whole society is able to benefit from my purchases and my decisions in general on a bigger level.” (Participant 3)

When asked how the fashion industry should change to be more sustainable, one participant said:

“I guess like the prices need to change so that balance can be restored or something. Because in that way also the people who are working in all those countries where the clothes are being manufactured they will get more money too, or you’d hope so.” (Participant 4)
Participant 4’s response also shows how the workers of these clothing companies are considered, and participants feel like by consuming sustainably or making the industry more sustainable the workers also benefit, by for example being paid better salaries.

### 4.2.2 Environmental value

Another quite prominent value type that was identified was environmental value, and this is closely related to the biospheric motivations as well. Participants receive value from doing things they know to benefit the environment. One specific source of this value was the rewarding feeling participants get from limiting their waste.

“Yeah, a reward that I feel that I get from is that I’m doing my best to like limit my daily, like daily waste and resource waste and just yeah, kind of like probably what I said already before just, yeah. The whole like resource waste.” (Participant 2)

The act of “doing a good deed” came up multiple times in the interviews, and participants 5 and 1 specifically said they feel rewarded by knowing they did a good deed for the environment.

“Maybe because I know when I buy something that is sustainable, I know I have done a good deed. So it doesn’t make me feel guilty. That pleasure I get I think it’s more the opposite. I get like, of doing something good and good for the environment. Small savings for the environment.” (Participant 5)

“The whole idea that by buying this item you’re not negatively harming the environment, you know that the thing you’re purchasing is good quality and is well produced and is sustainably produced, so it’s like doing a good deed.” (Participant 1)

It might at times be hard to distinguish between the biospheric motivation and environmental value, and it can be argued that participants who are motivated by biospheric ideas also experience environmental value from their consumption. It can also be hard to separate environmental value and altruistic value in some cases, as going a “good deed” for the planet can be thought to also be altruism. Nevertheless, environmental value was clear for many and many want to protect and do good for the environment.
4.2.3 Hedonic value

The third type of value found was hedonic value, where the consumption process (buying and wearing) itself brings value and pleasure to the user. With fashion, this may oftentimes be translated into aesthetic enjoyment, where wearing clothes that you think look nice bring joy and value to you. This value type was very present with participants who said that fashion was a way of self-expression for them and they value this aspect of fashion a lot. A reoccurring idea that came through in several interviews was that most fast fashion brands are very “basic” and not unique, which was also a reason participants did not wish to shop there. Second-hand stores on the other hand were found to be more unique and a place where participants could find one-of-a-kind clothing pieces that brought them hedonic value.

“I mean I still feel like most people buy from fast fashion brands, like most people that you see in public and also when you go second-hand shopping and stuff you find a lot of vintage items which haven’t been produced for you know at least 10 years so it does add a lot of uniqueness to like the clothes that you have when you buy them from second-hand stores.” (Participant 4)

“Well usually because the sustainable items that I do buy are second-hand and you have to sort through countless one of a kind items at the store and then you find the ones you end up buying, it’s like an achievement. But if you walk into a store like Zara or H&M they have like tens of these same items so it’s like if I buy an item it’s the same as 50 other people already have, so it’s not as rewarding.” (Participant 1)

It was also mentioned that the fact that sustainable clothing is oftentimes better quality than fast fashion clothing, brings the participant hedonic value.

“And then maybe perhaps like hedonic value is one thing so usually when I have sustainable clothing on me I feel good because I know things are not going to rip, they’re high quality, great to have that.” (Participant 3)

A couple of participants also mentioned how shopping can be a rewarding process for them, and the act of going shopping can be a way to feel better or lift their mood.
“But also sometimes, if I feel like I haven’t been shopping in a while, or I feel like I did well, like, in some, like course or something, I'll be like, okay, I can as a reward, I can go shopping a bit with, like this amount of money. So usually it’s based first on what I need. But then also I’ve been sometimes using as like our reward system, like going shopping just because it's also sometimes it just feels good to go shopping.” (Participant 2)

“And also it does make me feel a lot better if I have been feeling kind of down and in a rut and then I feel like I’m not looking my best and then I’m like “oh I should go see what they have” and then I’m like “ah okay its only 5 euros so I might as well you know buy it”.” (Participant 6)

As hedonism can be interpreted in a few different ways in this context, it can be seen that hedonic value is present to some extent with most participants.

### 4.2.4 Utilitarian value

Utilitarian was the last stronger value type found. Participants mentioned that they expect sustainable clothing to be of good quality and long-lasting, and in that way the sustainable clothing that they own serves them utilitarian value. The clothing they buy from sustainable brands should do its job well, and this means being of good quality. Participant 6 commented:

“"I feel like that’s something they should focus on, having stuff that actually is what it promises to be, that it’s not like “hey you just bought this shirt for 60 euro and it actually does break down as quickly as something else” and obviously it’s still better to pay that 60 euros for a good cause but still obviously I won’t do it again” and

“I ordered a couple of turtle necks from [Organic Basics] and they were like so expensive but then because I’ve used them a lot so I was fine with it, so yeah I really looked into them because I wanted to make sure if I’m actually paying this much for a basic turtleneck that its actually doing something good.”

Participant 5 also commented on the value that the quality of sustainable clothing brings and the importance of it.
“And I know the quality's good, so maybe the reward would be quality.”

Utilitarian value was also identified by participant 3 as functional value, and it is important that sustainable clothing is functional and can be used many times over in many different contexts. The timelessness of sustainable clothing was also brought up, and how sustainable fashion should not “go out of style”, hence serving functional value for a long time.

“Functional value, that’s something. So usually companies want to go for clothes that, sustainable companies want to go for clothes that can be used in many different occasions so naturally you consume less and I’m a lot behind this thought, because it’s great, I don’t have to own as many clothes.” (Participant 3)

“And it's a good point that you bring up that [trendiness] shouldn't maybe be swapped into the sustainable world of fashion. So it could be more timeless. So you can wear those pieces for longer. And you know, you don't have to worry about it going out of fashion. That's a good point.” (Participant 2)

“So I try to be quite also like, mindful when I buy things that I also buy quite simple clothing that is sort of in a long term trend like will always be in fashion and trendy.” (Participant 5)

It is important for these consumers that their sustainable clothing is of good quality, functional and timeless. All of these factors add to the utilitarian aspect of clothing, and especially sustainable clothing, allowing consumers to use their clothing for a long time.

4.2.5 Social value

Social value came up in a couple of interviews, however, some participants denied social value being present when asked about it. Two participants enjoyed the community of the sustainable fashion scene, though in different ways. Participant 3 talked about it more
regarding sustainable fashion brands and participant 6 talked about it more in terms of second-hand shopping.

“So something I have not said before but maybe like social value that you get out of it, because there is always a community who’s buying like sustainable fashion and it’s like somebody can say like, hey you also have that jacket or you also have that shirt, so that’s really cool I have it too and it’s really important the initiatives they’re going for and stuff like that and that social value is one.” (Participant 3)

“I do like the fact when someone asks me where did you get that I can be like it’s actually all from different thrift stores throughout the times, you know so, I also really like making my own clothes so I feel like that also goes together with that, it’s kind of like a weird sense of pride, like look at what I’ve put together with literally like 10 euros, I really like that.” (Participant 6)

When asked if consuming sustainably created social value of any sort, a couple of individuals responded by saying that consuming sustainably should not be based or influenced by anyone else, and it should be motivated by solely intrinsic factors:

“Yeah, I feel like stuff like that should be like, based on the individual. Like, you should have like that intrinsic motivation to be like, yeah, I want to be sustainable. I want to do things that are like good for the future. And I want to limit my like waste amounts right now and do like the best I can. So if you are doing it based on like, social factors, then it can be very short term. Because those social, like perceptions can change quite fast when new, like buzz news or anything comes out like... So yeah, I would say it is very individual, in my opinion, but I guess it’s not like that for everyone.” (Participant 2)

“I don’t really consume sustainably because other people are doing it or I care what other people think. I do it because I like to do it, I am very environmentally aware and I enjoy shopping sustainably in general, I know I’m just one person but I feel like I can still make a difference” (Participant 1)

Social value was one of the weaker values present, and since some participants argued against it, it could be considered quite insignificant of a value type.
4.2.6 Knowledge value

Lastly, even though knowledge value was not mentioned very often, the idea that sustainable fashion consumption does increase one’s knowledge came across. Participant 3 mentioned it clearly when asked about what type of value is created:

“Then maybe like something is like educational value, so every time I buy something new I do learn more about what some brands, how they are and what they’re doing and so on. So even if I said that “okay I didn’t do too deep research when it comes to Ram” it wasn’t that I didn’t do it at all but it was more that I learned in the process of what they were doing and that’s like I would say that’s part of it. Whereas if I just bought something like fast fashion or something along those lines I wouldn’t really treat those clothes as something like a bigger symbol or something like that.”

It should be mentioned that while the knowledge value dimension did not come across too often directly, there is a knowledge element to sustainable consumption in general. Almost all participants recognized that it has been education and awareness through which they have started to pay more attention to sustainability. Therefore, as knowledge about sustainability issues has grown, participants have become more conscious about their own actions. It could be argued that knowledge of sustainability is a prerequisite for sustainable behavior. Therefore, while participants may not acknowledge the knowledge value dimension, it is present.

5. Discussion and analysis

For many, the definition of sustainability goes against most things the fashion industry nowadays is characterized by. In an industry where mass production and consumption of “trendy” clothing is the norm, many participants valued long-lasting, unique and high-quality pieces. As can be expected due to the clear contrast between the fast fashion scene and the ideals of these consumers, most participants are driven away from the popular fashion scene. The two clearest reasons for this disconnect are the issues related to the mass
production fashion industry and the lack of identity consumers feel they can find through these popularized trends.

The interviews discovered four significant motivations and four significant value types. The motivations include the three defined by Stern et al. (1993) as altruistic, biospheric and egoistic, and a fourth one was identified as utilitarian. The value types found are also in line with the conceptual framework created in the literature review, with utilitarian, hedonic, altruistic and environmental value being present. Social and knowledge value were also discussed, even though they might not be as significant as the others.

For these particular consumers, the debate between utilitarian needs and more psychological hedonic needs was clear. While it was quite evident that most of the clothing these participants buy is not to fulfill basic needs but more psychological needs like Abdulrazak and Quoquab (2017) argued, the internal debate of “do I really need this” was one many had. A general theme of consuming less was one of the most prevalent ones and it plays in on the internal debate between wanting to consume things that make one happy and knowing the consequences of overconsumption. While it was clear that these consumers do still consider egoistic motivations and hedonic value as important when consuming sustainable fashion, these consumers are also more aware of their consumption overall compared to average consumers.

A strong link between pre-purchase motivations and post-purchase value creation was found. The type of value created by sustainable fashion was closely linked to the values of the individual and what motivated them to consume sustainably. Individuals with strong biospheric motivations also experienced strong environmental value, and the same happened with individuals who were motivated by egoistic factors also experienced strong hedonic value. This follows a similar pattern to other research (Niinimäki, 2010) where personal ideology has been found to be a significant influencer for committing to sustainable purchase decisions and a more sustainable lifestyle. It was also noticed that one's sustainable motivations were driven by their personal idea of sustainability. Participants who associated sustainability more with the environment were driven by more biospheric motivations and participants who associated sustainability with a more abstract concept of longevity were driven by more altruistic and complex motivations. While egoistic and
aesthetic values are important for fashion-conscious consumers, all sustainable consumers have ethical values which ultimately guide their consumption.

Even though ethical values guide sustainable consumers, egoistic values such as self-expression and aesthetic satisfaction should not be overlooked. Supporting earlier research done on consumption motivations (Bly et al., 2015; Black and Cherrier, 2010), personal style was found to be both a motivator, as well as a wanted outcome of sustainable fashion consumption. Feeling uninspired by the mass trends of fast fashion, sustainable fashion was seen as a way to feel good and unique with one’s style, helping consumers express themselves through their clothes. With this particular group of consumers, many shopped at second-hand stores to both shop sustainably and find clothing that was more unique and special. It was unanimously agreed that second-hand stores provide consumers with a lot of more sustainable and stylish options that many fast fashion brands do not.

It was also found that many people’s motivations are rooted in negative emotions, which was also discussed in the literature review. Participants expressed various negative emotions regarding the fast fashion industry, such as exploitive practices, over-consumption habits and “basic” over-commercialized clothing. Like the hero identity found by Cherrier (2009), these participants were motivated by the idea of going against exploitative consumption, which refers to “the manipulation of social inequality and exhaustion of natural resources” (Cherrier, 2009, p.185). Both of these aspects were seen in the interviews, as participants did not like the working conditions of most fast fashion companies nor the environmental impact of these brands. Both of these aspects drove participants away from fast fashion and away from consumption overall. The theme of consuming less which all participants showed also ties in with Bly et al.’s (2015) research, finding that consumption is the ‘antithesis of sustainability’. Distrust and lack of transparency of larger corporations were also discussed in the literature review, and it did come across with some interviewees. The lack of transparency results in a lack of trust between the consumer and the brand, making participants reluctant to buy from them. As many sustainable consumers like to research the brands they buy from, the lack of transparent communications between parties creates the image of inadequate practices. It was clear from the interviews that all participants showcased negative emotions towards the industry or fast fashion, and these emotions were a driver for their sustainable consumption habits.
Many issues were brought up regarding the sustainability of the fashion industry, and it was concluded that instead of trying to make fast fashion brands more sustainable, we need to make sustainable brands more accessible. The fast fashion and sustainability sectors of fashion are inherently different, and most aspects of fast fashion would not work with the fundamentals of sustainability. Trends were discussed at large, and it was noticed that sustainable fashion brands do not often cater to consumers who seek these fast-changing trends. While this is seen by some as a flaw of sustainable clothing, it should be realized that the concept of constantly changing trends does not align with the idea of sustainability. Sustainable clothing was on the contrary seen as long-lasting and timeless, something fast fashion is not. Connected to this, the issue of mass production and consumption habits came up, another big dissimilarity between fast fashion and sustainable fashion. These consumers were notably aware of their consumption habits, trying hard not to fall victim to the accessible fast fashion brands.

Even though this study looked at consumers who already consume sustainable fashion, there are still factors that impede their consumption, contributing to the existing attitude-behavior gap found with many sustainable consumers. There was significant talk about price and the premium consumers must pay to consume sustainably. It was realized by a couple of participants that the current prices of fast fashion have desensitized consumers to realistic prices which actually reflect the work behind the clothing. There is debate between if sustainable clothing should be attempted to be made cheaper or if consumers need to be accustomed to these higher premium prices. While both of these options bear their own issues, it is clear that sustainability cannot be achieved through fast fashion prices. The price of fast fashion is what creates the demand for cheap clothing, which then results in excessive resource waste. The theme of consuming less is one which businesses should support, and as is supported by many (Fletcher, 2010; Hirscher et al., 2018; McGrath, 2012; Mont, 2002), value should be created in ways other than decreased prices and mass consumption.

This paper also aimed to investigate how fashion businesses can adapt their strategies to reflect these consumer views. Overall, businesses should assess their actions regarding the two major issues discussed above. While the low-cost mass-production model has been profitable, it is clear that most aspects of this model are found to be problematic by these consumers. Sustainable businesses should focus on quality, longevity and products which
bring value to not only consumers and producers, but the whole society. Another aspect of importance for many of these consumers is transparency and trust. We are moving away from the type of market where consumers and brands are separate, as consumers are ever more interested in the actions of companies. Transparency was seen as a way for brands to start building themselves as more sustainable, and these consumers find trust between them and the brands they shop at to be crucial. Even though not extensively discussed in the interviews, research done for the literature review supports the idea of co-creation between companies and consumers. While most of the research done focused on the co-creation relationship between the company and the consumer, one participant also brought up the idea of co-creation between companies to accelerate the speed of technological advancements to help progress sustainable production. Both of these ways of co-creation allows companies to develop and become more sustainable, and possibly innovate new design strategies for the fashion industry.

Knowledge value was discussed in the results, however, it could be leveraged more if co-creative methods emerged. As Hirscher et al. (2018) found through alternative design methods, knowledge value was strongly present. New design practices which include the consumer could also increase emotional value and experiential value, which were currently not found to be present. Especially emotional value could increase consumers’ willingness to take care of their clothing, possibly decreasing the disposability of them. Emotional value and attachment were seen with only one participant, but it was a significant reason for her to take care of her belongings, which also supports what some research has said (Hirscher et al., 2018; Lopez-Navarro and Lozano-Gomez, 2014; McGrath, 2012). Co-creation practices are not only seen as beneficial for the consumer. Companies could gain a competitive advantage, both by providing for the consumer better, and making their resource use more efficient. Cooperation with other sustainably driven companies could also lead to technological innovation in sustainable production techniques. It is firms that innovate that stay competitive.

6. Conclusions

6.1 Main Findings
The purpose of this study was to find the main motivating factors behind sustainable fashion consumption and the types of value it creates for the consumers, as well as how this knowledge could help businesses improve their sustainability efforts. The main findings of this study provide answers to the research questions identified in the introduction.

The main findings of this research are split into three parts according to the research questions. Firstly, the main motivating factors were researched and four were found to be significantly present. It was suggested through the literature review and the conceptual framework that egoistic, altruistic and biospheric motivations would be present. Alongside these three, utilitarian motivations were also identified as significant. Most consumers of sustainable fashion have a deeper care for the environment and society than regular consumers do. However, as fashion is a form of self-expression for many, egoistic motivations were not ignored by consumers. Many had a combination of shopping in a way in which the environment and society were cared for but still having personal needs and wants in mind.

The second research question looked at identifying value types which consumers experience when consuming sustainable fashion. Four value types identified in the conceptual framework were found to be significant; utilitarian, hedonic, environmental and altruistic. However, social and knowledge value were also discussed in the findings. These value types were also closely linked with participants’ motivations and personal ideologies. Out of the five from the conceptual framework, social value was the only one that could be considered insignificant, even though there was some mention of it. Social value was denied by some, arguing that sustainable actions should not be driven by other factors but personal ones. Knowledge value was found to be more of a future opportunity through new design methods than a current value type, though it was found to be present as a prerequisite or indirect consequence of sustainable consumption.

The findings regarding how businesses can improve their sustainability actions came from both the literature review as well as the interviews. Major issues were identified by participants and based on those it can be concluded that most aspects of the fast fashion business model cannot be translated into a sustainable business. The mass consumption and production of clothing were seen as one of the biggest issues, and to fight this, businesses should focus on long-lasting quality products. The low-cost production model is
no longer appealing in these times of environmental concern and sustainable consumers look for better quality items. Transparency was also identified as a major area of improvement for firms wishing to target these consumers. Transparency is seen as a way for a brand to gain the consumer’s trust, which is considered to be an important way the brand can build up its image. Lack of transparency can easily lead to mistrust, which might lead to a bad brand image. The literature review also concluded that a lot of potential for growth and innovation lies within co-creation, be that between companies or between companies and consumers. Brands that wish to become more sustainable should consider the value creation process, and how sustainable value is more often created by increasing the product’s use-value rather than decreasing its price. This may be through better quality or a deeper emotional attachment, but brands should take into consideration the lifespan of the product for the user. Co-creation between companies could also result in innovation and better production technology, which could in the end make sustainable fashion more accessible for everyone. The fashion industry has a lot of room for growth, and businesses should try to better address these issues which consumers find extremely pressing and urgent.

6.2 Implications for international business

The implications of this study for international business are what fashion businesses can learn about a growing market segment. Sustainable consumerism is on the rise, and sustainable consumers have a lot of purchasing power. Fashion businesses should understand these consumers on a greater level and provide products that satisfy their deeper environmental and ethical needs. This study found many problems that these consumers find relevant with the fashion industry and if brands continue to do business in ways that ignore these issues, they will be affected.

Understanding consumer motivations and value creation is useful for companies, as these are things that drive consumption and bring customers back. Fashion being one of the largest industries, it is that much more important to understand the consumers as they represent a massive consumer segment. Fashion businesses should place great importance on the transparency of their actions, as consumers are ever more interested in how brands go about their business. Gaining the trust of these consumers is relevant, as they often do not purchase from brands with insufficient transparency. Having good and
transparent communications can overall be seen as a benefit for a company. The business model of low-cost mass-produced clothing is no longer deemed appropriate, as it is seen as problematic in many ways. Businesses that create value with this model may want to reconsider and rethink how they create value for their consumers. Aspects such as quality, longevity and uniqueness are things that these consumers appreciate. Consumers are no longer only interested in value creation through lower prices. Instead of using the method of decreasing exchange-value, businesses who wish to attract sustainable customers should find ways to increase the use-value of their products. This can be done by increasing quality, functionality, timelessness or even emotional attachment.

The research done on co-creation is also relevant for businesses. Co-creation strategies can be useful for businesses to understand. Through them, businesses can target consumers better and expand the types of value that consumers gain, which subsequently also benefits the company. Co-creation may also allow for overall better resource use, as less products are made blindly for the masses. Co-creation between companies should also be considered, as sustainable products could become more accessible for consumers if sustainable production became more advanced. Currently, consumers feel a lack of availability of desired products, and by working in collaboration with each other, companies could advance the fashion industry, making sustainability more of a standard rather than a premium.

6.3 Limitations of the study

The limitations to the methodology section were already discussed, however, there are limitations to the study overall. Something which should be acknowledged is that it can be difficult to distinguish between consumer motivations and value creation, as there is some inevitable overlap between the two. As it was discussed, the two are linked and specific motivations can often lead to specific value. This theoretical model where motivations and value types are coupled can be beneficial for researchers and businesses, as the two are also linked in practice. However, more could be done to try separate them in the research process. This can be done by distinguishing the two more clearly in the interview phase and creating questions that more distinctly target these separate ideas. This helps both the researcher, as well as the interviewees when trying to distinguish between the two.
6.4 Suggestions for further research

Several ideas for further research can be suggested. Firstly, as it was discussed at large in the literature review but not in the primary research, understanding how co-creation could be applied to the fashion scene would be greatly beneficial. It was found through mostly the literature review that new and different co-creation strategies can be of great benefit for not only individual companies, but possibly even the industry as a whole. However currently, participants with whom co-creation was discussed, it was still found to be a very conceptual and unfamiliar idea, and there was a lot of question on how it could be implemented. Even though it was found that co-creation could be valuable in terms of innovation and sustainable progress, it is still unclear how this could be done in practice. Co-creation should be researched more and theoretical frameworks through which it could be put into practice would be helpful for businesses in understanding and implementing the idea.

Secondly, some research now has been done on sustainable consumer motivations, however, not as much has been done on the value creation side. Value creation models which specifically target sustainable consumers would be helpful, as general value creation models do not necessarily portray sustainable consumption. It could be beneficial to research value creation more thoroughly in the sustainable fashion sector to better understand how it brings value to these specific consumers. A more in-depth study of this could provide useful insight for businesses to further understand consumer behavior.

References


Appendices

Appendix A: Interview questions

1. What does sustainability mean to you?
2. What aspects of sustainability are most important to you? Why?
3. What does fashion mean to you?
5. Usually when you buy clothing, what is the reasoning behind the purchase?
6. Why has sustainability become an important factor in your life? What has led you to consider sustainability in your fashion consumption choices?
7. How does it make you feel buying sustainable fashion compared to unsustainable fashion? Why does it make you feel this way?
8. What are the main factors which motivate your sustainable consumption?
9. What features or attributes would you say are the most important that sustainable clothing should possess? Which attributes have convinced you to buy sustainable fashion in the past or which could convince you to buy in the future? Why are these attributes important?
10. What are current barriers between you and sustainable fashion consumption?
11. What kind of value do you receive from sustainable fashion consumption? What rewards do you gain from purchasing and wearing sustainable fashion?
   a. For guidance: utilitarian, social, hedonic, environment, altruistic
12. How should the fashion industry change in order to be more sustainable? What kind of design methods could be implemented?

Appendix B: Interview transcript, participant 1

Interviewer (I): So the first one is what does sustainability mean to you? What kind of meaning does it have?

#1: Making sure that the things you do and the things you buy don’t have a lot of negative impact on the environment for example. So last year, so 2020, my new year’s resolution was to shop second-hand, try to not shop at all from for example
fast fashion brands particularly, which I did manage to do. I very rarely nowadays shop anything that’s not second-hand because it’s just, I just like the idea of recycling things, and with food as well we have bio waste and we sort our waste, because I think it’s really important because it just, it’s such a simple thing you can do to have some sort of positive impact on the environment. To be able to impact the environment positively.

I: Yeah okay. Why do you think, especially caring about the environment, is important?

#1: Because of the rate at which the actions of humans affect the environment negatively because it doesn’t require a lot nowadays with the whole industries and everything to harm the environment and I feel like a lot of people just kind of take what we have on earth for granted, so I tend to watch a lot of nature documentaries and the David Attenborough one that they did on Netflix which follows him or kind of explain that how the planet has gone to worse condition during the 60 years or whatever he has been doing these nature documentaries and it’s just very hard hitting when you actually realize how bad or how big the negative effects can be of human basic life.

I: Yeah. What does fashion mean to you personally?

#1: I’d say probably being able to express yourself in a way in which you feel comfortable but also in a way that allows you to be creative in your own way. So like being able to express yourself without I guess, and being confident without thinking if other people are going to judge you, for example.

I: There might be some differences with the whole Covid situation, but if you think about in general, how often would you say you buy clothing, for example in a month’s span?

#1: Probably like once or twice a month, not more than more that. Definitely not now at least because I just don’t feel the need to, I usually sell a lot of my clothes because I just end up, I buy things and I realize that I have so many things in my closet that I don’t need and I just sell them, and I opt for nowadays buying more high quality things

I: You already mentioned this but just to clarify, you mostly buy second-hand right?

#1: Yeah I do, only like really basic items like basic tops or obviously like underwear and stuff like that, that I’ll buy obviously new because that’s different to buying second-hand. But everything else I do buy second-hand.

I: Yeah when you think about underwear or whatever else you can’t find from second-hand stores that you know you need to buy, in those situations do you think about buying from sustainable brands or do you think that since you buy so rarely it’s okay if you know your underwear from fast fashion brands or other unsustainable brands?

#1: I do tend to look a lot at the sustainability of a brand, so the brands that I do shop at that aren’t second-hand stores I do check that they’re, or read through their sustainability criteria and stuff like that, so I try to not buy from companies that aren’t sustainable and transparent with their whole production process and stuff.

I: Usually when you buy clothing, can you think of what is the main reason behind you buying clothing?

#1: That depends on, because sometimes I’ll have like, I’ll go to a thrift store with a plan or idea of what I would need, like certain items I would want to find but that usually it happens that I’ll go looking for certain things but I’ll find some very cool one-of-a-kind shirt or something that I think is fun and funky and then I’ll buy that instead. Kind of depends, sometimes
you’ll go into a thrift store and then you’ll be looking for a particular thing and you’ll find it and you’ll be like yes score but then a lot of the times that just doesn’t happen very regularly, it’s kind of random, usually when you’re not looking for something you’ll find it and then when you’re trying to find something it’s just nowhere to be found.

I: When you go in with a plan and you know what you want to buy, but is it still like you’re shopping because you want these items but is it more that you need these items?

#1: I have a lot of clothes so I probably wouldn’t need to buy, like I have 10 different jackets but I go into the store and I see a nice jacket I’m like maybe I’ll buy this. Like I don’t need it but I like it. I wouldn’t say I need to be buying clothes but I do it anyway.

I: What has led to you considering sustainability in your fashion consumption choices? Why has it become an important factor?

#1: I feel like I’ve become more aware of my own consumption of anything really, and the whole idea of global warming and sustainable fashion has become more popular too, so I think the fact that it has become a more regular thought that’s just been placed in my head as well as me being more aware of my own doings as well.

I: How does it make you feel buying sustainable fashion compared to unsustainable fashion?

#1: I think it’s more rewarding when its sustainable

I: Why is it more rewarding?

#1: Well usually because the sustainable items that I do buy are second-hand and you have to sort through countless one of a kind items at the store and then you find the ones you end up buying, it’s like an achievement. But if you walk to a store like Zara or H&M they have like tens of these same items so it’s like if I buy an items it’s the same as 50 other people already have, so it’s not as rewarding.

I: There might be some overlap here of what you’ve already said but what would you say are the main motivating factors for you to consume sustainable fashion? What motivates you to do it?

#1: Just the fact that I can make a difference with my consumption, I can impact the planet and inspire other people to consume sustainably. Just the idea that me consuming more sustainably impacts not only me as an individual, it makes me feel like I’m doing something good as well for the planet.

I: I know you buy a lot of second-hand clothing but for this question you could also hypothetically think about brands that you know are sustainable. So what kind of features or attributes would you say are the most important that sustainable clothing should have? Which kind of features have convinced you or would convince you to buy certain products, knowing they’re sustainable?

#1: The materials that is used to make the products, particularly I always look if it’s like a sweater or something I’ll look that its wool or something like that, so I know the quality is good and that it’ll last long, and a bonus is of course if it’s sustainably made wool as well, or produced. I definitely look at the materials that are used. And then when purchasing any items, I just
think about the material and the quality and if it’s a bit pricier I’d rather buy something a bit pricier that will last me a long time instead of buying something that’s cheap and bad quality that I’ll just end up having to throw away or something.

I: What do you feel like are current barriers between you and sustainable fashion consumption? Maybe more with actual brands?

#1: If you’re buying things new a lot of more sustainable brands do tend to be pricier, so I think the price point of things because obviously as a student without a job I’m not able to buy things that are extremely expensive if I don’t save money for it, if I buy them new, but obviously if I buy them second-hand that’s a lot cheaper and you can still get the same quality items.

I: This might also be a bit abstract, but what kind of value do you receive from sustainable fashion consumption? What rewards do you gain from purchasing and wearing sustainable fashion?

#1: The whole idea that by buying this item you’re not negatively harming the environment, you know that the thing you’re purchasing is good quality and is well produced and is sustainably produced, so it’s like doing a good deed.

I: Do you ever feel like consuming sustainably could boost your social image?

#1: No, I don’t really consume sustainably because other people are doing it or I care what other people think. I do it because I like to do it, I am very environmentally aware and I enjoy shopping sustainably in general, I know I’m just one person but I feel like I can still make a difference.

I: Do you ever think about the more ethical side of sustainable fashion, like the workers and all that?

#1: Yeah I do, that’s why I like to read up on and check brands to see, because brands which are more transparent on how their things are produced are usually the good brands because they’re not ashamed of explain their production process, whereas the ones that aren’t transparent there is something fishy going on in the background. So yeah I definitely don’t like the idea of sweatshops, and children working and underpaid employees and the terrible working conditions that a lot of people have because of how big the industry is, it is definitely something I am aware of and I do read about all that so I can get to know what brands are good brands and what brands aren’t.

I: Last one. What are your thoughts on how should the fashion industry as a whole should change in order to be more sustainable?

#1: I think it’s the consumers that have a lot of impact on like the industry itself so the fact that people want to consume things that are cheap or order things in bulk that are just really cheap from cheap brands which produce things very unsustainably because of how fast they need to produce large amounts of the clothing, it’s the consumer that has that effect, they wouldn’t be producing as much things if it wasn’t so popular so as consumers I feel like people need to take a step back and look at the effects of them buying €25 items that are terrible quality and are going to break in a month are compare to buying 100 or €200 items that are going to last them for years. so maybe just the whole mindset that people have when it comes to consuming needs to change in order for the industry itself to kind of change, just the mass production of these clothing items that are terrible quality and the production that harms the environment and the people that are producing them. I guess just more awareness needs to be brought to consumers people need to be more aware so that the fashion industry also gets a reality check particularly when it comes to fast fashion brands yeah.
I: Okay, that was all I have. Those were good answers.

Appendix C: Interview transcript, participant 2

Interviewer (I): To start off with, what does sustainability mean to you?

#2: Good question. I would say, to me, it means being more conscious about how you act and what you consume, and being more conscious about the future, and not doing things in a way where you’re only thinking about yourself. That’s how I would perceive it.

I: Yeah. Since sustainability is quite a broad concept, what do you feel like are the most important aspects of sustainability?

#2: That’s a really like broad question, do you have like examples?

I: I guess when you think about sustainability specifically to you, kind of what it means to you, but like for example you could be very conscious of the environment, maybe more of the ethics, it could be more like specifically how you act or, yeah I guess what you feel like is the most important.

#2: Yeah. Oh, yeah. environment is definitely like one of the largest themes that falls under sustainability, in my opinion, but also, as you said, like ethics. And there’s also a lot about like, governance and human rights, and justice and all those things, as well falls under sustainability. Like making things more inclusive, more circular. So yeah.

I: Yeah. What does fashion mean to you?

#2: Fashion for me, fashion is a way to just express yourself in a way where you don’t need to speak. So and then you can show your personality, and just, like, show a piece of you, to people around you and without having to like really say anything.

I: Yeah. This might have maybe changed with the whole COVID situation. But if you think about in general, maybe without the whole COVID restrictions, how often would you say that you buy clothes, maybe in like a month span or?

#2: Yeah, probably before like maybe a few times a month? When after COVID it could be like every other month even or every two months. It’s kind of changed.

I: Yeah. Where do you usually shop or buy your clothes from?

#2: Yeah, so when I like started university because before I was living in like a country where like, you could really only access fast fashion in the UAE. So like thrift shops and second-hand markets weren’t really a thing there. So everyone had, the only option was to go to fast fashion stores and stores were like inventory was constantly just replacing the place, so just mass produced clothing. So that’s kind of what I grew up on. But as soon as I like moved to Amsterdam, and out here, I’ve been shopping thrift stores mainly. And then also from friends, buying off my friends, D-pop, I also use this app that helps me like filter stores where you can rank them and see like their labor and where their like resources come from. And yeah, just overall like their environmental policy. So you can also filter that like how highly you want each company to
be ranked and or try to purchase from it. So like if I'm like wondering about specific company, I just read into the app, and they give me like a, like a ranking and they give me in depth like analysis as to how they're meeting like each of those like specific goals. Also, that has been helping a lot.

I: Oh, that's cool. What is it called?

#2: It's called good on you.

I: Okay, that's cool. I think I will check that out, too. I've never heard of that before.

#2: Yeah I recommend is really handy.

I: Yeah. Usually when you buy clothes, what's like the main reason behind the purchase?

#2: Comfort, comfort is always everything. I don't usually care as much like what it looks like, or generally that's something that I would wear but comfort is very important for me. So that's the main thing and then price and then it's like good material. So I'd say probably in that order.

I: Do you buy a lot of clothes, like do you buy mainly because you feel like you need something or is there also like this aspect of I buy because you know, I think it looks nice or I like shopping or you know these more enjoyable hedonic aspects?

#2: Well, I have on my Notes app, I have like a list of like, clothing that I need, like, if I feel like oh, I need like black jeans, all right on my phone now, like, try and look for that throughout the month, or whenever I run into a place where I can find it. So usually it is based on what I need. And especially with like a student budget, it's usually based on just needs for now. And but also sometimes, if I feel like I haven't been shopping in a while, or I feel like I did well, like, in some, like course or something, I'll be like, okay, like, I can like, as a reward, I can go shopping a bit with, like this amount of money. So usually it's based first on what I need. But then also I've been sometimes using as like our reward system, like going shopping just because it's also sometimes it just feels good to go shopping.

I: Yeah. Why do you think that sustainability has become something that you consider in your fashion consumption choices?

#2: Yeah, I think a lot just the public has started speaking about it a lot more, there's been a lot more like media attention directed towards it. A lot of like, just companies are also just advertising about, like, how they're becoming more sustainable. And there's also the problems of greenwashing, all of those statements. But yeah, just I feel like a lot of just like, public emotion as well has just also raised my awareness towards that. It wasn't such a thing when I was like growing up in the Middle East, but now that I've moved to Europe and stuff, I've become a lot more aware.

#1: Yeah. How does it make you feel if you compare buying sustainably, compared to buying unsustainable fashion, for example fast fashion?

#2: I feel like sustainable clothing usually is a lot higher quality, like they take time to like source like quality materials, it can be a lot more expensive too and you just feel less guilty buying the item. There's also that aspect attached to it. Usually you can trace back like the labor practices and materials and you kind of just like know what you're buying and what you are putting on your body as well. That makes it a lot better, like you know where your money is kind of like going like you know what you're getting out of your money but with fast fashion all those like labor practices and materials, they're kind
of like hidden from you. So you're just usually buying the piece of clothing for as it is, but you don't really know the backstory to it. So I feel like I feel a lot less guilty buying sustainable clothing.

I: Yeah, yeah. They're my might be a bit overlap here to what you've already said. But what do you feel like are the main like motivations, or the main motivating factors behind you buying sustainably?

#2: Yeah, well, there's annually huge, I don't remember the number but there's incredible amounts of clothing that is just thrown away into landfills. So just by me not contributing to that land pile and just also makes me feel good. And just consuming in a way that is good for the future generation. Because if each individual just thinks that Oh, my difference won't be enough to do anything for the future, then there won't be like overall change. So each person kind of has to think that, okay, my efforts are enough for the future. And then that cumulatively will add up to at least some change that will help future generations. So that's just how I feel and fashion is just, so many resources go into making a simple t shirt, like energy, water, materials. So just also being aware of that. And yeah, just doing the best I can with helping the future and just the current state, as well.

I: What kind of features or attributes would you say are like the most important that sustainable clothing should have?

#2: So yeah, okay. I feel like it should be accessible. So people don't have to go out of their way to find it. That's also usually like a main thing that people really have to like look for like, a sustainable store or a store that has a sustainable like clothing line that just came out, they would have to put extra effort in and usually people don't like shopping that require like extra effort. They like simple like routines. So making it more accessible and then also price because there's usually a bit of a margin to sustainable clothing. So making it more affordable even though it's usually really hard because it's kind of impossible because of the resources that they're using and then the labor has to be at a domestic full price I'd say so accessible and affordability. And yeah, usually also sustainable clothing isn't, how do I say this like, also to cater to more people, I guess, like more trendy, like, I feel like sustainable clothing also, usually is pretty timeless. And what I've seen is pretty timeless and mostly like active wear. So, yeah, but accessibility, affordability, I would say are the two main things maybe.

I: Do you think that it's an issue that sustainable clothing is quite, I guess timeless and not as trendy? Or do you think that's actually good?

#2: Yeah, I think there's a whole problem with the, there's a whole problem with clothes being trendy, because they're constantly just swap, swap, swap so you're throwing such huge amounts of like clothing away, and that huge resource waste. So there's a whole problem with that whole trendy side of fashion. And it's a good point that you bring up that it shouldn't maybe be swapped into the sustainable world of fashion. So it could be more timeless. So you can wear those pieces for longer. And you know, you don't have to worry about it going out of fashion. That's a good point. Also like making, in order to get like some more people interested in sustainable fashion, maybe that could be like some more like trendy clothing that is sustainable, just to like, those people that are after trendy clothing that they can only find through fast fashion, but could also have some alternatives that are sustainable.

I: Yeah, definitely. I think you've already mentioned a couple of barriers like price and availability, but can you think of any other barriers between you and sustainable fashion consumption?
#2: Those are usually the only things that have like stopped me like I find a really nice sustainable piece somewhere like, like a boutique or something and usually they are kind of out of my budget. So those are the only two problems I've really run into that. Stop me so far. I haven't found problems in the quality yet.

I: What kind of value do you feel like you receive from sustainable fashion consumption? So what kind of rewards do you gain from, you know, purchasing and wearing sustainable fashion?

#2: Yeah, a reward that I feel that I get from is that I'm doing my best to like limit my daily, like daily waste and resource waste and just yeah, kind of like probably what I said already before just, yeah. The whole like resource waste.

I: Do you ever, or has it ever crossed your mind that there might be, kind of social value in that as well? So like, you know, having this community of, I guess, sustainable consumers. Has that ever crossed your mind? Or do you just kind of think about it as like, very individualistic of a lifestyle?

#2: Yeah, I feel like stuff like that should be based on the individual. Like, you should have that intrinsic motivation to be like, yeah, I want to be sustainable. I want to do things that are good for the future. And I want to limit my waste amounts right now and do like the best I can. So if you are doing it based on like, social factors, then it can be very short term. Because those social, like perceptions can change quite fast when new, like buzz news or anything comes out, like not news source but like changing news and stuff. So yeah, I would say it is very individual, in my opinion, but I guess it's not like that for everyone. Because yeah, as I said earlier, the whole like in media, how there's been more and more like action towards like sustainable clothing. So that also gives like a larger community. If it is based on individual like motives, I just feel like it's more long term and you're going more out of your way for it. You're not looking for like that, social acceptance from doing it. You're doing it just for your own, because you feel like it's the right thing to do.

I: How do you feel like the fashion industry should change in order to be more sustainable?

#2: Yeah, I mean, there can't be any radical changes. So fast fashion world as it is right now like, because the way their business models and everything are set up. But if I could change like one thing right now that could immediately like, kind of limit the way, so just limit the amount of times they can change their inventory in a year, you could already limit so much like resource waste, and also make sure there's way stricter laws on like their labor practices, because that is also a very hidden factor from the fashion world right now. So, yeah, but the inventory is, like the main problems is, in my opinion, but yeah, how often it swaps around. And then having systems where even if you have the inventory that is being thrown away, having a system where you can put that because there's still like usable clothing or materials that you can extract for other uses, having a system where those clothing that is being thrown away from that trend cycle, having a place where that is being then used again. So making some circular system for like the fashion world.

I: When you think about current sustainable fashion world and companies not having so much maybe variety in their clothing, do you think that there could be value in somehow having the consumer more in the value chain? Maybe in the design processes? Or you know, having better you know, I guess communications between companies and consumers?

#2: Yeah, so not like keeping like the process so, like, hidden from the consumer. Yeah.

I: Yeah, like, you know, having the consumer more in the process to make, I guess, just products that would then maybe also be demanded more.
#2: Yeah, that's an interesting point. How would that be implemented? Like, would they be like some, like, voting system, or like large scale questionnaire sent out or?

I: Yeah, I mean, like, the whole concept of co-creation, well it's very broad. And it can be used in many different ways. But at least what I've been, I haven't been looking into too many, like, very specific methods, but just I guess, the idea of somehow incorporating the consumer, especially in the design process, because I feel like a lot of people feel like, you know, sustainable fashion isn't, there isn't enough variety in what you can buy. And so I've been doing some research on, you know, cooperation and how consumers could be more involved in the whole value chain. Yeah.

#2: Yeah that's interesting. Yeah. The whole, like of variety is also like a problem I should have mentioned earlier with the accessibility and affordability, and increasing the variety, because a lot, I feel like maybe active wear is like the easiest way to go about sustainable clothing, but it's like the largest area of sustainable clothing, it's like active wear. Right. Yeah. Yeah. Including the consumers in the part of the chain as you said. Yeah. Yeah, yeah. I feel like that definitely would be important, but how does also that would differ from, like, companies like responding to changes in consumer behavior?

I: I mean, I guess it's, it could, you know, target similar goals. Yeah. I think it's just like a lot of companies, I mean, I had this discussion with one other person but, you know, a lot of sustainable companies, they do try to aim for very timeless pieces, which is, you know, fair enough. I do understand that. But I get if more people want more trendy and more tailored to specific needs, then that could be one way to kind of achieve that and gain more demand and more consumers.

#2: There will still be that problem where they have to like throw away that inventory once it's out of style. Yeah, so that would be another problem.

I: Yeah, definitely. It's definitely something that's like, not, you know, it's definitely not implemented yet. And it's just like, kind of something that researchers and people are thinking about, but I think it's an interesting thought to see if that could maybe lead to something, you know, some kind of change in the whole industry.

#2: That is interesting.

I: But yeah, I don't have any other questions. Those were all unless you have any other points or ending remarks.

#2: Not right now I don't, but they were really interesting questions. Yeah.

Appendix D: Interview transcript, participant 3

I: What does sustainability mean to you in your life?

#3: It basically means getting the type of value from something that I can develop. Sustainability itself is kind of abstract as a term but I would say that it is to be able to develop something in the long term taking into consideration the resources that you have and not wasting them, this might just be anything, it might be related to nature, it might be related to just sustainable business activities, just like anything and when it comes to my everyday life I try to always think about how I can function in a sustainable way and not deplete things that there are.
I: Could you think of what aspects of sustainability are the most important to you, since sustainability is quite a broad concept?

#3: I would say to me like the most important factors are related to my own consumption, so when I consume things, let’s say I buy clothes, which I rarely buy clothes to be honest, and if I do nowadays I tend to go for more towards second-hand or then those brands who actually care about these matters. So I would say it’s most consumption related. The only thing that is sort of limiting me in many ways is that sustainable products are more expensive by far so even if I wanted to buy groceries which are sustainably produced its sometimes a bit tricky because you have to pay a premium. But anyway, that’s kind of it. And I’ve also started to think about my own behaviour in terms of if I can save energy, if I can do more by doing less.

I: What does fashion mean to you?

#3: Fashion to me means, it is a way to look good. You have clothes that look good on you. Personally to me it’s mostly those extrinsic features, so let’s say for example you have a flashy shirt or something along those lines but personally I don’t think about fashion anymore that much, to somebody else it might mean just like clothes, but to me I feel like my clothes have to nowadays fill some kind of functional gap in my wardrobe, so it’s not like I would buy something anymore just because it looks good, but it has to fill some other boxes as well.

I: You mentioned you don’t buy a lot of clothes but how much do you buy in a month’s span or if you don’t buy every month then how often do you usually buy clothes?

#3: I would say there is always some event or some actual purpose when I buy clothes so I don’t really buy clothes anymore just because I feel like something looks good, I try to get rid of them more than I buy them, but I buy them, maybe I would say these kind of events they occur maybe once every two month or something along those lines. So let’s say if there is like a new skiing season starting and I realise I need a new jacket, that’s when I buy something. That might actually be new because then you’re able to see that they’re actually in good condition and have lots of age still on them. Yeah I would say it’s probably those two months or something along those lines.

I: If you don’t buy second-hand, do you actively look at the sustainability of brands of the new products that you do buy?

#3: Yeah more and more I would say, but I’ve realised that its sometimes very restrictive if I’m doing really deep research into something. So like for example I was looking for a new puffer jacket just for general purposes, like a functional one, and I was looking at like Down Jackets, and Patagonia had some really good ones that I could have gone for but then I realised that there is another one from a British brand called Ram that has better features and in general is more highly looked upon by users. Then I was doing a little bit of research on Ram and they were saying they commit to certain things like proper labour treatment and just commit to sustainability in many ways but I didn’t do more research because I realised that there might be like, I might find out something that really puts me off, so it was kind of like out of sight out of mind type of thinking, but then later on I checked and they didn’t really have all that bad things going on, it was just like they hadn’t perhaps thought about all their supply chain and so on, which could be optimized to be as sustainable as possible, but yeah that’s kind of it.

I: Why do you think sustainability has become important to you? What has led you to considering it so much?
#3: I was thinking about this actually a while ago and it didn't really hit me perhaps before I left Mikkeli, so it was in Mikkeli that I realized that there is something in this, and I would say that it's come through like education, so I had a few courses actually in Mikkeli and during my exchange and so on, and they were like courses related to sustainability and how we can be more green, how can our companies be more green and so on, and I didn't even realize that I got a lot out of them in regards to my own attitudes, and then I started analysing this whole thing and that's probably where it came from. And then just in general I see sustainability as a challenge that we want to really commit to, it's not only about just saving the world but I see it as something that we want to be involved in.

I: If you think about buying things sustainably versus not sustainably, how does it make you feel knowing that you're buying sustainably?

#3: It makes me feel like I'm contributing to something bigger. I just feel like I am developing something rather than just putting money in somebody's pocket. I'm in general kind of entrepreneurship minded as a persona and I've realised that it's a lot better when the whole community, the whole society is able to benefit from my purchases and my decisions in general on a bigger level.

I: There might be some overlap here to what you've already said but can you think of the main motivating factors behind your sustainable consumption?

#3: I think one at least is that I'm able to develop something that is out there, I'm able to, with my own purchasing behaviour I'm able to stand behind a cause for example. So like with Patagonia they have many different initiatives that they are committed to and by buying their stuff I know my money goes somewhere to people where who can lobby for these things, because it's difficult for me to know where I would be donating, what would be the best way to make an impact, but this way I get something, good quality clothing, or good quality gear in general and they get my money with which they are able to develop first of all those clothes so that they are more sustainable, and they're able to also commit to these environmental challenges and societal obstacles in general.

I: What features or attributes would you say are the most important that sustainable clothing should have? What has convinced you to buy in the past or what's something that would convince you to buy in the future?

#3: Definitely durability and just then companies that go for the sustainable clothing, they always want to have clothing that is actually, you're able to use for a long time and then you get your warranty, for example many companies have a life-long one, so you can always take your jacket back or your shirt back and they will fix it for you. So that's something I like, because I want to reduce my own consumption and it's not possible if I keep buying clothes that break in like 2 or 3 year, which is considered a long lifetime for many clothes, and that's in my opinion a funny idea. So I would say I'm not so largely committed to like let's say, well I'm committed but I don't think about it as much when it comes to like animal rights and so on, because I don't understand it enough and I need to educate myself towards that, so at this moment it's more like about just having durable clothes, even though all those factors are important that they're going for.

I: You already mentioned that price is a big barrier but can you think of any other barriers between you and sustainable fashion consumption?

#3: One thing is availability, so it's sometimes really difficult to find a piece of clothing that you would want to get, so if I want to buy something second-hand, especially, if I want to like reduce that new clothes spending its sometimes tricky
because if I want to get like pants and my size it’s usually really difficult to find those second-hand because there are so few, and people will of course because they’re durable if they’re sustainable fashion, people will be using them for a very long time so they’re not selling them like ever. So that’s one thing.

I: What kind of value do you get from consuming sustainable fashion? What kind of rewards do you gain?

#3: There are a few different ones, sort of value dimensions. So something I have not said before but maybe like social value that you get out of it, because there is always a community who’s buying like sustainable fashion and it’s like somebody can say like, hey you also have that jacket or you also have that shirt, so that’s really cool I have it too and it’s really important the initiatives they’re going for and stuff like that and that social value is one. And then maybe perhaps like hedonic value is one thing so usually when I have sustainable clothing on me I feel good because I know things are not going to rip, they’re high quality, great to have that. Then maybe like something is like educational value, so every time I buy something new I do learn more about what some brands, how they are and what they’re doing and so on. So even if I said that “okay I didn’t do too deep research when it comes to Ram” it wasn’t that I didn’t do it at all but it was more that I learned in the process of what they were doing and that’s like I would say that’s part of it. Whereas if I just bought something like fast fashion or something along those lines I wouldn’t really treat those clothes as something like a bigger symbol or something like that. Functional value, that’s something. So usually companies want to go for clothes that, sustainable companies want to go for clothes that can be used in many different occasions so naturally you consume less and I’m a lot behind this thought, because it’s great, I don’t have to own as many clothes. It’s also easier to like move from one place to another when you have less clothes for instance.

I: Last one. How do you feel like the industry should change to be more sustainable and especially design methods which could be implemented to make it a more sustainable industry?

#3: I would say that there needs to be more like co-creation, so companies don’t need to just compete with each other when it comes to this, like you know in sustainable fashion and like, there has to be some collaboration done in order to achieve like the next level, because when it comes to like the prices for example, it’s very difficult to achieve a level of output if you’re not like able to produce with better techniques and so on, and for one company research and development can take a lot more time than it would if you had like 2 or even more companies. So like we don’t want to be, when it comes to sustainable fashion, normal fashion can do what they want but you have to somehow be able to do things together in order to be better. And maybe like education is one huge thing, even if companies, let’s say, everyone says really bad things about greenwashing and of course it’s a bad thing in essence, but then again if greenwashing is something that pushes a company towards better solutions, if they just did it for money, they should perhaps do it, because it might you know push them towards thinking about their decisions and so on. It’s not like if you are doing something for only money and looking like you’re doing things for the environment, it’s not necessarily always a bad thing if you at least do something else then. And then when it comes to for instance like funding, there are a lot of funds that do sustainable investments, but then there are those that only invest in companies that well make money, so how could we like get money out of those funds that are currently investing in less than optimal sustainable companies. So for example Oatly, they took money from a larger investment institution that had been investing in the past in ventures that don’t necessarily think about sustainability or at least don’t have it as number one, but they argued it in the way that now as we take this money that has been dirty before we will be able to get more of this sustainable stuff of ours to the hands of normal consumers, so more stores will have Oatly oat milk. So I think that’s an interesting perspective. There might still be some problems in it that I don’t necessarily, or we don’t even necessarily recognize yet, but anyway like there’s so much private equity that we can leverage, but we haven’t found way to leverage a lot of it just yet, because not everybody is committed to this whole thing.
I: Do you think that with co-creation, there would be value in having the consumer in the design and maybe even the production process somehow?

#3: Yeah that’s a good question, I think there could be those opportunities where people could talk about what they, how they use certain clothes from a brand. Getting all that information together to form that perfect piece of clothing with your customers would actually be a really great thing for sure. I didn’t even think about having the customers more involved or something, so like crowdsourcing, these kinds of things would make a difference because we would, it would probably be more expensive to develop this way but then again we could actually reduce consumption by a mile if we had that.

I: Okay, that was my last question unless you have anything else you want to say.

Appendix E: Interview transcript, participant 4

Interviewer (I): What does sustainability mean to you?

#4: I guess it means like doing my part for the environment, buying less products that harm the environment and buying more products which are good for the environment and making choices that I think are like better for the environment in general. That includes like the type of food that I buy and like also the type of clothes that I buy and etc.

I: Okay, this second one, there might be some overlap here but, what aspects of sustainability are the most important to you?

#4: Like, what do you mean?

I: When you think about the way you live and if you try to live sustainably, a couple of like the most important things that you kind of think about on the daily or that are the most important individually to you.

#4: Probably like the types of food that I buy, like when I go to the store, and then when I think about buying clothing I always think like okay do I want to buy from like a store or do I want to buy second-hand. I’d say those are like the two biggest things. Oh and then I also think like do I really need something or like I think about that too.

I: Okay, can you say, for example buying second-hand or buying new or thinking like if you need it or not, why are these very important to you? Like what’s behind your thinking there?

#4: Well I guess it’s because I know like all the, I know about the textile industry and I know how unsustainable it is and how much goes into just a single shirt being produced, especially with fast fashion brands so that’s one thing I really think about when buying clothes cause even if I see something remotely nice from like H&M or something, first of all do I really need that because I have a bunch of shirts already and second of all do I want to contribute to like that kind of business. That’s why I generally choose to buy like either from like a second-hand shop or then like I buy something online that’s preowned. Cause then I know wherever the clothing came from its already been bought, or like buying it from someone who has already owned it… and not contributing to the whole textile industry

I: What does fashion mean to you?
#4: I feel like fashion is a way to like express myself and it's something that I'm really interested in. I feel like I like it so much because it's so natural for me to express myself through the way that I dress and it's something that everybody else sees without even like knowing what kind of person I am they like, you know they just see what I'm wearing. I feel like that is really nice, that you can express… I see it as a way to express myself.

I: Well you touched on this a little bit, like you think a lot about how much you buy, but could you try to think of, this might have changed with the Covid situation, but if you think like before Covid, living like your normal life without Covid, how often would you say you bought clothes within a month’s span or?

#4: Within a month I would say maybe max twice, if even that. Maybe once a month I would say, maybe even less than that.

I: Do you think that Covid has changed your shopping habits?

#4: I think it has changed, it has become even less now.

I: When you do buy clothing, what’s the main reason that you buy it?

#4: Oh like the main thing that I look for when I buy clothes?

I: No, more like do you buy more because oh you really need a new shirt or is it more because I really like this?

#4: Yeah if I buy clothes it is because I like the design and I like how it looks. That’s the deciding factor for me. I guess brand does a bit to do with it but it’s mostly like about the piece itself, like if I like how it looks.

I: Yeah, okay. Why has sustainability become important in your life? Or what has to you thinking sustainability when you buy fashion

#4: Probably just like all the research that has been done about global warming in the past and how right now we are in a really bad situation and if we don’t change our ways the planet is going to you know not be in a great place in a couple decades. I guess that was kind of like a wakeup call to me, because like in the past when I was like in middle school and stuff I didn’t really think about sustainability that much and now like when I see it all over social media and all the news that like people really need to change and It was kind of like a reality check, like oh maybe I should change. Even though like I know I’m just one person and there’s 7 billion people on the planet and like I feel like that’s like the biggest reason why the change doesn’t happen because people are like oh if we don’t change … or like I’m just one person so if I make a difference it’s not actually going to make a difference, but that’s like the mentality that like stops people from actually changing, so I guess I’m just trying to go against that even though I’m just one person you know at least I’m doing something, or trying to do something.

I: Yeah. If you think about, well you said you don’t buy too much from H&M and what not, but if you think about how you feel when you buy from a sustainable brand or you know it’s second-hand compared to if you were to buy from fast fashion brands, what’s the feeling there? How does it make you feel the different ways of shopping?

#4: Like shopping fast fashion versus shopping second-hand?
I: Yeah exactly.

#4: Well I mean I don’t really buy anything from H&M but every time I walk into the store I just get disappointed because like first of all nothing really catches my eye and it all looks very basic, all looks like it’s been you know ripped off of some other brand which it usually has been and then like that coupled with like my knowledge of H&M just kind of makes me not want to buy anything from the store. But then like if I’m in a second-hand shop, the one thing I don’t like about second-hand shops is the facts that you have to browse a lot cause usually they’re not very organized, the clothes are just kind of all around, but then like whenever you do find something like actually nice and then you try it on and it fits, I don’t know it feels really nice cause first of all you’re buying it really cheap and then second of all its already like been preowned, you’re not like hurting the environment at all because its already out there, and you’re also helping the second-hand business that you buy from by like you know paying for the clothes, so it’s a pretty nice feeling and it feels like you’re doing your part I guess.

I: Yeah, you said that you feel like a lot of the stuff H&M sells is kind of ripped off other brands, do you feel that way about most fast fashion brands?

#4: I mean I haven’t like really extensively looked into the designs of many fast fashion brands but like at least like h&m and Zara I’ve seen many ripped off designs but like for example with Uniqlo not so much. But yeah definitely with H&M and Zara I see a lot of designs that have been ripped off.

I: Yeah, do you feel like shopping sustainably allows you to be more unique with your clothing purchases?

#4: Yeah I’d say so definitely, I mean I still feel like most people buy from fast fashion brands like most people that you see in public and also when you go second-hand shopping and stuff you find a lot of vintage items which haven’t been produced for you know at least 10 years so it does add a lot of uniqueness to like the clothes that you have when you buy them from second-hand stores. I would definitely agree with that.

I: Yeah. Okay. There might also be a bit of overlap here to what you’ve already said but what are the main motivating factors that make you choose sustainable clothing?

#4: I’m trying to think of something I haven’t said already.

I: Okay, you have already said a lot of stuff. Do you think, if you rate caring about the environment and for example being more unique, which one do you think is a bigger motivator?

#4: That’s a good question actually.

I: Or do you think that they’re very equal?

#4: I would say they’re pretty equal, it’s hard to decide. I also feel like maybe shopping sustainably is a bit more important because I feel like even if you have a lot of clothes that maybe don’t look that special you can still style them in a way which looks unique. Maybe the sustainability aspect is still more important.
I: Yeah. Do you ever think about, of course the environment, but do you ever think about the more ethical aspects of sustainability and sustainable fashion, when it comes to for example the people who make the clothes and is that ever a factor, or do you think about that?

#4: Yeah no I definitely do. That’s like another thing that I think about like when I would imagine buying a shirt from like H&M or a fast fashion brand because I know how much goes into, not only resources that go into it but also like all the labour that goes into it like you know picking the cotton and like sewing everything together, stuff like that.

I: Yeah. What features or attributes would you say are the most important that sustainable clothing should have? So if you think about the clothing you’ve bought in the past, what kind of features have convinced you to buy it or what features might something have that would convince you to buy it in the future?

#4: Well typically I like my clothes to be a bit oversized, so maybe the sizing is really important to me, how it rests on my body, because I like to of course try them on before I buy them to see how they fit. Then sometimes like to look at the tags to see where they were made, but if it’s already sustainable I wouldn’t be inclined to do that as much. But yeah I’d say the sizing, the way it rests on my body, the overall design of it, I like more minimalistic designs than really all over kind of things nowadays.

I: You said you like to shop more minimalistic, do you think that has anything to do with having more timely pieces, pieces that don’t go out of style in a way?

#4: Yeah no I think so. I like to, I mean I don’t buy clothes that often anyway so usually the things that I do like are things that I don’t think will go out of style.

I: What do you think are current barriers between you and your sustainable fashion consumption?

#4: I think corona is a big barrier because I feel like even if I buy something that’s sustainable it usually won’t be in Mikkeli or like close by so I think about the logistics as well, it’s not very sustainable, you know an international purchase.

I: You said you like to buy a lot of second-hand and already purchased things, if you think about if you were to buy new but from a sustainable brand, what do you think are barriers there, why might you not do that?

#4: Probably the price cause usually sustainable clothing is significantly more expensive than traditional clothing which is understandable because it probably cost more to like … the material and stuff like that. Then also I guess I would say there is usually less variety when it comes to sustainable brands, there aren’t that many out there. There are more coming in nowadays I think but definitely not that many considering all the other fast fashion brands out there and luxury brands for that matter. And then also talking about variety there’s not much variety when it comes to the kind of clothes that they have, I feel like even though there are like, they make all kinds of things, you’re kind of like stuck with what they have and nothing else.

I: Yeah, definitely. This next one is a bit abstract so I might need to clarify this a but after but, what kind of value do you personally get from buying sustainable fashion? So like what kind of aspects of the clothing that you buy, knowing that it’s sustainable, makes it valuable to you?
#4: I guess it makes me feel better about myself because I know I’m not contributing to like, or like I’m contributing to being more sustainable and even though I’m just one person I’m still trying to do my part, it makes me feel better as a person.

I: Do you think that there is, you said it makes yourself feel better, but is there any aspect of how others see you? Do you ever think that others will see me as a better person because I buy sustainably, or is it more personal?

#4: I mean it definitely starts personal like I just think about like myself and how I can you know be better for the environment, but then also I feel like if people around me like are aware that I buy second-hand they probably see me in a better way too because they’re like he actually cares about the environment that’s good. But no it definitely starts more personally.

I: Do you think that there is emotional value attached to the clothing that you buy? Like you said you don’t buy too often and when you do buy sustainably you probably want it to be relatively long lasting, do you think there is any emotional value in that? Do you ever get attached to your clothing, is there any sentimental value or is it easy for you to let go and dispose of your clothing in any way you do but?

#4: I guess it really depends on what piece we’re talking about, because there are certain pieces that like I don’t want to get rid of like ever, but then most of my pieces like once I get bored of them I want to sell them off like again and I feel like as I’ve gone more interested in fashion over the years I feel like my emotional attachment to clothes has gone maybe a bit lower because I like buying and selling, buying and selling, that kind of thing. But I would say it really depends on like the piece of clothing we’re talking about because there definitely are pieces that I don’t really want to get rid of. At least for like a very long time. Maybe someday in the future but not anytime soon.

I: Do you think that there is any drastic difference in emotional attachment between unsustainable and sustainable clothing? Would you say it would be as easy to dispose of your sustainable clothing compared to unsustainable?

#4: Actually, I do own a few fast fashion pieces but I try to get all the use out of them as I can and use it as much as possible because I feel like selling them isn’t really an option or like nobody’s really, or I mean depends on the kind of market you want to sell it in but I feel like in general there is no real point in reselling fast fashion so like for all the fast fashion pieces I have I try to get as much use out of them as possible and I only choose to dispose of them when they’re completely broken and I cannot wear them anymore. So I would say I actually think more about disposing of fast fashion clothes, at least the ones I have because I since I know about the issues with the supply chain I think that okay well since I have this I might as well like wear it as much as I can before it loses its wear ability.

I: Last one. How do you think that the fashion industry should change in order to be more sustainable? And if you think specifically what kind of design methods and the business model in itself and how fashion works, do you have any ideas on how that could be changed?

#4: I think that definitely one thing that all brands should focus on is transparency I feel like that’s kind of like how they can begin to build themselves as a sustainable brand they need to start with the transparency aspects because that’s how they can gain the consumer’s trust and that’s how they can build up their image like if it’s bad because people think there’s bad practices involved and what not. And then also I feel like the whole, I feel like the price ranges need to be changed too because I feel like nowadays everybody is so desensitized to prices because there’s so many, the fashion industry id flooded with fast fashion now and they sell clothes for really cheap, they sell like t-shirts for 5 dollars and jeans for like 15 to 20 dollars so then like when people nowadays see like Levi’s that are like 100 dollars they think that’s a crazy price when you know it’s not that unreasonable but everyone is just so used to cheap fast fashion and stuff, they get thrown off
by like other brands that are maybe a little bit more expensive. So I guess like the prices need to change so that balance can be restored or something. Because in that way also the people who are working in all those countries where the clothes are being manufactured they will get more money too, or you’d hope so. No but I think the most important thing is transparency.

I: Yeah you said that with a lot of brands that are sustainable there is not so much variety and you’re stuck with the small yeah, how do you think that could be, do you have any ideas on how sustainable brands could better reach the customers or produce clothing that would be more demanded?

#4: Honestly I feel like it’s because most of those brands are usually pretty small and also pretty new brands so they obviously don’t have a lot of backbone, especially compared to all those fast fashion giants, so I mean I’m no marketing expert but if they could figure out some more efficient way to market themselves on social media, like if they could get themselves on the explore pages, that would go a long way, and I have seen a lot of small brands that have shown up on my explore feed and stuff like that, but like I said I’m no expert when it comes to stuff like that.

I: There’s this idea of co-creation, have you heard of that concept?

#4: I have, but I don’t know how to define it though.

I: Okay, it’s basically that, I mean there’s different ways in which you can co-create but in general it’s that the consumer is in the creation phase, either that be like designing or actually creating, so do you think that somehow making the model a more co-creation model could bring more products that would suit the consumer needs, or what do you think about the idea of co-creation?

#4: Would examples of that be like NIKEID and MeAdidas, or like consumers can design their own?

I: Yeah exactly, there are very different ways, you could be in the design phase exactly like making custom clothing or then somehow a feedback channel, or a channel that allow the consumers communicate better with the designers, or it could actually have the consumers in the manufacturing process as well like, there’s a lot of different ways you can do that. If we think about like the design phase, do you think that would be valuable, having the consumer in the design phase?

#4: I feel like it would at least be a really good marketing strategy, I feel like people would enjoy doing that a lot, at least I would, I would enjoy doing that, I feel like it would help but it’s just hard to kind of set in motion. But I do think that it would help.

I: Do you think it could make sustainable brands more demanded, having the consumer in on the design phase, creating products that would then be what the consumer wants?

#4: I’m thinking if they could do it in a way like a raffle system where people send in their designs to get a winner, I feel like that would be a great way to generate hype, so in a way I do think it would be good, but it depends on how those brands decide to market themselves with the co-create thing. But I feel like also it would probably make the products more expensive, if they were at the mercy of the consumer when it comes to the designs, so there’s that as well, but if they did it in a way that would work then I think it could be really successful.

I: Yeah that’s a good idea with the raffle, I think that would be pretty cool. Okay, that was my last question.
Appendix F: Interview transcript, participant 5

Interview (I): Okay, so the first question I have is, what does sustainability mean to you individually?

#5: What it means to me? Well, I think, in general or when it comes to clothing?

I: Yeah, in general.

#5: Well, I think sustainability means that if you buy something that is sustainable that it is ethically made and the resources that you have been using or the product has been used in a sustainable way, so, all these resource, how do you say, like natural, but I think the most important thing when I think about sustainability is that the resources are made from sustainable resources. So without like, using that much of like, chemicals, and things that pollutes the environment or the seas, because especially in fast fashion, they use a lot of bleaching and those kind of chemicals, but then they destroy the seas and, also using a lot of trees and those kind of stuff.

I: Yeah, good. How about what does fashion mean to you?

#5: I guess that fashion is sort of trendy, clothes that are trending, currently trending so. So yeah, in a short sentence, yeah.

I: Do you think that fashion is important to you? Is it something that you find important in your life? Or is it just more like yeah, wearing clothes?

#5: Yeah, it depends. I mean, I am sort of a victim for branding and marketing that if I see I have a couple of favorite clothing brands and I really follow them. But I of course try to also think about like sustainable shopping so I don't buy because nowadays, the fashion trends are moving so quickly. It's not the spring collection and Summer Collection, it's like having monthly changing collections so it's sort of also forces the consumers to buy and then also to throw in the trash. So I try to be quite also like, mindful when I buy things that I also buy quite simple clothing that is sort of in a long term trend like will always be in fashion and trendy.

I: Yeah. If you think about for example, in one-month span, how often would you say that you buy clothes?

#5: Well now during corona I would say, I don't buy that much clothes because it's no point, maybe more of these comfy clothes that you wear inside but yeah, it really depends on the season as well, during summer I get really inspired and I want to buy dresses and those kind of stuff but for example during winter I buy quite a lot of outdoor related clothes because I love to be outdoors so it's more of these a bit more expensive brands but then I buy like one jacket or a pair of like some layers or something. But do you want me to say some like number ish?

I: I mean, if you can.

#5: yeah, if I said an average, if you think about all expenses in one-year span. And an average in a month maybe 300 euros but this again depends, like some months I really try to save.
I: Yeah, where do you usually shop then.

#5: When it comes to the everyday clothes I love Arket but then again I love brands like Patagonia and they are really sustainable and Haglöfs, Peak, Helly Hansen, but then I must admit that I always, because I'm still a student so I go and spontaneously shop in Zara and those kind of a bit more, Mango also, fast fashion.

I: Yeah. Do you do you ever like research brands for their sustainability and how sustainable they are if you like hear of a new brand, do you like research it or do you just if you see something you like you just buy it without thinking too much about it?

#5: Well, for me it comes as a plus if they are sustainable. I often if I see a new brand I read about the brand and if I see for example my recent purchase is actually sustainable but I think I would have bought the college also without knowing that it is sustainable but that's the brand that gives I think for every purchase they grow one tree and it's made of only like sustainable fabrics. So when I heard about or when I read about this in their website I was really like it made me feel good that I bought the clothing.

I: Yeah why do you think that sustainability has become a factor that you consider when you when you buy clothing? What has led to it?

#5: Well I think it's actually everyone should be responsible of their consumption and aware of the current situation about the global warming and I mean you can see it pretty obviously during our winters, now it has been a good winter but the last winter was so terrible so it makes me feel really aware of the situation and I'm also, I think I'm really like interested in sustainability in general and I want to make with these small things an impact or try to make, and of course it's not black and white, I buy fast fashion but then it makes me feel good if I also buy something that I know that for example Patagonia donates a small piece of their revenue they give to this grassroots environmental organizations so I think that's super nice.

I: I think you already started a bit on saying that but how does it make you feel buying sustainable fashion compared to unsustainable fashion?

#5: Yeah, it's like a dark loop or when I buy this fast fashion I know it's cheap and I would love to afford the more expensive ones but still I do it, but I don't feel as good because I know that for example also for this social sustainable reasons, ethical reasons, I watched on Netflix this I don't know have you watched it but it's called something, I can't remember now but I think it's on Netflix.

I: I think I've seen it yeah.

#5: Yeah documentary about the factories and how unethical they are. After I see it, it makes me a bit guilty. I must say every time I buy something and also because the quality is not that good so I know in a couple of years, the fabric, it makes me want to throw away the piece. And that's also quite unsustainable.

I: Yeah. What would you say that are the main factors that motivate you to actually buy sustainably?

#5: Well, I know that I can with that contributes directly to the environment. Because I think for a consumer perspective or individual perspective, the purchasing power is the, like, the only thing you can do, of course, then if you want to really
make an impact, then probably via starting your company, because companies have a lot of influence on this issue. But as an individual, I think the purchasing power is the biggest asset that we have. So maybe, maybe that's my biggest motivation, motivation factor. And also, I think they are more the qualities are better, so I know, I will keep them for a longer time and that's also sustainable.

I: Yeah. If you think about sustainable clothing, what would you say that are some important features or attributes that it should have? So for example, you've already said that like quality, it should be, you know, good quality and long lasting. Are there any other important things?

#5: Yeah quality. I would, my utopia would be that it would be, the price would also be the same as in these more not sustainable clothing brands. But of course, that's impossible. You buy a premium for the sustainable and ethical factor. So maybe, yeah, the quality, I think it's the biggest attribute. Of course, it has to look good. And feel good. I think the materials has to be like, but that's sort of for the quality too.

I: What do you feel like our current barriers between you and sustainable fashion consumption?

#5: Their price. I think that's my only, if I would have like a bigger budget than I would for sure buy only sustainable clothing.

I: Do you feel like there is enough variety and do we have enough access to sustainable clothing?

#5: The sustainable clothing scene is growing. And nowadays, there is a lot but it's still a bit like profiled as high-end fashion. Or either it's outdoor and all those but those are like, a Patagonia fleece, they are already really, really expensive or then it's more of these really like small designers. And I actually have a friend that wrote about also sustainable clothing brands or something in Finland and she tried to have interviews with designers and she said it was really difficult because there was so few of them. So yeah, there could be definitely more.

I: What kind of value do you think that you receive from sustainable fashion? So kind of what kind of rewards do you gain from purchasing and then wearing sustainable fashion?

#5: Well, it makes it makes me feel good. And I know the quality's good, so maybe the reward would be quality.

I: Does it make you feel good in the sense that you don't feel as guilty or like where is the good feeling kind of coming from?

#5: Maybe because I know when I buy something that is sustainable, I know I have done a good deed. So it doesn't make me feel guilty. That pleasure I get I think it's more the opposite. I get like, of doing something good and good for the environment. Small savings for the environment.

I: Yeah. Do you oftentimes, would you say that you buy more clothing because you like shopping or you want to buy more clothing, or would you say more of it is that you actually need something new?

#5: I think that's both. But I try to not be that spontaneous shopper. But I really, if I need something I go and browse online and it's quite seldom that I really get this, like, I go to the city center and be like “Oh, this is nice.” It comes from somewhat I think, I need something, of course, then when I'm browsing, and I'm, like, for example, I go to Arket's web
page, and then I would need a jacket, a winter jacket and then I scroll and then I see like "Oh, this looks so comfy, the shirt" so it's, it makes some spontaneous shopping. But the source is like the need for something, and then.

I: Yeah. How do you think that the whole fashion industry should change in order to be more sustainable?

#5: I think it has also come. Yeah, because I've been thinking a lot about environmental startups and how this could be a trend that all the companies are impacted to it. And so I think it has to also come from regulations and like politics. So it needs to come from above, and maybe some kind of incitements from law or regulations, or something like that, that makes it the carrot for companies, for fashion brands to be more sustainable, more sustainable, because now I'm afraid it's more of a you compete with so many companies that are like everything, like the factories are in China and everything is major and then it's cheap. So then it's like it's sort of a race. But if there would be more incitements for a sustainable production. I think that would a carrot for many companies.

I: Yeah, that's a good point. That was my last actual question. And then just to get the demographics, can I have your age and then your nationality?

#5: Yes. So I'm finish and I'm 25 years old.

I: Okay. Great. That was all that I have from my side unless you have any further comments or any remarks then?

#5: Oh, I don't think so.

Appendix G: Interview transcript, participant 6

Interviewer (I): What does sustainability mean to you?

#6: Sustainability to me means, okay literally it means you have material stuff that actually lasts long and then you can actually use it again and repair it or at least, if not repair it you can use it to make something else and every single material you have you can use it for at least 10 years, like at least. But then like maybe in a more abstract way sustainability means to me that, maybe not being as attached to material things overall, like thinking more sustainably is like not being so focused on the material stuff and overall that goes together with like money and everything. It's just understanding that not everything is about all that material stuff.

I: What do you feel like are the most important aspects of sustainability to you?

#6: In like what sense? Like overall?

I: Yeah, if you think about sustainability, it's a very broad concept so what parts of sustainability do you find are the most important?

#6: I feel like for me it's mostly about the stuff that you have, or like basically that you can use something over and over again and then that you have that to like even give to your kids and especially for me because I love getting stuff from my parents and what they wore and everything and used when they were kids, so it was like always fun, so I feel like that's the most important part. I want to be able to have clothes or stuff that I can give to my kids and be like Hey this was really
important to me when I was a kid and also because I feel like I form such strong attachments to things, like I really like things and I like taking care of them and like that’s why I have so much stuff usually, I just really like it and it makes me feel really good, so I feel like it’s connected to that I want to be able to have stuff that’s good for a really long time so I don’t need to go through that like divorce process every single time I need to throw something away, so overall it’s a more emotional thing and like it goes deeper.

I: What does fashion mean to you?

#6: I guess fashion means like trends to me and overall just like, I don’t know maybe these days fashion more means like exploiting and like having that complete 4 season rhythm in like producing clothes and having it come out and creating the demand in people to actually buy new stuff like all the time, so I think that’s what fashion literally means to me these days, but at the same time I am really fashion oriented and I am really interested in it and I like following trends, so I guess at the same time fashion is very much of an aesthetic thing for me and I really do also like aesthetics and I like if there’s a designer that come out with a really nice whole fall line, I do like that and even though I don’t really like what fashion stands for these days and I don’t like the mass producing of it, but at the same time it is kind of like a form of art in a way and makes me feel like nice inside.

I: This might have changed with the whole Covid situation but if you think about in general without the whole Covid restriction, how often would you say you buy clothes, for example in a month’s span?

#6: I feel like for me actually it hasn’t really changed with the whole Covid situation, like not a lot at least because obviously it fluctuates throughout the year, but overall I feel like maybe once a month usually, like I feel like an urge to go to like a flea market or something and be like “Uu I want something new now” or something like that.

I: Where do you mostly buy your clothes?

#6: Different thrift shops, especially Lappeenranta’s Kontti is the best thing ever and then I feel like if I buy from actual shops then I usually probably buy from Lindex I think. I don’t think I really shop anywhere else.

I: Usually when you buy clothes, what is the reasoning behind the purchase?

#6: Usually I feel like it’s very much divided by a need and then a want. I feel like it’s pretty 50/50. Like obviously like I don’t need a lot more stuff but I feel like if I need something then I’ll put more money into it, like I’ll rather pay like 60 euros for a shirt from Organic Basics if I know that it’s a basic and I really need it, but then usually most of my purchases are like 2 euro tops when I feel like I need something to spice up my outfit for that day, so I feel like it is also, it is very much a want based thing and also it does make me feel a lot better if I have been feeling kind of down and in a rut and then I feel like I’m not looking my best and then I’m like “oh I should go see what they have” and then I’m like “ah okay its only 5 euros so I might as well you know buy it”.

I: Why do you think sustainability has become an important factor in your life? What has led to you to considering it when buying clothes and other things?

#6: I think overall I’ve always gotten really attached to my clothes and I’ve really liked maintaining my clothes and overall I like to have them for a long time, I feel like that’s always been a really big part of it, but then I feel like more of the awakening to it was mostly because of all the human rights violations and all the how much it actually affects the planet, and okay
when I actually first started I don’t think I really thought about all that, it was mostly because it was cheap and you could find stuff that made you look a bit different than everyone else so I feel like that was the biggest turning point, but then nowadays how it has evolved I feel like I don’t care about that as much anymore, obviously the cheapness, but still not as much, I feel like it’s mostly about how everything’s wrong with the fashion industry and how they produce stuff.

I: How does it make you feel buying sustainable fashion compared to unsustainable fashion?

#6: I feel like with both these days I do try to think about all my purchases a lot more and if I need it actually, but I also notice I’ve become a bit more relaxed with like buying fast fashion than I was like maybe a year ago, because if I see a really nice thing I won’t beat myself up about it, but then actually I did buy one shirt from Monki in December and I felt really bad about it, like I was in the shop and I thought it was exactly the type of top I’ve been looking for ages and I really want it and it’s only 25 euros so I’ll just buy it. Then I bought it and I went to the car and I thought I need to return it, I can’t support this industry, but then I kept the shirt and now that I’ve worn it a lot I feel like now the guilt has faded now that I actually know that I did want it and I am going to use it. But then like when I buy from charity shops or something like that I always feel really good because usually the money is going towards something better anyway or like at least it’s not going to like a really massive company usually.

I: There might be some overlap here with what you’ve already said but what do you feel are the main motivating factors to consume sustainably?

#6: The fashion industry’s badness and I feel like these days maybe it’s more, I like to look into the material of what the stuff is made of and I really want to prefer more sustainable things, like I want to have stuff that I know how to repair, I know how to take care of and I think that has become a lot more important than compared to when I was like 13 and buying stuff, because I didn’t know anything about all this then so.

I: What features would you say are the most important that sustainable clothing should have? What kind of features have convinced you to buy something sustainable in the past or which could convince you to buy in the future?

#6: I feel like the whole sustainable fashion industry focus on basics and all that, and I feel like that’s really good because that’s kind of what gets me going there again and again, because obviously you want your basics to be really sustainable because you don’t want to have to buy a new turtle neck every single week if you wear it like all the time, and I feel like that’s something they should focus on, having stuff that actually is what it promises to be, that it’s not like “hey you just bought this shirt for 60 euro and it actually does break down as quickly as something else” and obviously it’s still better to pay that 60 euros for a good cause but still obviously I won’t do it again.

I: What are current barriers between you and sustainable fashion consumption? Especially if you think about sustainable brands that aren’t second-hand.

#6: I feel like the fact that most of them are online stores and I usually like to try stuff on before I buy it, so it’s obviously like if you order something and then return it there’s also the carbon footprint of that whole process, so I feel like that’s something, since I don’t even know if there are really any actual sustainable shops that aren’t second-hand, and also obviously the price because the prices are so much higher and I’m willing to pay for it but obviously with a student budget I really do need to think of those purchases, it’s not like I can buy something worth 50 euros every single month. I feel like those are the biggest, and otherwise I would totally buy all my stuff there and actively support it.
I: What kind of value do you feel like you receive from consuming sustainable fashion? What kind of rewards do you gain?

#6: I feel like for me the biggest thing is like a good conscious, because I feel like that’s a really big part for me in like everything, a lot of stuff might make me feel really bad so then I don’t know, so I value that very high, and then also I do like the fact when someone asks me where did you get that I can be like it’s actually all from different thrift stores throughout the times, you know so, I also really like making my own clothes so I feel like that also goes together with that, it’s kind of like a weird sense of pride, like look at what I’ve put together with literally like 10 euros, I really like that.

I: Do you actively think about the environment and the ethics of the whole sustainable movement when you buy stuff?

#6: Yeah, I feel like maybe not so much anymore when I shop at like thrift stores because I feel like it’s such a given more me already, so it’s not like, or I feel like in an opposite sense I feel so negative if I buy something new and it’s such a moral thing for me and I need to like evaluate everything, and also I do think about, because we were actually talking about this with a couple of my friends, because we study sustainability science so it’s obviously in my study program as well, but overall it’s like how in everything, how we do overall, it is present and I do think about it and literally everything I do at least to some extent, maybe not actively, maybe I’m not shopping and thinking all the time like is this wool from a sustainable source or something but still if I make a purchase I do think about it. I mean is this really good or necessary.

I: How should the fashion industry change in order to be more sustainable?

#6: I think the biggest thing for me overall, the biggest problem in my eyes, especially in the western society is creating the demand for something new all the time, which is not normal, you’re not supposed to have a pair of new pants every single week or something like that, or even if that is something you want, you should be able to do it in a more sustainable way and people have talked about it quite a lot how owning a lot of stuff makes them feel like uncomfortable because people aren’t meant to have as much stuff as we do these days, so I think that kind of goes hand in hand with the whole thing that you already have too much stuff and then you feel unsatisfied with your life and then then there’s like a fashion brands who’s like “Hey this is a quick fix and also it only costs 10 euros so I mean come buy it”, and because it’s so damn cheap it’s really hard to get people who don’t care about sustainability or the ethics of the whole fashion industry to care about, or not buy it because all they see is the price, because it is so cheap, and going to the thrift stores is cheaper but it is also a lot more time consuming and it also takes practice to actually find stuff, and I know that I’m like kind of privileged in that sense because I’ve been doing it for so long so I already know what to look for and I already have a pretty sustainable wardrobe overall, so yeah I feel like creating the demand is the biggest thing, there shouldn’t be so many fashion lines, there shouldn’t be so many collections every single week coming out, because that’s just weird.

I: Do you have any knowledge on any actually sustainable brands, have you looked into them at all, do you know what their collections look like?

#6: The only one I’m properly familiar with is which is actually sustainable is Organic Basics. I did research them quite a lot because I ordered a couple of turtle necks from them and they were like so expensive but then because I’ve used them a lot so I was fine with it, so yeah I really looked into them because I wanted to make sure if I’m actually paying this much for a basic turtleneck that its actually doing something good, I was pretty confident with them and it’s actually good and ethical brand, and then there’s one a couple of my friends have ordered from, it’s like Nudge, I think it’s a Finnish brand I guess, and I feel like with Lindex, obviously it’s fast fashion still I get that, but I’ve looked into their, they have good initiatives at least and I feel like because they’re not as massive of a brand as H&M I feel like they have more control in what the
actually do as a company, so I feel like those are the only ones I’ve actually looked into, the other ones are just so expensive or based in the U.S. you kind if negate the benefits if you order stuff from the U.S. anyways so.

I: In general, do you feel like there is enough variety in the sustainable fashion brands?

#6: Yeah that’s a good question. Yeah I don’t think so, but maybe I’ve seen a bit more in trying to have like different shaped pants or something but mostly it is just basics, or basic prints and then I feel like maybe the thought behind it is that you can buy then the flashiest things from fast fashion brands but I feel like that’s a very complicated thing overall because obviously the point of sustainable fashion is to be like “hey you don’t need that much stuff so buy something that lasts for longer” but then again people do also want pops of colour and something different but if you have the mind-set that you’re only going to use it for like maybe 2 months it’s very hard to convince someone to buy that sustainably and also there isn’t a lot to offer anyway so.

I: Okay that was my last question, I don’t think I have anything else. Unless you have any ending comments.

#6: Actually I do also feel like the whole sustainable fashion and all that should come more into play in decorating your house as well, because I guess that’s also like fashion. Because I feel like a lot of, I know quite a lot of people from my study program who are very ethical about their consumption and overall think about it a lot, but then when it comes to like decorating their own home they’re like “well it’d okay if I order these pillowcases from somewhere else” and I’m like “you do realise that’s the exact same process, they go through the exact same process as your clothes do and you understand that but you don’t understand it here”. I don’t know it’s a bit weird.