APPRECIATION OF INTRINSIC VALUE
- In the Context of Fast Fashion

Aida Forozin, Camilla Ingmark Lundin & Sara Södergren


**TITLE:** Appreciation of Intrinsic Value – In the Context of Fast Fashion

**PUBLICATION YEAR:** 2012

**SEMINAR DATE:** 05/23/2012

**COURSE:** SEF013 Master Thesis in Fashion Management with specialization in Fashion Marketing and Retailing 15 ECTS

**AUTHORS:** Aida Forozin, Camilla Ingmark Lundin and Sara Södergren

**ADVISOR:** Eva Gustafsson

**KEYWORDS:** Fast fashion, attitude-behaviour gap, consumption, value, price

**ABSTRACT:** In this thesis we examine the prevailing dilemma concerning fast fashion and an increased attitude-behaviour gap. Many previous studies have explored the subject of fast fashion and also tried to solve the problem with the attitude-behaviour gap. We want to take this a step further by investigating what influence fast fashion may have on consumers’ perception of value. By exploring this we hope to gain further knowledge concerning the attitude-behavior gap.

Our focus is on young female consumers, since previous studies show the likelihood of the gap between intent and action being the largest in this consumer group. To a certain extent it can be explained by their frequent purchase of fast fashion, but also the fact that younger consumers are more influenced by fashion press and celebrity culture. This study is foremost based on qualitative research and is completed with the use of two focus groups, as well as a more quantitative research in the form of a content analysis of the Swedish fashion magazine, Sofis Mode. The study has a deductive approach.

The theoretical perspectives consist of theories concerning value; value in relation to price and the concept of value. We also present a redefined model of perceived value. The results show evidence of increased focus and exposure of low priced fashion and that the low perceived monetary price has a significant impact of consumers’ perceived value of clothing. The focus on selling low price instead of value inclines that clothes have lost its intrinsic value, as a result making clothes easily replaceable. Our study further shows a smaller attitude-behaviour gap among consumers with a high knowledge of textiles and textile production.
CONTENTS

1 INTRODUCTION
   1.1 BACKGROUND
   1.2 THE SWEDISH FASHION SECTOR
   1.3 SWEDISH TEXTILE CONSUMPTION
   1.4 PREVIOUS STUDIES
      1.4.1 FAST FASHION
      1.4.2 THE ENVIRONMENTAL GAP
   1.5 PROBLEM DISCUSSION
   1.6 RESEARCH QUESTION
   1.7 PURPOSE
   1.8 DISPOSITION

2 THEORETICAL FRAMEWORK
   2.1 VALUE IN RELATION TO PRICE
   2.2 CONCEPT OF VALUE
      2.2.1 PERCEIVED VALUE
   2.3 SUMMARY

3 RESEARCH METHODOLOGY
   3.1 SCIENTIFIC APPROACH
   3.2 CHOICE OF METHOD
   3.3 CHOICE OF SUBJECT
   3.4 INFORMATION GATHERING TECHNIQUES
      3.4.1 FOCUS GROUPS
      3.4.2 SELECTION OF RESPONDENTS TO FOCUS GROUPS
      3.4.3 GUIDE AND STRUCTURE FOR DISCUSSION IN FOCUS GROUPS
      3.4.4 CONTENT ANALYSIS OF SOFIS MODE
   3.5 TRUSTWORTHINESS AND ETHICAL CONSIDERATIONS
   3.6 GENERAL REFLECTIONS ON METHOD

4 EMPIRICAL STUDY – SOFIS MODE
   4.1 SOFIS MODE
   4.2 RESULTS OF CONTENT ANALYSIS OF SOFIS MODE
      4.2.1 AMOUNT OF PRICE EXPOSURES PER ISSUE
      4.2.2 DISTRIBUTION OF PRICES IN TERMS OF PERCENT

5 RESULTS FROM FOCUS GROUPS
   5.1 PLANNING AND PURCHASING BEHAVIOUR
      5.1.1 FAST FASHION RECIPIENT – NR. 1
      5.1.2 FAST FASHION RESERVED – NR. 2
   5.2 EXTERNAL INFLUENCES ON PURCHASING BEHAVIOR
      5.2.1 FAST FASHION RECIPIENT – NR. 1
      5.2.2 FAST FASHION RESERVED – NR. 2
5.3 ATTITUDE, BEHAVIOUR AND VALUE
5.3.1 FAST FASHION RECIPIENT – Nr. 1
5.3.2 FAST FASHION RESERVED – Nr. 2

6 ANALYSIS
6.1 VALUE IN RELATION TO PRICE
6.2 CONCEPT OF VALUE

7 CONCLUSIONS & SUGGESTIONS FOR FUTURE RESEARCH

8 REFERENCES

9 APPENDIX
9.1 INTERVIEW GUIDE (ENGLISH)
9.2 INTERVIEW GUIDE (SWEDISH)
9.3 TABLE OF COUNTED DATA IN CONTENT ANALYSIS ON SOFIS MODE

FIGURES, TABLES AND GRAPHS

FIGURE 2.1
FIGURE 6.1

TABLE 3.1
TABLE 4.1

GRAPH: 4.1
GRAPH: 4.2
1 Introduction

In this chapter an introduction with background to our chosen subject is presented together with general facts and figures of the Swedish fashion industry and Swedish textile consumption. We continue with stating previous studies relevant to our study, wherein the phenomenon and problems of the concept of fast fashion is dealt with. We discuss the increased awareness of environmental issues and the gap between intent and action among consumers. In the following problem discussion contextual factors influencing the intrinsic value of fast fashion is discussed hence the concept of value and its relationship to price. The aim of this thesis is summarized in the research question and purpose, followed by a disposition of the thesis.

1.1 Background

The global textile fibre consumption consists of 70-80 million ton per year. The economic value estimates to 1000 billion euro, clothing amounting to 74 %. One estimates the future demand for raw materials of textile fibres to increase threefold due to augmented population living conditions (Habit, nr. 3, 2011). Private consumption is stated to directly affect the environment by emissions caused by consumption of goods (Schrader & Thøgersen, 2011). Thus in order for the environmental footprint to diminish; a fundamental change in consumer attitude and behavior is necessary (Ölander & Thøgersen, 1995). In a planet of finite resources, the pursuit of the same level of consumption is neither ethical nor sustainable (Schrader & Thøgersen, 2011; Jackson 2009). Jackson (2009, p. 158) speaks of household consumption as “[...] the biggest challenge ever faced by human society”. In addition, Jackson (2009) proposes an ecological sensitive alternative placing economic activity within ecological limits, reducing structural reliance on growth.

The fashion and clothing sector constitutes a significant part of the global economy thus has great impact on sustainable development globally (Allwood et al., 2006). Recently, fast fashion has gained an increased position of power in the fashion sector (Cachon & Swinney, 2011; Majima, 2008, Morgan & Birtwistle, 2009). This type of fashion has revolutionized the fashion system by offering consumers the latest catwalk trends within merely weeks and at lowest price (Morgan & Birtwistle, 2009). Examples of fast fashion chains, Zara and H&M, the two largest fast fashion players, have contributed to transforming the fashion business and resulted in even luxury companies to re-position themselves (Barrie, 2010; The Economist, 2005). The concept of fast fashion relies heavily on increased purchase frequency combined with shorter expected life cycles, thus resulting in huge quantities of material output and waste volumes (Allwood et al., 2006). The challenge, mainly grounded in this sector’s business strategy, relies on continuous change (Allwood et al., 2006). The element of continuous change offered by the concept of fast fashion further complicates the issue of sustainability. Niinimäki (2010) argues that the overabundance of affordable fashion persuades consumers into frequently purchasing new items. Nonetheless, despite the increased position and popularity of fast fashion, consumers show a high level of environmental awareness and concern (Niinimäki, 2010). Paradoxically a number of recent studies show the discrepancy between environmental
concern and actual environmental behaviour (Ekström et al., 2012; Schrader & Thøgersen, 2011; Kennedy et al., 2009; Hartmann & Ibanez, 2006).

1.2 The Swedish fashion sector
Habit, the largest Swedish fashion trade magazine divides the fashion sector into; large fashion chains, smaller fashion chains and stores, shoe chains/stores, sport chains, vertically integrated suppliers, suppliers, shoe suppliers, sport- and function wear, profile- and professional clothing and export companies. In 2007-2008 the consumption of clothes amounted to 81% of the total clothing sector, a value of 59.7 billion SEK. According to Habit, the largest fashion chains have shown increased growth every year from 2007-2010. In 2010, net turnover amounted to 132 billion SEK with a slightly higher growth rate than total increase in growth of consumption of clothing, shoes and accessories. The companies displaying the best results in 2010 were all fast fashion retailers; H&M, Lindex, KappAhl, RNB and Gina Tricot (Habit, Nr 9, 2008-2011). Wherein H&M is positioned as the world's next largest fashion company (Di.se, 2012).

1.3 Swedish textile consumption
1 kg of textile causes 15 kg of Co² waste at production. 2-3 % of Swedish Co² emissions can be explained by Swedish consumption of textiles, mostly due to augmented air freight. The consumption of textiles has increased with 40 % in Sweden during recent years which will cause emissions to increase further (Naturvårdsverket, 2011). Total global textile fiber consumption consists of more than 50 % synthetic fiber, 35 % cotton and 5 % based on paper pulp as for example viscose and lyocell. In a sustainable- and environmental perspective both synthetic and cotton fibers have disadvantages. Synthetic fibers take long to decompose and cotton fibers need large amounts of water, chemicals, fertilizers and pesticides. Cotton plantations compete with arable land for production of food (Habit, nr. 3, 2011).

1.4 Previous studies
1.4.1 Fast fashion
Research show the significance of consumer goods as tools for expressing values, beliefs and belongingness to certain lifestyles (e.g. Niinimäki, 2010; Solomon & Rabolt, 2004:348-350; Schouten & McAlexander, 1995; McCracken, 1986). Solomon and Rabolt (2004:348-350) state the use of clothing as a form of non-verbal communication for individuals to express identity to the outside world. According to McCracken (1986) consumer goods contain meaning beyond tangible attributes. Moreover McCracken (1986) refers to clothing as high involvement products which are strongly linked with the construct of meaning and expression of certain lifestyles.

Recent studies state that the purchasing of clothes has dramatically increased (Ekström et al., 2012; Morgan & Birtwistle, 2009). Birtwistle and Moore (2007) argue that the increased demand and purchase of fashion in combination with low price levels have created a trend of throwaway fashion among consumers, resulting in a large quantity of apparel being purchased
and disposed (Morgan & Birtwistle, 2009). Additional studies show a higher tendency among young consumers to purchase fast fashion (Ekström et al., 2012; Morgan & Birtwistle, 2009). Moreover the study of Morgan and Birtwistle (2009), show that consumers in the ages of 17-25 are more influenced by fashion press and celebrity culture. The majority of the female participants in the study of Morgan and Birtwistle (2009) read fashion and celebrity magazines in order to keep up with latest trends which are purchased in low price versions, offered by fast fashion retailers; e.g. Primark, Zara, Topshop and H&M. These young consumers state that they shop two to three times per week (Morgan & Birtwistle 2009). Nonetheless, in the study of Birtwistle and Moore (2007) the majority of the participants are skeptical towards the ultimate value of fast fashion. The participants express a concern towards the throwaway attitude encouraged by fast fashion companies (Birtwistle & Moore, 2007). The encouragement of throwaway fashion in combination with loss of intrinsic value in products, further support the frequent replacement and disposal of products (Birtwistle & Moore, 2007).

1.4.2 The environmental gap

In the realm of fast fashion, consumers are becoming increasingly aware of their environmental impact (Gam, 2011; Niinimäki, 2010). Despite increase in environmental concern, researchers are paradoxically observing a lack of actual behavior (Kennedy et al. 2009; Hartmann & Ibanez, 2006). Niinimäki (2010) argues that consumers are making irrational choices which do not correspond with their inner values. The gap between intention and actual behavior has been discussed frequently within the research area (e.g. Öhman 2010; Thøgersen, 2005; Ajzen, 1991; Ajzen & Fishbein, 1969). The theory of planned behavior presented by Ajzen (1991), discusses the individual’s intention to perform a given behavior. According to Ajzen (1991) the likelihood for intention to result in a performance is directly correlated to the level of intention, i.e. the stronger the intention, the more likely the intention will result in an action. The gap between intent and action has become of growing interest especially since individuals are increasingly expressing a larger proportion of concern for environmental issues (Kennedy et al., 2009). Moreover in a planet of finite resources solving the discrepancy between intent and action has become crucial (Jackson, 2009).

Kennedy et al. (2009) refer to the gap between intent and action as the environmental values behavior gap, the EVB gap. According to the EVB gap, various influences may affect an individual’s decision making process which results in a behavior incompatible with the individual’s environmental values. Kennedy et al. (2009) present three variables in order to examine the EVB gap; individual, household and societal variables. According to Kennedy et al. (2009) individuals often struggle with “doing the right thing”. Environmental concern and behavior is furthermore argued to be affected by moral norms and personal values which may guide environmental actions (Stern, 1999). Dawes (1980) addresses the so called social dilemma facing consumers; each individual receives a higher payoff for a socially deficient choice compared to making a socially cooperative choice, but all individuals are in the long-run better off if all cooperate.
Hartmann and Ibanez (2006) argue that one of the reasons for the environmental gap between intent and action is the lack of immediate individual benefit resulting from a reduced impact on the environment. Uusitalo (1990) further address motivational conflicts between collective and individual goals resulting in the free-rider problem. A person tend to act as a free-rider when a social goal interferes with the persons own economic utility. In addition Jackson (2009) argues that consumers are faced with the dilemma of balancing between either fulfilling present or future needs.

Frequently mentioned in previous studies is the importance of governmental policy, not only does this directly influence consumers’ consumption but also indirectly stimulates other stakeholders in order to overcome impediments hindering consumers to act according to their values (Jansson et al., 2011; Schrader & Thøgersen, 2011). Thøgersen (2005) states the lack of governmental commitment which hinders a radical change in social norms supporting unsustainable consumption practices. Jackson (2009) argues that consumers are encouraged to consume more by finance ministers and economists, not the least during economic recessions. Valor (2008) argue that consuming responsibly takes a lot of time and effort, thus environmental responsibility should be regulated at a higher level, e.g. by legislation.

The availability and complexity of environmental information is furthermore addressed as a reason for the gap between intent and action (Kennedy et al., 2009; Moisander, 2007). The study of Stern (1999) presents evidence of contextual factors that may affect the way environmentalism is expressed in a society. Moisander (2007) argues the impact of green marketing, which is lowering the credibility of environmental information and consequently makes it difficult for consumers to act according to their environmental concern. Moreover the plethora of information is hindering consumers from acting environmentally responsible when overloaded with abundant and sometimes contradictory information (Markkula & Moisander, 2012; Moisander, 2007). According to Markkula and Moisander (2012), consumers are faced with struggling with multiple and constantly changing discourses which challenges the move towards more sustainable consumption. The struggle of meaning hinders consumers from acting in a sustainable and ecological manner, since the struggle of meaning will leave consumers confused and unclear of how to act. Markkula and Moisander (2012) present three discursive strugglers consumers have to deal with; (1) the economic trade-off between material prosperity and sustainable development, (2) the responsibilities and possibilities of individual versus institutional actors, (3) the aesthetic dilemma of either contemporary fashion wear or ecologically produced clothing (Markkula & Moisander, 2012). According to Niinimäki (2010), the overabundance of cheap and fashionable clothing persuades consumers in consuming unsustainably despite their environmental and ethical concerns. Niinimäki (2010) presents the complexity of fashion purchasing behavior and highlight the difficulty for consumers to resist a system which constantly produces new products and thus fulfill consumer needs at affordable prices. Moreover the lack of emotional fulfillment when purchasing a product enables consumers to buy more which furthermore drives the cycle of consumption and consequently creates a conflict with the consumers’ inner values (Niinimäki, 2010).
To conclude, research has been conducted worldwide in order to understand and answer the gap between intent and action, not the least in order to address the environmental issues facing our planet. A more narrowed problem, concerning a potential factor affecting the gap between intent and action, is evoked in our minds which give us the opportunity for further research the area of a specific factor, namely the perception of value in the context of fast fashion.

### 1.5 Problem discussion

Previous studies show that the gap between intent and action is very likely to be largest among younger consumers, to a high extent explained by the group’s frequent purchase and choice of fast fashion (Ekström et al., 2012). Furthermore, the study by Morgan and Birtwistle (2009) show that young consumers are more influenced by fashion press and celebrity culture which creates a scope for further investigation in explaining the influences of Swedish fashion press on young consumers.

Fast fashion is frequently featured in media, e.g. blogs and fashion magazines, advertising the latest trends at the lowest price, the must-haves for each season. This enables fast fashion to influence and persuade a much bigger mass of consumers to purchase cheap fashion. Additionally, the availability and the huge number of fashion blogs and fashion magazines suggest that fashion is nowadays targeting the mass-market; making fashion and trends available for everyone, everywhere. Thomas (2007) argues that targeting the mass-market imposes a series of problems including decreased value of clothing, inferior quality and miss usage of labour- and resources. Methods mostly used are devoted in marketing and image-building, use of celebrities and increased availability such as franchising (Thomas, 2007). Moreover the growth of the Internet has led to an overabundance of information and an extended ability for consumers to access information everywhere and at any time (Anderson, 2008; Statistiska Centralbyrån, 2012). This has according to Anderson (2008) created a shift in consumer behavior and preferences and resulted in companies now offering an increasingly wider assortment in order to satisfy its customers (Anderson, 2008). Potentially, it could be argued that the Internet has not only revolutionized e-commerce but also the fashion system; forcing the fashion system and fashion companies to respond and adapt more quickly to fast-changing and demanding consumer preferences.

Yet in the success of fast fashion; offering demanding consumers the latest trends at bottom low prices, studies show consumers’ skepticism towards the ultimate value of fast fashion. Moreover consumers show a concern towards the throwaway attitude encouraged by the concept of fast fashion which together with the loss of intrinsic value create a scope for exploring the concept of value in the context of fast fashion. Additionally, in order to explore consumers’ perception of value it becomes not only relevant but necessary to discuss the most important component of fast fashion, i.e. price. The relation between value and price has been a frequent discussed topic within economics (e.g. Armstrong et al., 2009:296-302; Nagle & Cressman, 2002; Anderson & Narus, 1998). According to the theory of value-based pricing; price is set according to customers’ perception of value which makes it fundamentally
important for companies to set price according to customers’ perception of value (Armstrong et al., 2009:296-302). This creates a scope for further exploring the relation between value and price in the context of fast fashion.

1.6 Research question

- What is the perception of value among young consumers in the context of fast fashion?

1.7 Purpose

In order to develop and gain further knowledge regarding the increased attitude-behavior gap, our purpose is to analyze what influence fast fashion has on consumers’ perception of value. We limit the research area by investigating how young female consumers relate to value of clothes, purchase behavior and factors affecting purchase behavior. Our aim is further to investigate the potential influence media has on consumers.

1.8 Disposition

In the second chapter of our thesis we present and explain the chosen theories which constitute the theoretical framework of our study. The theoretical framework will present theories concerning; value in relation to price and the concept of value in which an own model of perceived value is presented. The chapter will end with a short summary of the theoretical framework presented that will guide the empirical study and create the foundation for the analysis. The third chapter presents the methodology of our study and concerns methodological considerations, course of action, trustworthiness, ethical considerations and general reflections on method. These sections are written as thoroughly as possible in order for the study to be as replicable as possible. In the following chapter we present our findings from the content analysis. The chapter begins with general information about the sector of Swedish fashion magazines and Sofis Mode. Finally two graphs are presented which are further explored in the analysis of the thesis. In our second empirical study, presented in chapter five, we present the result from the two focus groups. The chapter is structured in accordance with the guide and structure of the discussion in the focus groups. The result from the empirical findings from the focus group will thereafter be analyzed in chapter six together with the findings from chapter four. In the analysis we combine the results from the two empirical studies together with the theories presented in chapter two. Due to the deductive character of the thesis, the chapter is structured according to the theoretical framework. In the final chapter we present the conclusions of the study where the research question will be answered. We will additionally include suggestions for future research.
2 Theoretical framework

In the following chapter the theoretical framework of the thesis is explained. The theoretical framework is structured into two sections; value in relation to price and the concept of value. Firstly, theories covering the relation between value and price will be presented. Finally, the concept of value will be explained and a model of perceived value will be presented. The model is composed of six factors that impact the perception of value from a consumer perspective. The theoretical framework will subsequently guide the analysis of the thesis.

2.1 Value in relation to price

Business environments have been characterized by intense competition and increased price pressure, thus new models of pricing policies have been brought into light (Nagle & Cressman, 2002; Anderson & Narus, 1998; Bell & Lattin, 1998). Moreover today’s fast changing environment adds additional pressure on companies’ pricing strategies (Armstrong et al., 2009:296-302). Value-based pricing uses customer perceptions of value in order to set a good price. That is, price is set based on customer perception of value and not on cost which is the case with cost-based pricing (Armstrong et al., 2009:296-302). Consequently in order to set the right price companies have to understand and identify consumer needs and perceptions of value in order to make sure that the price is set according to consumers’ perception of value (Armstrong et al., 2009; Ingenbleek, 2007; Hünerberg & Hüttman, 2003; Anderson & Narus, 1998; Grewal et al., 1998).

Armstrong et al. (2009:296-302) argue that consumers are becoming increasingly price conscious which has resulted in companies selling the price instead of the value to its customers. Thus many companies are offering bottom low prices to its customers, referred to as Every-day-low-pricing e.g.; Primark and Wal-Mart. This pricing strategy focuses on offering the right combination of quality and good service at a fair price. However Armstrong et al. (2009:296-302) argue that continuously cutting prices can lead to price wars and loss of profits. Moreover cutting prices can convey that the value of the brand is less important than the price, thus companies should focus on selling the value of the brand and not the price. Furthermore it is the task of the companies to be able to promote and justify the higher price with a higher gain in value (Armstrong et al., 2009:298-302).

Anderson and Narus (1998) view customers as profit-seekers and argue that customers are aiming at increasing profits when purchasing and thus pressuring suppliers to cut prices. Anderson and Narus (1998) identify two components of every market offering; value and price. As a result choosing to raise or lower a price does not alter the value of the offering it just changes the incentive to purchase the market offering. Customers’ incentive to purchase equals the difference between value and price. The equation below shows that, the customer will only choose the next best alternative (a) if the incentive to purchase it will exceed the supplier’s offering (s) (Anderson & Narus, 1998:54).
Value (s) – Price (s) > Value (a) – Price (a)

Value (s) = value of the supplier’s market offering
Price (s) = price of a supplier’s market offering
Value (a) = value of the next best alternative
Price (a) = price of the next best alternative

2.2 Concept of value

Value is according to Zeithaml (1988) a highly personal and idiosyncratic term. Value holds a variety of meanings to consumers. In order to measure it, the customers’ implicit expression of meaning must be understood. Value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. Value is more individualistic than quality and unlike quality it involves a trade-off. There are four identifiable types of consumer definitions of value; value is low price, value is whatever I want in a product, value is the quality I get for the price I pay and value is what I get for what I give. The first one indicates that the sacrifice is most prominent in the perception of value. The second one emphasizes the received benefits as most important. Thirdly; value is seen as a trade-off and lastly one speak of all relevant “get” components as well as all relevant “give” components. The benefit components of value include intrinsic attributes, extrinsic attributes and perceived quality (Zeithaml, 1988).

Price is considered to be what is given up or sacrificed to obtain a certain product. Other factors experienced as sacrifices are time; -search and -psychic costs are also influential factors. Attributes other than quality; price and product quality variations within a product category, price awareness and consumers ability to detect quality variation, all influence the use of price as an indicator of quality. To understand the relationship, companies need be aware of consumers’ view of quality. Selection of company strategy is dependent on its consumer’s definition of value (Zeithaml 1988).
2.2.1 Perceived value
In order to explore the concept of value we have composed our own model of perceived value based on the model of perceived quality by Zeithaml (1988). The model presented below is composed by six factors impacting the perception of value from a consumer perspective.

Intrinsic and extrinsic attributes
Intrinsic attributes are stated to include features that are specific to the physical product. Extrinsic attributes are for example price, coupons, brand name or level of advertising which often function as value signals when determining a purchase. These attributes are all related to the product but is not part of the physical product itself thus are outside the product. Consumers use extrinsic attributes to indicate quality in a product when there is insufficient information about intrinsic attributes. Even when intrinsic attributes are available to the consumer, this information may require much of the consumer’s time and effort (Zeithaml, 1988).

Perceived quality
According to Lewin (1936) in Zeithaml (1988), perceived quality can be defined as a consumer's judgment about a product's overall excellence or superiority. Perceived quality is different from objective or actual quality and concerns the value or payoff that the customer receives from the product. It is further a global assessment resembling attitude and a judgment usually made within a consumer's evoked set. Companies and consumers appreciation of quality differs widely (Zeithaml, 1988).

Perceived monetary and non-monetary price
Consumers’ sacrifice other means than money as for example time and effort (Zeithaml, 1988). Sacrifice components thus include monetary prices and non-monetary prices (Zeithaml, 1988). Non-monetary price includes for example; time, energy and effort whereas monetary-price means actual price, in monetary terms, of the product (Zeithaml, 1988).
Perceived risk
Lambert (1972) discusses the use of price as an indicator for quality. Price is used more frequently as an indicator for consumers purchasing higher priced items. However purchasers of low priced items did not rely on price as the indicator for quality. Moreover these consumers perceived less risk of taking an unsatisfactory purchase decision than consumers of higher priced items (Lambert, 1972).

2.3 Summary
Intensified competition and price pressure has resulted in new measures for companies to satisfy consumer needs. According to value-based pricing, price is set according to the customer perception of value. Thus the relation between price and value becomes essential which is accounted for in the first part of the theoretical framework. The following theories presented in part two; the concept of value, aims at defining what constitutes value and exploring theories of consumer perception of value. The theories are modified into a redefined model based on the model presented in Zeithaml (1988). The theories presented in this chapter will form the basis for the following analysis in chapter six.
3 Research Methodology

Our initial point of departure was a speculation concerning the intrinsic value of clothes today in relation to fast fashion companies’ offering of low priced clothes. We collected data in order to investigate this chosen area of study and with the use of theories further analyze what constitutes the reality and why. Our theoretic knowledge then formed the basis for processing empirical information, analysis and conclusion. Our initial thought was with us, when reviewing previous research and relevant theories concerning the area of our subject. Later on our speculation was applied as subject to empirical scrutiny. Furthermore, considerations regarding trustworthiness, the ethical aspect of our study as well as general reflections of it were made in order to render an understanding concerning our reflections and our way of thinking.

3.1 Scientific Approach

The relationship between theory and research form our chosen strategy of a deductive approach (Bryman & Bell, 2011). We have thus gone from theories to empirical studies in order to measure if our speculation and expectations are in alignment with reality (Jacobsen, 2002). Problem discussion and research question are derived from reading a number of scientific and academic articles, as well as other kinds of theories on the concept of value and price. Since our approach has been to gather as much information as possible in order to interpret it and then end up with results, not create a new theory, we have support for having a deductive approach and not an inductive approach (Bryman & Bell, 2011).

We are aware that our empirical studies and sourcing of material may potentially be influenced by our initial speculation and thoughts, thus limiting our sourcing to only searching for information we find relevant and consequently this may have the tendency to support our initial line of thought. As by having our common point of departure with expectations to find that fast fashion chains have indeed shaped the intrinsic value of clothes, we risk to overlook important information (Jacobsen, 2002).

3.2 Choice of Method

Concerning the information we have collected one can differentiate between two forms of research methods; qualitative and quantitative. The first one regards measurements resulting in numbers and statistics whereas the second one reflects an understanding of people’s interpretation of reality by way of observation (Jacobsen, 2002). Regarding a qualitative approach, focus lies on interpretation of the gathered material, instead of gathering a huge amount of data where the amount of data plays the larger role (Bryman & Bell, 2011).

A qualitative study offers more flexibility and openness and is a highly interactive process thus we started off with a question that we wanted to enlighten but which has been adjusted along with the working progress and a deeper knowledge which we believe have contributed positively to our study. This degree of flexibility can also be seen as a problem whereas new information continuously is added and an overview is hard to reach (Jacobsen, 2002). We
have frequently tried to delimit ourselves in order not to slip away from our mission to answer our research question.

We have chosen to do part of our research of the empirical study in focus group discussions, in order to seek a deeper understanding in the specific area of research while exploring in depth selected individuals interacting and discussing. This type of research method enables us to more easily understand how the participants experience the social reality by being able to express themselves with their own words (Bryman & Bell, 2011). The other part of the empirical study is a content analysis on the Swedish fashion magazine, Sofis Mode. Counting prices, overall price context and price focus is explored in this part of the empirical data which can be seen as a more quantitative research method. Consequently a mixed method approach, combining a quantitative- and a qualitative research method enables a more extensive study (Bryman & Bell, 2011). The two methods complement each other since the qualitative element has rendered us a deeper understanding of the subject and the quantitative elements have strengthened our conclusions and thereby our study.

3.3 Choice of subject

All three writers of this study share a profound interest in sustainable fashion. The increased availability and influence of fast fashion on consumers, combined with the growing debate of consumption and its negative effects on the environment, forms an area of high interest, topicality and a basis for further investigation.

3.4 Information gathering techniques

In this report primary data has been gathered and then analyzed with support from academic sources, in form of articles and theories, both printed and electronic, via newspaper archives and Internet databases as for example Scopus and Business Source Premier via Borås University. Extensive sourcing for material have been conducted through the process of studying conclusions and summaries of articles, selecting most relevant articles which have thereafter been thoroughly processed and further functioned as the foundation for the previous studies and theoretical framework of the thesis. Many areas of study, new to us, have been suitable for our investigation but also necessary to attend to. Terms used when sourcing were for example the following; value, attitude-behaviour gap, environmental gap, planned behaviour and fashion consumer behaviour.

When forming the foundation of our theoretical framework we have reviewed a large amount of theories, models and frameworks both new and of older origin. We are aware that some sources of older origin might be seen as outdated but yet highly valuable since internationally recognized. These we have then used in order to analyze the empirical data. We initially looked into sources most frequently cited via data bases for academic articles, concerning value. Value is a very extensive area thus it was important for us to delimit ourselves at looking only at value in relation to the customer. Chosen sources we found to be suitable and relevant for our study and purpose. This was done in order to generate a valid result and to be able to correctly and thoroughly analyze the gathered empirical material.
Parallel to this the search for information, our empirical study began. When gathering the primary data the use of two focus groups were conducted, as well as a content analysis on the Swedish fashion magazine, Sofis Mode. Data concerning Sofis Mode and its context, as well as information about the fashion editor, Sofi Fahrman was collected through viewing old magazines, the company's own webpage, published articles and reports. Additional theoretical sources consist of scientific articles, up to date news- and articles regarding the fashion industry, business magazines and agency reports.

Throughout our study we have tried to be as objective as possible to the information we have found. A critical review and reflection of the credibility of the theoretical sources we have looked at, is important since these might have initially been conducted with another purpose (Jacobsen, 2002). This is something we have had in mind in all phases of our study.

3.4.1 Focus groups
According to Bryman and Bell (2011), having too many focus groups can be a waste of time. We felt it unnecessary to have more than two focus groups because of the assumption of getting similar results regardless of the number of groups. The structure of both groups as well as the conducting of the discussions were similar, all being women of similar ages and almost everyone being students, as the purpose was not to make a comparison between the groups but collecting as much interesting data as possible. This is also supported by Bryman and Bell (2011) who says when reaching the point of almost being able to anticipate what the next group is going to say, there are probably enough groups. After processing the results from the two focus group discussions they were named accordingly; Focus group 1: Fast Fashion Recipient and Focus group 2: Fast Fashion Reserved. The naming of the focus groups is made only in order to render the reader a more appealing and intriguing read. However, important to have in mind is the possible unwanted scenario of the participants being more or less similar, being affected by each other’s thoughts and ideas. This scenario and unwanted result could result in the participants more or less agreeing with each other rather than challenging each other. Regarding the size of the groups, smaller groups of 4-6 people were chosen. Smaller groups are recommended when participants are likely to have a lot to say on the research topic, which we felt was the case concerning our research area (Bryman & Bell, 2011). We also did some over recruiting of participants, preferable in case of people dropping off in last minute.

The first focus group was held in Gothenburg at the School of Business, Economics and Law, and the second one at the University of Borås. We chose to have one moderator during our focus groups, and the other two taking notes, keeping track of time and recording the discussions. This way we received both transcription from the recording and our personal notes following the discussions in order to strengthen the validity of our study. The aim of the moderator was to guide the session but without being too intrusive, to get the participants to themselves bring the discussion forward collectively (Bryman & Bell, 2011). One positive aspect of forming focus groups is the possibility to receive more opinions from the participants and the participants can question and challenge each other when experiencing others reflections and feelings (Bryman & Bell, 2011). Deep and open discussions were
highly wanted in order to make it possible to visualize what factors influences the respondents concerning their clothes in general and their consumption behaviour. If the research method had been another, for example surveys or individual interviews, discussions would have been missed.

### 3.4.2 Selection of respondents to focus groups

Since the purpose of this report is to investigate consumers’ relationship and attitude towards value and price, clothes and consumption, the participants are all young Swedish female consumers between the ages of 19-26. They are living in Gothenburg, Borås and Jönköping. One of the females is employed and the others are full-time students, see table 3.1. They have mixed backgrounds and education thus form a good mix of young consumers for our area of research. As referred to in chapter 1.3, young consumers also tend to purchase fast fashion frequent as well as being among consumers that are more influenced by media and also follows fashion trends often offered by fast fashion retailers. This formed the basis for our selection of respondents.

<p>| | | | | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
<td>F</td>
<td>G</td>
<td>H</td>
<td>I</td>
<td>J</td>
</tr>
<tr>
<td>24</td>
<td>26</td>
<td>19</td>
<td>20</td>
<td>24</td>
<td>23</td>
<td>24</td>
<td>23</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>Student</td>
<td>Student</td>
<td>Working</td>
<td>Student</td>
<td>Student</td>
<td>Student</td>
<td>Student</td>
<td>Student</td>
<td>Student</td>
<td>Student</td>
</tr>
<tr>
<td>Applied textile management</td>
<td>Applied textile management</td>
<td>at a preschool</td>
<td>Literature International Relations</td>
<td>Nutrition and Health</td>
<td>Librarian</td>
<td>Textile economics</td>
<td>Textile economics</td>
<td>Textile economics</td>
<td></td>
</tr>
</tbody>
</table>

| Table: 3.1 Participants in the focus groups, age and occupation

### 3.4.3 Guide and structure for discussion in focus groups

An interview guide was created in advance and derived from the purpose of the report, with three open questions and a dozen more direct questions to use if necessary. For the complete interview guide, please see appendix 9.1. Without influencing the participants but still have the ability to control and guide the discussions in the intended direction, three themes were designed accordingly; Planning and purchasing behaviour, External influences on purchasing behaviour, and Attitude, behaviour and value. These were discussed one after the other and not given away in the beginning. The moderator initially asked the respondents if they were familiar with the phenomenon fast fashion. If not, a short definition, similar to the one given in the report, was offered.

The first part of the interview guide concerned planning and purchasing behaviour and was aimed at touching on aspects regarding the participants shopping behaviour. Where, how and how often they purchase new clothes, the amount of money spent on clothing and environmental thinking. The second part concerned the theme external influences on purchasing behaviour. To introduce this theme, the magazines Sofis mode and Chic, were available for the participants to look at. Information about the increase of this kind of fashion magazines during the last couples of years was told, by the moderator. Also, short information of the recent increase of fashion blogs and overall increase in interest on fashion and clothing, was stated. The discussion that followed aimed at displaying thoughts and opinions regarding what influences and inspires their shopping behaviour. The third part concerned attitude,
behaviour and value, aiming to reflect the structure of their wardrobes, valuation of clothes, reflections on consumption, possible regrets of purchases made and thoughts on fast fashion in general.

3.4.4 Content analysis of Sofis Mode

When deciding upon looking into Sofis Mode, in the form of a content analysis, the idea was to partly form the foundation for discussion in the focus groups, as well as contribute to the overall analysis and conclusion of our research question and problem discussion. The intention of the content analysis was to notify trends in coverage, related to this phenomenon, and also value and price (Bryman & Bell, 2011). In order to get as comparable and valuable data, certain parts in the magazine which included prices of garments and items were chosen and the issues and pages were systematically and repeatedly chosen. Research has been conducted on prices and the overall change in coverage. Both in terms of amount of prices being displayed and also if there is a difference between the different years in what prices; cheap or expensive are being displayed.

In order to get useful, applicable data from the content analysis, ten different issues of Sofis Mode were selected. Two per year were analyzed, starting from the magazines first year in 2008, until today, 2012. The January-issue and the August-issue have been selected since the first issue ever published in January 2008. This classification was done for all of the magazines except for 2012, wherein the issue from May was selected. The total amount of prices counted was 1380 pieces, in the interval of 29-12000 SEK. Every issue of the magazine has contained different amounts of items, i.e. prices, counted from 69-275 prices. These prices have been encoded and put in different intervals and displayed in different tables and graphs in order to analyze the figures and get appropriate results. For complete information regarding collected data please see appendix 9.3.

3.5 Trustworthiness and ethical considerations

The research method and approach are clearly stated and described in order to bring transparency to the report. In alignment with Bryman and Bell (2011), details and useful information, valuable for further research and in order to replicate this study, are focused on and clearly described in the methodology above. Problems with gathering qualitative data is the so called “study effect” where you end up investigating something you have created yourself it generates specific results thus might have a negative effect on the reliability (Jacobsen, 2002). Reliability in other words means trustworthiness and refers to the ability to repeat a study and receive the same results, meaning the results have not been influenced by temporary elements (Bryman & Bell, 2011). Recording of the discussions and transcription of the same have been made in order to increase the reliability of our study. We have also been careful not to give away unnecessary information or interrupt discussions as it is important to be objective and not angle questions or behave in a certain way (Jacobsen, 2002). We also held the focus group discussions in neutral places without disturbing elements in order to make it comfortable for all participants. In the study, the participants were well informed in each focus group about the configuration of the interview, and also where information and results were to be published. Concerning ethical principles dealing with anonymity, it is said
that forms of qualitative research deals with more difficulties concerning confidentiality and anonymity than quantitative research forms (Bryman & Bell, 2011). Consequently the participants in this study are held anonymous and were given the opportunity to take part of the collected material before publication. For a more professional and accessible design of the gathered empirical data, we have chosen to label the participants of the focus groups with letters A-J.

3.6 General reflections on method

Organizing the groups was found to be time consuming. Despite over-recruiting potential participants to both focus groups, we ended up with one of the groups only consisting of four participants. We are aware that the outcome of the empirical study might have benefited from having an equal number of participants in both focus groups. Thus we would have benefited from having 1-2 more participants in the second focus group, yet we experienced the discussion to be very fruitful.

Another problem which we are aware of is the complex nature of the unstructured data collected from the focus group discussions. It was both extensive and time consuming and sometimes also hard to distinguish between voices. When transcribed, we ended up having large masses of words including a lot of nuances to take into consideration. There is an existing risk that the information is treated in a misleading way when it is interpreted by the author of the study (Jacobsen, 2002). Language discrepancies also have to be taken into consideration while transcription of the data from Swedish to English. Furthermore, according to Bryman and Bell (2011), results from focus groups are often not generalizable. The representativeness is debatable due to the fact that we only reached a limited number of people when conducting the focus groups means (Jacobsen, 2002). We are aware that the participants cannot speak for all female consumers of the selected age but we believe the results to function as a firm indicator of current perceptions of the reality of our society.
4 Empirical study – Sofis Mode

As previously mentioned in the introduction, fast fashion is frequently featured in media, advertising the latest trends at extremely low prices; so called must-haves for each season. Additionally, the huge number of fashion blogs and magazines suggest that fashion is targeting the mass-market, making fashion available for everyone, everywhere. Thus in the following chapter our findings from the content analysis of Sofis Mode is presented. The chapter begins with supplementary information and figures about Swedish fashion magazines and Sofis Mode. Thereafter the results from the content analysis are illustrated by two graphs. Finally the findings from this chapter are put in relation to empirical findings from the focus groups and the theoretical framework which will form the analysis of the study presented in chapter six.

4.1 Sofis Mode

During the last couple of years many cheaper fashion magazines have entered the Swedish market. Examples are Chic, Glaze and Sofis Mode, having a price of 19-29 SEK per magazine (Vassa Eggen, 2008). These are supposed to compete with more famous and also more expensive fashion magazines like Cosmopolitan and even Elle. For further comparisons among the different magazines, please see table 4.1. The magazines; Chic, Glaze and Sofis Mode all entered the market during the year of 2008 (Dagens Media, 2008). According to table 4.1 Elle and Sofis Mode had almost the same amount of readers in 2011, with a difference of only 3000 readers. The largest age-group reading the magazine is the one in between 15-24, accounting for a total of 76 000 readers, men and women (TNS Sifo, 2012). In relation to Chic, Sofis Mode had over 50 % more readers.

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Number of readers</th>
<th>Men</th>
<th>Women</th>
<th>Ages 15-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elle</td>
<td>266 000</td>
<td>29 000</td>
<td>237 000</td>
<td>86 000</td>
</tr>
<tr>
<td>Sofis Mode</td>
<td>263 000</td>
<td>45 000</td>
<td>218 000</td>
<td>76 000</td>
</tr>
<tr>
<td>Cosmopolitan</td>
<td>142 000</td>
<td>18 000</td>
<td>124 000</td>
<td>76 000</td>
</tr>
<tr>
<td>Chic</td>
<td>113 000</td>
<td>9 000</td>
<td>104 000</td>
<td>54 000</td>
</tr>
</tbody>
</table>

Table: 4.1 Number of readers
Source: ORVESTO® Konsument 2011
From the very beginning, Sofis Mode was just a small part of a supplement to the evening press Aftonbladet, named Klick. In 2008, Sofis Mode became its own supplement. In the beginning it was issued once a week and published every Monday. The price of the magazine was at the time 15 SEK and only available for purchase together with Aftonbladet. The magazine is primarily targeting women in the age of 20 to 35 with an interest in fashion and beauty. The idea of the magazine is:

Fast, zestful and up to date – totally free from pointers. Sofis Mode online offers the reader a mix of fashion, beauty, wellness and celebrities. We guide our readers to affordable treasures found at the larger fashion chains and showing how to style your treasures with a personal twist. Our readers are loyal but demanding, challenging the editorial staff to constantly find new ways to surprise them!\(^1\) (Aftonbladet, annonsweb, 2012).

Since the year 2011, Sofis Mode has 100 pages and is published every second week, i.e. 26 numbers per year with a price of 29 SEK and only available for purchase together with Aftonbladet (Tidningskungen, 2011). During 2011, the magazine went through a number of changes; the layout was altered as well as available for purchase in Gina Tricot and available for subscription. Moreover the website was upgraded and connected to more bloggers (Aftonbladet, 2011a). A collaboration was initiated with Nelly.com, namely Sofis modeshop (Aftonbladet, 2011b). Furthermore, Sofis Mode is positioned highly visible at points of sale, at the cashier desk, since sold together with Aftonbladet.

Sofi Fahrman, journalist and Fashion Editor of Sofis Mode is a Swedish fashion profile and author of three books. Additionally Sofi Fahrman hosts the TV-show, ‘Stylisterna’ at Swedish Channel five and holds the blog Sofis snapshots. Sofi AB, showed an increase in turnover with 46 %, figures from the latest financial year (Resumé, 2012). Sofis Mode, has done several collaborations, often called “Shopping events”, with several larger fast fashion chains as for example Lindex, Topshop, Vero Moda and JC. During spring/summer of 2012 Sofi Fahrman collaborates with H&M, selecting eleven “hot items” in seven H&M stores in Sweden. The garments are labelled with a QR-code, possible to use with smart phones to see movie clips with Sofi Fahrman, showing you style advice of the garments (Aftonbladet, 2012).

4.2 Results of content analysis of Sofis Mode

4.2.1 Amount of price exposures per issue

This graph displays the following; on the horizontal line, issues divided in year and also per issue 01 (January) and 02 (August). On the vertical line, the amount of exposures in the certain price categories; 29-350, 351-1000, 1001-3000, 3001-12000 SEK, are displayed.

The graph 4.1 shows that the lowest price category, 29-350 SEK has in total increased in the amount of exposures from the very first issue; 2008:01 until the last issue; 2012:02. That is, it has gone from 43-108 exposures of prices. We can see almost the same development regarding the red price category consisting of; 351-1000 SEK, since it has more or less followed the blue lines price development.

The highest price category; purple, consisting of the most expensive prices; 3001-12000 SEK, has in total been on same level during all years. Apart from the last issues when it did increase to some extent and the price development has gone from one to nine exposures of prices during 2008:01 until 2012:02.

Graph: 4.1 Development in price exposure

4.2.2 Distribution of prices in terms of percent

The graph 4.2 displays on the horizontal line; issues divided in year and also by issue 01 (January) and 02 (August). On the vertical line the percentage of each price category in relation to the total amount of prices per issue is displayed. For example, price category blue, in relation to total amount of prices counted for example in issue 2008:01, shows a percentage of approximately 40 %. This means that prices between 29-350 SEK accounts for 40 % of the total coverage of prices, in issue 2008:01.
Based on total amount of prices counted, the distribution of prices in the specific price categories are approximately the same between all the issues when compared to each other. When for example comparing category blue with category purple, the distribution of prices in percent is more or less the same during the years. However, from graph 4.2 we can deduce an interesting development from year 2010 until the first issue 2012, specifically concerning the category blue. What we see is an increase in percent of this category in relation to the total coverage of prices in these issues. This is possibly an effect due to the remodeling of the magazine and more focused content as previously mentioned. At the same time we can deduce the decrease of the percentage in price category green; 1001-3000 among the same issues.

The total amount of exposures, i.e. prices counted in each issue, show an augmentation. By examining the first and the last issue, i.e. 2008:01 and 2012:02, the development from the first to the latest issue, an increase from 103 exposures to 275 exposures of prices is portrayed, which amounts to an increase of 267%. For further information concerning counted data, please see appendix 9.3.
5 Results from focus groups

In this chapter, the collected data from two focus group discussions is summarized and presented. The first group consisted of six females participating during one and a half hour. The second discussion held four female participants who contributed during one hour. The two groups differed from each other, since different educational backgrounds and different places of residence. The first focus group is named; Fast fashion recipient and the second group is named Fast fashion reserved. Each theme is presented according to the structure of the interview guide whereas the answers from the two groups are both presented separately one after the other, below each theme. The three themes discussed are; purchasing behaviour and planning of your purchase, external influences on purchasing behaviour and attitude behaviour and value. The participants are named by letters, A-F and G-J.

5.1 Planning and purchasing behaviour

5.1.1 Fast fashion recipient – Nr.1

Answers differ among participants concerning their purchasing behaviour. The participants who are students argue that their purchasing behaviour differ a lot now in comparison when they were working full-time. Some of the students feel they are shopping more now compared to when they were working because they then wore mostly working clothes. The line of thought is that they do not have that much time to use a lot of different clothes during the weekdays because they were working and thus they would instead buy party clothes for weekends. Being students, the participants claim to shop a lot more since they feel they need something new, fun and nice to wear every day in school. The other part of the group claims they do not shop as much now as they did when they were working due to the limited budget of being a student. Further, almost all participants claim they buy a lot more cheaper clothes today than before, due to their lower budget as students. One participant also pinpoints the fact that there always seem to be a lot of excuses for going shopping.

Furthermore the participants discuss seasonal shopping behaviour, arguing they buy a lot more in the beginning of the season as for example pre-summer. They also claim that it differs depending on season. During spring and summer they claim it to be a lot funnier and easier to buy more clothes because of cheaper prices and so called ”smaller” garments. During winter they feel clothing in general being a lot more expensive and “bigger”. Almost all participants state that they do a lot of spontaneous shopping, as D says: “If you are downtown and happen to be near H&M, then yes you will have to take a turn into the store.”

Moreover, the participants claim that they would often shop more items than they would have planned, even though they might be looking for a specific garment. Also, when planning for a night out, the need for something new to wear is bigger than at other occasions. Almost all of the participants claim they are buying at stores like; H&M, Gina Tricot, Lindex, Monki, 2 “Ja, om man är nere på stan och råkar vara i närheten av H&M, så ja då tar vi en sväng om dit.”
Weekday and Bik Bok. They do not walk into stores like Boomerang, as D claim, because of the too expensive prices and other cheaper chains being more accessible. D also says: “It is not worth it, paying too much for clothes since I am quickly getting tired of them and then I would rather have something cheap that I can use for a while.”

Several of the participants express the need to buy new garments due to the fact they do not want to be seen in the same clothes too often especially concerning outfits for going out. One participant argues that she would not want to wear an outfit for going out, twice.

It’s usually the case when you’re going out, then you often think that you want something new.[…] Even though I know there is a lot of party-dresses and skirts hanging in my closet, I still go and buy something new. Then you can get a little bit of a bad conscious since you might not use it during the weekdays. (A)

The participants express that even though they know they already have a lot of clothes they still go and buy something new. One participant feels that she has too many garments in her closet which makes it difficult to actually find something to wear and concludes that she would buy less if she would have a bigger closet and a better overview. Some of the participants also mention that they often change their opinion about a garment. In the beginning of purchasing a garment, they love it and after a while they get tired of it and do not want to use it anymore. Several times the participants express that they sometimes get a bad conscious about their shopping habits and buy clothes they do not need. Participant C says: “Then there are some stuff you buy and that you feel is really pretty in the beginning but then you get tired of it and then you might think: why did I buy this? Why didn’t I spend my money on something else?” Participant E adds:

Yes, I agree. I often buy something that I think is really pretty but then I don’t really know what I am going to wear it with. But then I still think that it will sort itself out and then it just lies there in the closet and then you think: what was I thinking about? That happens a lot. I buy dresses that hang in the closet and that I’ve never used, but it adds something to the closet. (E)

The participants also express that because of the low prices in fast fashion stores they do not feel so bad if making a bad purchase decision since you can give the garments away to charity. They express that they would feel worse if they would purchase more expensive clothes.

3 “Jag tycker att det är så ovärt att betala så mycket pengar för kläder men det är för att jag tröttnar snabbt på kläder också så då vill jag hellre ha något som är billigt som jag kan använda ett tag.”
4 "Det handlar nog mest om när man ska gå ut, då tänker man ju ofta att man vill ha något nytt. Man vill känna det här att man är jäkligt snygg. Och då blir det ju ofta att man går och köper nåt nytt. Trots att jag vet att det hänger massa partyklädnings och kjolar i min garderob men jag går ändå och köper nåt nytt ändå. Då kan man få lite dåligt samvete eftersom det kanske inte är nåt man använder till vardags igen.”
E explains: “I, who buy quite a lot from like H&M and Gina, often think, because it’s relatively cheap, if I would get tired of it, then it’s not that big of a deal since it’s so cheap and then you can give it away. So I might not get that much bad conscious after all.”

Yes, I would feel worse if I would have bought a bunch of expensive clothes that I would not have used. It was like when you were young and mom would buy all these nice clothes for you and then she would get all upset if you never used it. Then you would get a bad conscious because she felt that it was wrong. Maybe that’s why I only buy cheap clothes now so that I can’t regret myself and be crossed. (F)

In terms of certain criteria when purchasing new clothes the participants mention the following criteria: trendiness, price, first impression, fit and quality. They rate price as higher than quality. Moreover how much the participants like the garment guides their willingness to pay a certain price. Regarding the impact of materials constituting garments, none of them feel they are affected or influenced by it when making a purchasing decision. Some of them express the wish to care more about the materials when purchasing. At the same time half of the group acknowledges the lack of knowledge about materials. The feeling of a garment is considered to be more important when choosing garments made of for example wool, which can create an itchy feeling against the skin. Practicality issues such as washing and ironing were troubling the participants and kept them from buying certain garments.

Regarding the amount of garments purchased and the frequency of purchase, the participants state that they buy once a week, if generalized over time. This depends on budget constraints and the date of the month, meaning that they shop more in the beginning of the month as opposed to the middle of the month before the arrival of the monthly income. In general the participants mention between one to three purchases or maximum five purchases per month. In regards to a more sustainable alternative such as eco-clothing, the group express that they do not search for eco-clothing but rather look at it as a bonus if the garment is more environmentally friendly. Several of the participants mention that even though they are aware of the environmental and ethical concerns they admit to blocking this information while shopping. Moreover the participants state that they may think about the environmental issues but they do not act upon it. Additionally several participants mention that the availability of the stores enables their shopping behavior and further hinders them from making a more environmental choice.
I look upon it more as a bonus than the main reason for those garments I purchase. If I would begin to think about it more then it becomes ethical, child work and so on. I probably shut off a little bit, it’s awful but you do it. Otherwise I wouldn’t be able to express myself, because I can’t afford that type of clothes. There isn’t the same amount of supply and it becomes troublesome if you start to think too much. 8 (B)

I would love to be that kind of person that buys a lot from second hand and ecological materials, but it’s so accessible in all these fast fashion chains. You go where it’s easy to find and where you don’t have to make that big of an effort, usually. [...] I would love to think about it, but when I shop I don’t. 9 (E)

Several of the participants highlight that one of the reasons why they do not act the way they think is because they cannot see the consequences of their actions. Moreover one of the participants claims that more responsibility should be placed upon the companies to make it easier for the consumers to choose a more environmentally friendly alternative. Additionally, several of the participants argue that it would be better if all of the garments offered in the store would be priced higher and not just offer a section of the store providing an ecological alternative. The participants continue by adding that they often feel torn between the choices and that they feel as if there is always an excuse that hinders them from making a more environmentally friendly choice. A says: "The money doesn’t exist and you don’t see the consequences. And when you don’t see it, you don’t think about it [...] so it’s difficult to touch on something that you can’t see. Shopping does bring wellbeing." 10

5.1.2 Fast fashion reserved – Nr. 2

Regarding shopping behaviour, all of the participants agree their shopping behaviour is both done spontaneously and with intention. The student aspect, limiting their shopping budget, is illuminated by almost all of the participants. The limited budget makes the participants consider thoroughly each purchasing decision, which leads to few purchases to regret. They argue that they used to shop more when they were younger which led to more regrets about purchases. They also bought more party outfits before, which they got tired of quickly. The participants argue that they are more confident in their own style today which diminishes the risk of buying clothes they get tired of.

The participants feel they today purchase clothes more seldom and in smaller amounts, in relation to when they are working. G says: "I think I am shopping more spontaneously, when

---

8 "Jag ser nog det mer som en bonus än huvudsaken i de plagg jag köper. Om jag skulle börja tänka mer på det så blir det mer etiskt, barnarbete och så. Jag stänger nog av lite, det är hemskt men man gör ju det. Annars kommer jag inte kunna uttrycka mig, eftersom jag inte har råd med såna kläder. Det finns inte samma utbud och då blir det jobbigt om man börjar tänka för mycket.”

9 "Jag skulle gärna vara en sån som handlar mycket second hand och ekologiska material, men det är så lättillgängligt i alla de här fast fashion kedjorna. Man går dit där det är lätt att hitta och där man inte behöver anstränga sig så mycket, oftast.[...] Jag vill gärna tänka på det men jag gör det inte när jag handlar.”

10 "Pengarna finns inte och man ser inte konsekvenserna. Och när man inte ser det så tänker man inte på det.[... ] så det är så svårt att ta på nåt man inte ser. Att handla medför ju välmående.”
I am planning. I am planning not to buy something each coming month but then it turns out I do it anyway.”11 All of the participants claim that they do a lot of their shopping at second hand stores. Intended shopping at several second hand stores is often planned by the participants. Since all of the girls live in Borås, they believe they do not like the shopping possibilities that the town offers. Three of the girls are originally from Stockholm and they all claim they are doing a lot more shopping at home or during trips to Gothenburg, because of their better offer of stores.

Apart from shopping at second-hand stores, H&M, Monki and Weekday are other stores mentioned by several of the participants. One participant states she would never go inside Gina Tricot or Carlings due to the fact that the assortment does not suit her. She continues saying that Carlings has such a huge amount of clothes hanging all the way up to the ceiling, as if almost falling down on its customers. One of the girls acknowledges she instead is very spontaneous and does not avoid certain types of stores.

Visiting new stores was considered a fun activity. Shopping habits are limited as they are all students. They have different opinions concerning more expensive clothing, such as branded clothes. G says: “You do not have the money. You change your shopping habits depending on your economy. You really do.”12 One participant argues that she would rather wait for the branded clothing store to have their sale and buy a garment she really wants, instead of purchasing two basic t-shirts from H&M. H says: “In some way, you think of cheaper garments as throw-away garments. This attitude easily happens: you do not care as much of a cheaper garment.”13 Two of the participants do not think of H&M as offering throw-away garments. Instead they argue that their clothes have a certain life-span, meaning they can use the clothes many times. I argue: […] I am having a hard time spending a huge amount of money on a garment because I am so afraid of getting tired of it.”14

Another participant brought up the good aspect with second hand shopping, that it functions as a solution for clearing your bad conscious if you do not use the garment you have purchased on so many occasions. None of the participants says they throw away garments in the trash.

Quality in relation to the purpose of the garment is mentioned as important criteria when choosing new garments. Fitting, comfort and appearance but also practicalities as usability are mentioned as reasons not to buy expensive clothes. The criteria of the garment being unique in some way, is also mentioned by most of the participants. Designer collections by H&M, is nothing neither of them are ever tempted by nor interested in buying. J also said: “You want to feel that you are getting maximum usage from the garments you are buying.”15 Moreover

11 ”Jag tror jag shoppar mer spontant nu än planerat. För jag planerar att jag inte ska shoppa något varje månad men sen så blir det ändå.”
12 ”Man har inte råd. Man ändrar sina shoppingvanor efter sin ekonomi. Verkligen.”
13 ”På nåt sätt ser man plagg som är billigare som lite slit och släng. Det blir lätt den inställningen, man bryr sig inte lika mycket om plagget.”
14 ”Det är jättespretigt och då har jag jättesvårt att lägga en stor summa pengar på ett plagg för jag är så råd att jag ska tröttna på det.”
15 ”Ja, man vill känna att man får ut maximal användning av de plagg man köper.”
the ability to combine the garments with the rest of the wardrobe is assessed by the participants as important criteria. The participants also mention the throw-away attitude behaviour as something they do not have anymore and instead argue that they think twice before purchasing something. G says “[…] If I purchase a garment it cannot be with the intention to use it just for the night, you should buy things you can wear for long. Even if it is a t-shirt for 99 SEK, I want to feel I can use it several times.”16 Purchasing more environmental friendly materials is also something the majority of the group does more frequently today than before. Participant H says: “You feel happy if you really find something ecological, then you will gladly pay those 50 extra SEK, even being a student.”17

Furthermore one of the participants that study textiles argues that her level of knowledge of materials makes it easier for her to look past companies’ marketing tricks. The fourth girl, who did not study textile, says she is not observing the material of the clothes she buys, but instead prefers second hand stores. H concludes: “As a result of the education, you are now more aware of the alternatives that really exist.”18 They also state they sometimes buy several items at once which make them want to compensate it somehow, for example by buying less next month.

Concerning the amount of money spent on clothes each month and also the frequency of purchase per month, it differs between the participants. Seasonal purchasing behaviour is mentioned, meaning they buy a bit more during Christmas sale and also during summer in general. Regarding the amount of money spent, everything from 200-2000 per month is mentioned.

5.2 External influences on purchasing behavior

5.2.1 Fast fashion recipient – Nr. 1

All of the participants acknowledge the importance of external influences such as fashion magazines and fashion blogs. One participant admits to be more influenced by fashion magazines such as Sofis Mode, as opposed to for example Vogue, due to its content. The participant argues that she likes to look at fashion that she can actually access and afford. Participant F says: “I become more influenced by magazines such as Sofis Mode, which have clothes that actually come from stores I can shop from than for example Damernas Värld or Vogue where they have too expensive clothes that I cannot buy. I don’t get inspired by that sort of thing.”19 C adds: ”These are more available and you get an overview. You know these are clothes in the price range where you can shop and then they often have many pretty

16 ”[…] köper jag ett plagg får det inte vara för kvällen utan man ska köpa grejer man kan ha länge. Även om det är en t-shirt för 99 kr” då måste jag känna att jag kan använda den flera gånger.”
17 ”Man blir glad om man verkliga hittar nått som är ekologiskt, då lägger man hellre den där extra 50-lappen även fast man är student.”
18 ”Ja, i och med utbildningen har man ju verkligen blivit mer medveten om vad det faktiskt finns för alternativ.”
19 ”Jag blir nog mer influerad av såna här tidningar som Sofis mode där de har kläder som faktiskt kommer från butikerna jag kan handla ifrån än från typ Damernas värld eller Vogue där de har skitdyra kläder som jag inte kan köpa. Jag blir inte inspirerad av sånt.”
garments and combine them into an entire look.” In comparison with magazines such as Elle, which include articles and more reading, the participants argue that magazines such as Sofis Mode just include fashion. One participant expresses that she feels somewhat annoyed with the content in magazines such as Sofis Mode since she can never find the clothes featured in the magazines, in the store.

From Elle you get longer entertainment, you can sit down for a longer time period and read articles and so on, while the others are just about fashion and not so much more. But I like the clothes more in these magazines. I think it’s completely uninteresting to look at shows and that sort of thing but in these magazines you can really see the clothes. (F)

Even though many of the participants feel inspired by fashion magazines such as Sofis Mode they rarely buy the magazines. One participant thinks that the magazines are too expensive and thus prefers to look at the Internet for inspiration or just at people on the street or in school. Several of the participants argue that they now feel much more secure in their own style and therefore do not need to read magazines that advertise the latest trends. These participants claim that they used to do this more often when they were younger but now the fit and what actually looks good is more important than just following the latest trends.

The participants furthermore discuss the inspiration from fashion blogs. All participants read fashion blogs several times a day. One participant argues that one reason for her reading blogs is the ease to find information about where the clothes in the images come from. Furthermore the images make it possible to see how the clothes look on. The participant also emphasizes that she feels inspired by how the blogger combines different garments into an entire look.

All of the participants feel a great source of inspiration by visiting stores and looking at how the store displays the clothes. The participants do not feel they follow trends dramatically. However participant E expresses that she feels that you still buy what the stores want you to buy. She says: “I don’t follow fashion slavishly but get more inspired by the stores, although somehow you often buy what they want you to buy.” Regarding how much time spent in stores without purchasing, the majority of the participants share the opinion of having fun and being inspired when just walking around in stores. One of the girls mentions the fun of being inspired when surfing at blogs and websites without making any purchase. In general they visit stores once or twice a week without making any purchase.

20 “De här är mer tillgängliga och man får en överblick, man vet att de är kläder i den prisklassen man kan handla och då har de ju ofta många snygga plagg och sätter ihop dem till en hel look så.”
21 ”Elle, får man ju längre underhållning av, man kan ju sitta längre med dem och läsa artiklar och så. Medan de andra är mer bara mode och inte mycket mer. Men jag gillar ju mer kläderna i dessa tidningar. Tycker det är helt ointressant att kolla på visningar och sånt men i dessa tidningar kan man ju verklig se kläderna.”
22 ”Jag följer inte modet slaviskt utan blir mer inspirerad i butikerna, men det blir på nått sätt att man ofta köper det som de vill att jag ska köpa.”
5.2.2 Fast fashion reserved – Nr. 2

The entire group feels most inspired by friends and random people in school and on the street. The majority of the participants do not feel at all inspired by the cheaper versions of fashion magazines, e.g. Chic and Sofis Mode. One participant expresses a strong dislike towards those types of magazines since she feel they promote a throw-away mentality. Furthermore one participant mentions that she feels the magazines to be too girly for her individual style and also experiences it to be soulless. The participant compares these magazines to fast fashion retailers such as Gina Tricot.

 [...]A little bit like this with Gina Tricot. I have a problem with that sort of shopping stress which occurs in this type of magazines, Sofis Mode, Chic, Vecko Revyn. It is also as you said; very girly and it feels as if you’ve grown out of it. [...] Yeah, the big retailers’ best stuff now, ten pages [...] it’s really like buy this item, use it twice and then throw it away.23 (H)

Also the majority of this group use blogs as source of inspiration for their individual style. Moreover they argue that it is more inspiring to read blogs and look at random people on the street rather than to read fashion magazines. Several of the participants also feel somewhat inspired by just visiting stores. The majority of the participants visit several blogs every day and even several times a day if they know that the blogs are updated frequently. Participant H says: “Yes, but with blogs it’s maybe around six to seven of them that I check out every day but I’ve completely stopped with fashion magazines. That don’t fit me, it’s not my style. They are often very girly and a little bit Sofi Fahrman.”24 G adds: “I maybe read Elle and similar, just to have more input, news from the fashion industry. I would probably never buy Chic if I weren’t hangover and would need to lie in bed and eat cinnamon buns. In that case I’ve probably bought it once”.25 Several of the participants are concerned about the lack of knowledge of materials and the environmental impact of certain materials among some popular bloggers.

I really get the chills [...] but there are so many people that think so much, but they know nothing about this industry. [...] They have a name, and they can be good in some way, but I have no interest in what you think I should wear. Because I don’t think that you, do you know at all how these jeans have been produced? Do you have any clue?26 (G)

23 ”[...]Lite som det här med Gina Tricot, jag har lite svårt för den här shoppinghetsen som är i den här typen av magasin, Sofis Mode, Chic, Vecko Revyn. Det är också som du sa, väldigt tjejigt och det känns som att man vuxit ifrån det. [...] Ja, stora kedjornas bästa grejer just nu liksom, 10 sidor.[...] Det är verkligen ”köp det här plagget och använd det två gånger och släng det”.

24 ”Ja men bloggar är det kanske en sådär 6-7 stycken som jag kollar varje dag men modemagasin har jag slutat med helt. Det är inget som passar mig, inte min stil. Det är ofta väldigt tjejigt och lite Sofi Fahrman.”

25 ”Jag läser kanske Elle och så, lite mer för att ha koll, nyheter i modebranschen. Jag skulle nog aldrig köpa Chic om jag inte var bakfull och då behövde ligga i sängen och äta kanellbullar. Då har jag nog köpt den nån gång.”

26 “Jag får verkligen rysningar [...] men det finns så mycket människor som tycker så mycket men de kan ingenting om den här branschen. [...] De har nätt namn, och de kan vara bra på ett visst sätt men jag har inget intresse i vad du tycker jag ska ha på mig. För jag tycker inte att du, vet du över huvudtaget hur de här jeansen har producerats? Har du nån aning om?”
In regards to whether or not the group follows trends, the majority of the group believes that they have become more secure with their own style and therefore do not follow trends. One participant argues that there is undeniably a trend behind each newly produced item and therefore if you purchase something new you will automatically follow a trend, whether or not you like to. Several of the participants also expresses that they would not want to follow every trend since they still would want to feel unique. G states that she likes trends since it fits her persona of wanting to change all the time. “I think it’s fun with trends, it fits me since I like to change myself all the time. But I would never say that I follow trends. No, not directly. But maybe it happens subconsciously.” However participant I mentions the problem of not being able to stay unique when shopping fast fashion and she says: “If you feel like you’re just one among many and you compare yourself with perhaps Gina Tricot-girls or whatever. Then it sort of ruins the whole thing about the garment.”

5.3 Attitude, behaviour and value

5.3.1 Fast fashion recipient – Nr. 1

It is stated that the appreciation of clothes is higher when newly purchased than compared to after a few washes. Several persons address that they have a strong relationship towards their clothes and say that garments have a history to tell and memories belonging to them. The participants also prefer giving away the garments to close friends, family or charity. Sentimental feelings and attachment is expressed and the aspect of falling in love with a garment. Certain pieces are referred as must-haves which are to be kept until they literally fall apart. How the participants treat their garments differs a lot depending of what type of garment, some are more precious than others. One participant who feels very attached to her garments mentions that she never throws away garments but rather swaps with friends or give the clothes away to charity which makes her feel better about buying new clothes. This feeling was expressed to be mutual among the others.

“I do collect a lot, I have difficulties throwing away clothes. So I save and then like three years later you remember that there is a pile of clothes in a box and you feel that it’s time. But then I never throw away but rather swap with friends or give away to second hand or similar. Then it doesn’t feel as bad and then you are allowed to buy new stuff.”

Participant D agrees and adds: “Yes, me too, I either give away or give to my sister and her children. That eases my conscious.”


28 "Om man känner sig som en i mängden och man jämför sig med kanske Gina Tricot brudar eller vad det kan vara. Då förstör ju det lite själva grejen med plagget liksom.”


30 “Ja jag med, jag skänker eller ger till min systers och hennes barn. Det damping mitt samvete.”
Concerning typical fast fashion companies the opinions in the group differ. Some argue the ease of always being able to find something new, it is nice and fun, while others argue that the companies have crossed the line and that it is now too much. These participants further argue that the focus on mass consumption is not sustainable in the long-term. The participants also express a concern towards the amount of power the fast fashion chains posses, for example over suppliers. The fast fashion chains all display very similar garments and there is a tendency of everyone dressing the same, which is seen as negative by the group. Some claim that during recent years this has decreased and that people dress less similar to each other compared to a few years ago, since trends change quicker today.

Generally price levels are seen as positive with consideration to the participants’ limited budgets. The participants express the expectation for prices to match quality. It is agreed that garments of higher price generally is better handcrafted than those you buy at for example H&M. One participant state that after taking a course in textile fabrics she appreciates the craftsmanship of clothes more and believes fashion chains do not value this fact as much as they should. Yet she states she still purchase cheaper clothes. The participants argue that lower prices results in a lower quality level. One participant state that if you want quality you do not buy at H&M. However two participants express the disappointment with the level of quality. E says: “I bought a linen a while ago at Bik Bok and really thought it should last more than two washes. But it did not and I got really upset and thought; what kind of rubbish quality is this? It should at least last for a couple of washes.”31 Participant D adds: “It (the clothes) should not be poor. Do not make poor quality and sell it cheap.” 32 Another participant mentions the distrust of the level of quality even if one pays a higher price.

You often stand and choose between two cheap linens at 149 SEK and 69 SEK and you choose the more expensive one, which is a bit nicer anyway. But then you realize this one also had very low quality. You think that now it will probably last longer but when it doesn’t you regret yourself and think that “you should have taken the other one since then you would have gotten two for the same price as one”.33(D)

The participants argue that if their budget was higher they would consider buying more expensive clothes and thus also expecting them to last longer. Basics, for example t-shirts, linens, cardigans, i.e. basic garments that are usually combined with other garments are expected to last longer compared to summer dresses and tops where the life-expectancy can be lower, since you know you might get bored with these. The higher the price the longer the garments should last. The participants state that when buying fast fashion, they do not count

31 “Jag köpte ett linne för Bik Bok och trodde verkligen det skulle hålla mer än två tvättar men det gjorde det inte och då blev jag verkligen sur och tänkte ”värd är det här för skitkvalitet” Det ska minst hålla ett par tvättar.”
32 “Jag tycker i så fall att det hade varit bättre om det höjtt priset lite så att det verkligen håller bra kvalitet. Det ska inte vara dåligt. Gör inte dålig kvalitet och sälj det billigt.”
33 “Sen står man ju ofta där och väljer mellan två linnen ex med olika pris och så väljer man det för 149 istället för 69, det var ändå lite finare. Men sen upptäcker att det var ju ändå pisikkvalitet på det också. Man tänker att det nu kommer det kanske hålla men så gör det inte det heller och då ångrar man sig och tänker att ”skulle ha tagit det andra då hade jag fått två för samma pris.”
on the garment to last and in most times quality is not a priority but rather the aesthetics of the garment. F says: “I think, the more expensive the garment is the longer it should last. If it is a really cheap piece of clothing, you do not count on it to last.” Participant F recalls a recent experience concerning a pair of fake leather shorts which was ripped broken. “The first thought in my head was not concerning the poor quality but how much I needed a pair of new ones! My mother asked me if I really should buy identical ones with such bad quality. Yes, I really must have them”, so now I am more careful with them.

It varies what kind of garment it is and where it is bought if the participants tend to return it to the store when it is broken. H&M changes its assortments very fast compared to other stores. It seems to be more ok to return clothes in other stores and that it would not work if everyone would return their clothes at H&M. However if a garment is particularly nice that you have invested in, you want to return the garment if it is broken.

There are mixed feelings concerning the participants’ respective wardrobes. C: ”You always feel you have nothing. But when you add it all together you really have a lot.” You mostly buy a lot when the season starts and then the time passes until you really feel that you want something new again. Lack of overview is also expressed as a problem and a cause for buying new things. You do not really know what you have already. You also have a lot that you do not use since you have nothing to combine it with and that matches. Seasonal clothes that are put on wait until the weather is right or things that are uncomfortable but nice and you do not want to get rid of. Good fit and comfort are important variables to make a piece valuable in order to become favourites. Pieces like for example jeans and jackets that are hard to find or more expensive, these you want to mend and keep for a longer time period. Cheaper pieces are not something you want to put an effort into and mend, then you rather buy a new piece. E says: “I don't think I would mend a linen from H&M then I rather buy something new. So then maybe something you have put some more money in anyways.”

The participants’ respective wardrobes consist of between 20-50 % key garments versus 50-80 % interchangeable garments. Between 300-1000 SEK is put on clothes every month. Coupons and discounts effect where you make your purchase and feelings of regret tend to occur a lot. In order to avoid regret it is mentioned that it is effective to try on clothes at home before making the final decision. Others tend to instead think long and hard in-store pre-purchase instead.

5.3.2 Fast fashion reserved – Nr. 2

The value of the clothing seems to differ depending on the type of garment. Some items are highly valued even though they were bought at a low price. It is harder to get rid of clothes if

34 "Jag tänker att, ju dyrare det är ju bättre ska det hålla. Är det ett billigt plagg så räknar jag inte med att det ska hålla.”
35 "Det första jag tänkte då var inte vilken skit kvalitet, utan jag måste ha ett par nya! Jag vill verkligen ha de här shortsen! Och mamma tyckte att ”ska du verkligen köpa så dålig kvalitet igen liksom när de redan gått sönder. Ja, jag måste ha dem” så nu är jag mer rädd om dem.”
36 “Ja man känner alltid att man inte har nånting. Men när man lägger ihop det så har man ju egentligen väldigt mycket.”
37 "Jag lagar nog inget linne från H&M utan då köper jag nog nåt nytt. Så kanske nåt som man lagt ner lite mer pengar på i alla fall.”
it was initially a gift with has a lot of memories and associations or if it is something that suits you very well. It is perceived to be that you have a stronger connection to clothes you have bought second hand, on a trip or inherited from someone compared to clothes you have bought in stores. The participants state that clothes, apart from expressing your personality also have a strong emotional attachment. Moreover the group highlights that if the garments make you feel confident and suits you, it is more likely that you will take care of it and repair it, if necessary. The participants argue that the original price does not affect what value is put into the garments.

All participants feel as if their wardrobes are too messy and that they always need to be improved. Several participants argue that having a good foundation of basics would limit the need for shopping. However the group confesses that they are always on the hunt for second hand bargains. The group moreover argues that there are some parts of the wardrobe that you never get rid of as for example jeans and shoes. However clothes that have not been worn for a while, the participants dispose of by giving to family, friends or charity. One participant also mentions swapping as a way to upgrade the wardrobe. In general, the participants do not throw away garments only things such as socks, stockings or t-shirts. They emphasize the importance of a good structure in the wardrobe which makes it easier to know what one have and thus prevents the idea that you need something new. Key pieces that are used a lot versus disposable pieces in the participants’ wardrobes are estimated to be between 50-80%.

The group expresses mixed attitudes and emotions towards the ultimate value of fast fashion. On one hand the participants enjoy the low prices which enable them to pursue their interest in fashion and express themselves. On the other hand the participants question the production and quality aspect due to the low prices which cause ethical dilemmas. The group feels as if it is more ok to buy from fast fashion retailers if the person uses them for many years but the quality aspect is still not fulfilled. Moreover the group claims the lack of responsibility by companies’ offering fast fashion and that it is irresponsible to offer fashion that is so easily disposable. In addition the group argues that fast fashion is not sustainable in the long term. One participant compares Gina Tricot with McDonald’s:

Yes, I can say that the reason why I do not enter stores as Gina Tricot is their statement that girls buy tops they only use once and then throw away. It is their thing, fashion every day somehow, that you only use once. They have the same view on clothes as McDonalds have for food. Then you get disgusted, because of the background you have, knowledge wise.38 (H)

One participant continues saying she believes it to be ok to shop at H&M since they have news every week but they do not claim you only wear garments once and then throw them away. She continues saying that H&M also claim they are the world's largest buyer of eco-

---

38 “Ja jag kan ju säga att anledningen till att jag inte går in i butiker som Gina är deras uttalande om att ”men tjejer köper toppar som de bara använder en gång och sen slänger”. Det är deras grej, mode varje dag liksom som du bara använder en gång. De har samma syn på kläder som McDonalds har på mat. Då blir man äcklad, för att man har den bakgrund man har, kunskapsmässigt”.
cotton and this makes you want to believe they do things better, although it is not certain. She ends with saying you want to believe the information the companies make official.
6 Analysis

The following chapter is structured in accordance with the theoretical framework; beginning with analysing value in relation to price and finally the concept of value will be examined. Findings from the empirical studies will be combined with the theories presented in the theoretical framework.

6.1 Value in relation to price

The findings from the content analysis of Sofis Mode show; total amount of price exposures have increased and there is an augmented focus on lower prices compared to other price categories, between the years 2008-2012. The exposure of more expensive clothes has in comparison with low-priced clothes stayed stable. While the exposure of the category of low-priced clothes has increased; going from 43 to 108 exposures of prices/pieces. Moreover the table shows the total increase in exposure of prices by 267 %; suggesting an even greater focus on prices across all categories. The findings from the content analysis show the extensive availability of cheap fashion in media such as Sofis Mode. Thus in accordance with Armstrong et al. (2009) this points at fast fashion is selling price before value. Moreover studies show that customers are becoming increasingly price conscious (Armstrong et al., 2009) which can derive fast fashion companies to benefit the situation by collaborating with media such as Sofis Mode and Sofi Fahrman, in order to further strengthen their brand awareness and their promotion of cheap fashion. Moreover since young females have been proven to be the consumer group most influenced by the media it is essential to recognize the immense power of magazines such as Sofis Mode on consumers’ perception of value and their purchase of fast fashion.

Anderson and Narus (1998) view customers as profit-seekers. The increased supply and demand of fashion creates a scope for magazines such as Sofis Mode to guide these customers towards increased profits by promoting the latest fashion at the lowest price. In addition, the carefully selected target group of these magazines are young females, thus the content is adapted according to this group’s preferences which further explains the focus on cheap fashion in the magazine.

Findings from the first focus group reveal that the participants only regard eco-clothing as a bonus. Thus our findings suggest that the incentive to purchase a sustainable item will in many scenarios be lower than the incentive to purchase a fast fashion alternative. Turning to the equation presented in Anderson and Narus (1998), we modify the components of the equation by replacing them with the first alternative representing the fast fashion alternative and the second alternative representing the sustainable alternative. According to the equation, the alternative with the highest incentive will be chosen. Different scenarios are presented below with the example of a t-shirt that is either a fast fashion t-shirt or a sustainable t-shirt.
Value (F) – Price (F) > Value (S) – Price (S)

Value (F) = value of a fast fashion’s alternative
Price (F) = price of a fast fashion’s alternative
Value (S) = value of a sustainable alternative
Price (S) = price of a sustainable alternative

**Scenario 1**
In the first scenario the price of the sustainable alternative is twice the price of the fast fashion alternative. The consumer values the sustainable alternative (S) equally to the fast fashion alternative.

<table>
<thead>
<tr>
<th>Scenario 1</th>
<th>Value</th>
<th>Price</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast fashion T-shirt</td>
<td>100 (F)</td>
<td>50 (F)</td>
<td>50</td>
</tr>
<tr>
<td>Sustainable t-shirt</td>
<td>100 (S)</td>
<td>100 (S)</td>
<td>0</td>
</tr>
</tbody>
</table>

Outcome: Alternative (F) will be purchased since the incentive is higher than the sustainable alternative; i.e. 50>0.

**Scenario 2**
In the second scenario the sustainable alternative is still twice the price of the fast fashion alternative. However in this scenario the consumer does value alternative (S) higher than alternative (F)

<table>
<thead>
<tr>
<th>Scenario 2</th>
<th>Value</th>
<th>Price</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast fashion T-shirt</td>
<td>100 (F)</td>
<td>50 (F)</td>
<td>50</td>
</tr>
<tr>
<td>Sustainable t-shirt</td>
<td>120 (S)</td>
<td>100 (S)</td>
<td>20</td>
</tr>
</tbody>
</table>

Outcome: The fast fashion alternative will still be purchased since the incentive is still higher. The incentive from alternative (S) is still lower than alternative (F); i.e. 50>20.
Scenario 3
In the third scenario the price difference is still the same as in the previous scenarios however the value of alternative (S) has increased more than in the previous scenario. The value of alternative (S) is higher than alternative (F).

<table>
<thead>
<tr>
<th>Scenario 3</th>
<th>Value</th>
<th>Price</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast fashion T-shirt</td>
<td>100 (F)</td>
<td>50 (F)</td>
<td>50</td>
</tr>
<tr>
<td>Sustainable t-shirt</td>
<td>150 (S)</td>
<td>100 (S)</td>
<td>50</td>
</tr>
</tbody>
</table>

Outcome: Now the incentive of the fast fashion alternative is equivalent to the sustainable alternative. Thus the incentive to purchase either one of the alternatives is equivalent.

Scenario 4
The final scenario shows that the value of the sustainable alternative is considerably higher than the fast fashion alternative. The price is still the same as in the previous scenarios.

<table>
<thead>
<tr>
<th>Scenario 4</th>
<th>Value</th>
<th>Price</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast fashion T-shirt</td>
<td>100 (F)</td>
<td>50 (F)</td>
<td>50</td>
</tr>
<tr>
<td>Sustainable t-shirt</td>
<td>160 (S)</td>
<td>100 (S)</td>
<td>60</td>
</tr>
</tbody>
</table>

Outcome: Finally the incentive to purchase the sustainable alternative has risen above the incentive of the fast fashion alternative; i.e. 60>50.

In order for the customer to choose the more sustainable alternative, the value, which is the bonus, the sustainable choice have to be x % higher than the fast fashion alternative in order for consumers to choose the more sustainable alternative. Scenario 4 shows that the value of the sustainable alternative has to be sufficiently higher if the sustainable alternative is to be chosen instead of the fast fashion alternative.

In contrast, the second focus group, due to their higher knowledge of textile materials, stated that they shop more sustainable than before and that they would happily pay an extra 50 SEK for a sustainable item. Hence in the case for more environmentally conscious consumers with a higher knowledge in materials the value of the sustainable alternative is higher. Consequently the incentive to purchase sustainable garments will in many scenarios be higher for consumers with a higher knowledge in textiles and textile production in comparison with consumers with less textile knowledge, as was the case with the first focus group.
The equation highlights the interrelationship between price and value; changes in one or the other might consequently change the consumer’s incentive to purchase an alternative over the other. The equation shows that companies have to either decrease the price of the sustainable alternative or increase the price of the fast fashion alternative in order to raise the incentive for the sustainable alternative. Or the value of the sustainable alternative has to be substantially higher than the fast fashion alternative which is exemplified in scenario four. However concern was brought into light concerning the responsibility of companies to promote the sustainable alternatives. The participants argued that companies should make an overall increase of the price level in the stores for all products and not only the sustainable products.

6.2 Concept of value

The findings from the empirical study show the constant trade-off between price and quality among consumers which is consistent with the arguments presented by Zeithaml (1988). The dilemma of choosing between quality and price is an issue revealed by the participants of this study. The results from the focus groups show that many of the participants argued that they would want a wardrobe of higher quality especially in regards to basics.

In accordance with Zeithaml (1988) concerning the difficulties in defining the concept of value companies today focus on selling price before value. The complexity to measure value enables companies and consumers to pursue the measurable component of a market offering; price. The customer evaluates all relevant get components in relation to give components; thus in combination with the elusiveness of the concept of value, the give components will be more influential for the decision-making.

Low price was valued high by the participants since it enabled them to purchase fashion despite their low incomes; thus value is low price. The expectations on the product seem to depend on the purpose of the product, that is if the purpose of the product was to use it for a longer period, then a higher monetary investment was necessary on the contrary if you only wanted a party outfit then they did not want to invest money in that product; thus value is seen as whatever I want in a product. The participants also inclined value to be a trade-off. The higher the price, the higher was the expectations on the quality of the product; value is the quality I get for the price I pay. Some participants highlighted the low search costs and accessibility of fast fashion retailers which enables the low give components when purchasing fast fashion in relation to the high get component, meaning trendy fashion at a low cost; thus value is whatever I get for what I give.
Intrinsic and extrinsic attributes

The feel, the fit, materials, uniqueness and practical issues such as washing and ironing were intrinsic attributes mentioned by the participants. The possibility to express oneself through clothing was valued high by several of the participants. The knowledge of materials differed a lot between the two focus groups and therefore had different impact on perceived value of fast fashion. The findings show that the participants with higher level of knowledge regarding materials and textile production were more conscious about the intrinsic attributes as for example by looking closely at the material and feel of the product. Those participants who lacked knowledge about materials and fabrics were more guided by their own feel and perception of the product.

The empirical findings furthermore show a high level of external influence on purchasing behavior both in terms of fashion magazines and fashion blogs. The participants argued that magazines such as Sofis Mode are more accessible and available than more expensive ones such as Elle. Figures show that Sofis Mode have an almost equal number of readers as Elle magazine, see table 4:1. Explanations to this are its lower price and higher visibility through its many points of sale. But most importantly in order to target the mass-market, the magazine uses the famous front figure Sofi Fahrman to enhance the brand awareness. Sofi Fahrman models the magazine and functions as a brand herself, renders legitimacy and personal attachment to its readers. She also promotes shopping events, Sofis mode shop and Sofis mode club. Furthermore the magazines focus is to promote “affordable treasures” from “the larger fashion chains” which indicates the connection between Sofis Mode and fast fashion retailers and the targeting of young, trend- and price conscious consumers. Sofis Mode is also free online and available via blogs, for example Sofi Fahrman’s own blog, Sofis snapshots which additionally enables accessibility.

The result from the second focus group compared to the first group, indicates a higher reluctance and dislike towards magazines in the same category as Sofis Mode and Chic,
which according to the participants, promotes cheap fashion and persuades consumers into consuming more. The focus group expressed concern towards the power of some influential fashion bloggers promoting cheap fashion and not knowing the real damage of textile consumption. Moreover, coupons and discounts proved to play a significant role in the perception of value and influencing their purchasing behaviour of fast fashion.

**Perceived quality**

According to Lewin (1936) in Zeithaml (1988) perceived quality is referred to as the payoff that the customer receives from the product. The view upon quality as a payoff is evident also in our study. Firstly the participants argued for the expectation of price to match the quality. As a result they have low expectations on fast fashion in regards to quality due to the low prices. Moreover quality was expressed as depending on the purpose of the garment. For example party clothes were not expected to last as long as everyday garments, here quality in a garment was expressed in relation to the number of times the person wanted to use it. The findings show that the participants would like to invest in basics with higher quality due to the number of times they were planning to use the garment. The importance of getting maximum usage out of the garments was raised by the participants. The study shows that the participants see the price as reflected in the quality of the garments. The participants are consistent with the perception of price as an indicator of quality. A wish of investing in a wardrobe of more basic clothes with better quality was brought up by the participants. However, the role of being a student and by that having a lower income makes this wish more unattainable. Thus due to the limited budget as a student, price is ranked higher than quality. The participants talked about the future as then being able to purchase clothes with better quality, because of a potentially higher income. Again, this is proof of the participants having price as an indicator of quality.

**Perceived monetary and non-monetary price**

The empirical findings show that monetary and non-monetary prices are both considered as important factors in the decision making process. Availability and accessibility of fast fashion retailers are appreciated by the participants in order to facilitate their purchasing process. Fast fashion chains are centrally located, easy to recognise and organized in clusters. This decreases time and search costs and shortens customers’ decision making process. Sofis Mode additionally decreases customers’ non-monetary price by promoting fast fashion generally and fast fashion in particular. Furthermore our findings show that consumers expect to get what they pay for. Thus the higher the monetary price, the higher are the expectations on the purchase. The participants from the study expressed that they got what they paid for; trendy fashion at a low price. The low monetary investment when purchasing fast fashion not only decreases consumers’ expectations on the purchase but also enables consumers to consume more.

**Perceived risk**

The findings show a concern among the participants towards having bad conscious when purchasing fast fashion. Donating clothes to charity was used as a tool for minimizing bad conscious and as a result enabling the purchase of the garments. The focus groups also discussed the problem of getting tired too soon of their wardrobe. Thus the low cost of
purchasing at the fast fashion retailers made it possible to continuously replace garments and not feeling too bad since the monetary investment was low. Additionally the findings show a concern among the participants towards the lack of uniqueness when purchasing fast fashion. The likelihood that someone else would wear the same garment was highlighted as a negative aspect when purchasing at the fast fashion chains. In order to minimize this risk some participants would purchase less trendy items.
7 Conclusions & suggestions for future research

In this final chapter, the conclusions of the study will be presented. We will illuminate the purpose of the study by answering our research question. In addition we include suggestions for future research.

Our study shows evidence of increased focus and exposure of low priced fashion. This focus, in combination with the growth of lower priced fashion magazines such as Sofis Mode and its accessibility, highly influence consumers’ purchasing of fast fashion. We argue that the accessibility of these lower priced fashion magazines is a sign of the democratization of fashion. Consequently promoting and advertising fast fashion and the continuous strive for novelty fundamentally enhance the cycle of consumption. In addition the increased power of fast fashion retailers, offering a plethora of cheap and trendy clothing, encourages consumers’ purchasing behavior. Moreover our study shows that the accessibility of fast fashion retailers in combination with the offering of low prices render a shortened decision making process for the customer. Hence persuades consumers to make irrational and impulse purchases that interfere with their inner values.

With regards to media, a potential area for future research is to explore if and/or in what way other fashion magazines, than in the category of Sofis Mode, have adjusted their agenda towards the increased price focus and exposure of fast fashion.

Our study show that the low perceived monetary price has a significant impact of consumers’ perceived value of clothing. The low prices enabled consumers to pursue a wardrobe of trendy fashion. Moreover the non-monetary prices, e.g. accessibility, in combination with the offering of low priced fashion, have proven to be highly valued by young consumers. In this aspect low price and high accessibility results in high perceived value. The low price of fast fashion validates more consumption since consumers perceive the monetary risk to be low. Moreover, the risk associated with getting tired of the clothes is lowered due to the low prices thus facilitates the purchase of fast fashion. The purchase of fast fashion also minimizes the risk of bad conscious in regards to shopping, thus resulting in the purchase of fast fashion and the continuous consumption and disposal of clothes. To conclude, the low perceived risk when purchasing fast fashion increases the perceived value of fast fashion.

We additionally argue that the concept of fast fashion, i.e. offering the latest trends from the catwalk at the lowest price is creating a dynamic of continuous replacement of clothes. This could be assumed to lead to clothing being regarded as a product of consumption rather than a product of investment, thus giving the consumer a wardrobe which is replaceable and disposable. The low emotional commitment to clothes is additionally enabling consumers to constantly alter and replace their wardrobes. Thus the constant replacement of clothes indicates the low value of clothing and the loss of intrinsic value.
Consumers’ focus on extrinsic attributes such as price, brand and advertisement before intrinsic attributes such as materials and longevity of a product which suggest that consumers are more affected by extrinsic than intrinsic attributes. Nonetheless the study indicates that intrinsic attributes has greater impact on perceived value of clothes for consumers with a higher knowledge in textiles compared to consumers with less textile knowledge. Also consumers with a higher environmental awareness and textile knowledge seem to be more reluctant towards extrinsic attributes such as media and advertising and are not as highly affected by cheaper fashion magazines in comparison with consumers with less environmental awareness and textile knowledge.

Our study shows the low price of fast fashion resulting in consumers’ low expectations on the clothes resulting in low demand for the longevity of products. The findings show that perceived quality is not ranked high when evaluating the value of clothing. The limited budget seems to force young consumers to focus on price instead of quality. Thus the perceived quality had low impact of the perceived value of the clothing thus enabling the purchase of fast fashion. Moreover the replaceable nature and the low expectations on clothes suggest that clothes have lost its intrinsic value. The focus on selling low price instead of value inclines that clothes have lost its intrinsic value, as a result making clothes easily replaceable.

Our study has explored young consumers’ attitude and relation to fast fashion with the background of being a group much influenced by trends and media. An interesting area for future research is to examine other consumer groups’ attitude towards the fast fashion phenomenon thus differences among them.

We argue that one of the reasons to the attitude-behaviour gap is that in many scenarios, young consumers’ incentive to purchase sustainable clothes is lower than the incentive to purchase fast fashion clothes. Our study further shows that among consumers with a high knowledge of textiles and textile production, the attitude-behaviour gap is smaller. These consumers’ incentive to purchase sustainable clothes will in many scenarios be higher than for consumers with less knowledge of textiles and the textile production. This is due to the fact that they value a sustainable garment higher compared to among consumers with less textile knowledge and environmental awareness. For the latter the value of the sustainable garment will not be sufficiently high enough in order for the sustainable alternative to be chosen instead of the fast fashion alternative. We consequently emphasize the importance of increasing the perception of value for sustainable clothing in order for consumers to choose more sustainable alternatives and thus decrease the gap between intent and action. In addition more equivalent pricing between sustainable and fast fashion alternatives could result in a higher incentive to purchase the sustainable alternative. However this causes a dilemma for fast fashion companies; when promoting sustainable alternatives the incentive to purchase the non-sustainable alternative will decrease, as a result diminishing demand for fast fashion. This dilemma opens up for further research on the future of fast fashion.

The replaceable and disposable nature of consumers’ wardrobes makes the discussion of perceived value interesting and highly relevant especially in regards to the attitude-behavior gap. The low monetary investment persuades consumers into neglecting their inner values and
increases the gap between intent and action. The power of fast fashion retailers, offering a wide assortment of cheap and trendy fashion furthermore persuades consumers to act in conflict with their intent. In addition the focus and promotion of cheap fashion presented by powerful media such as low priced fashion magazines and the Internet further persuades consumers to consume even more.

A summarized conclusion, which is demonstrated in our findings, is the influence from the prevailing fast fashion phenomenon on young female consumers’ perception of value. We argue that the perception of value and the loss of intrinsic value in clothes is a highly significant contributor to the existing attitude-behaviour gap. Thus in order to decrease the gap between intent and action the loss of intrinsic value has to be taken into consideration. Consequently, if clothes would regain their intrinsic value, companies would have to sell value instead of price thus resulting in consumers’ beginning to act in accordance with their intent.
8 References

Aftonbladet, (2011a), Sofis Mode ökar mest,
http://www.aftonbladet.se/sofismode/article13735715.ab, [Retrieved 2012-05-10]

Aftonbladet, (2011b) Premiär för Sofis modeshop,
http://www.aftonbladet.se/sofismode/article13805127.ab, [Retrieved 2012-05-14]

Aftonbladet, (2012), Få stylingtips – direkt i mobilen!

Aftonbladet – annonswebb, (2012) Produkter – Sofis Mode,


9 Appendix

9.1 Interview guide (English)

Presentation: To start with we would like to ask you if you are familiar with the term Fast Fashion? (If not, a definition similar to the one mentioned in the paper is given.)

The discussion is structured into three themes. If the discussion is not carried forward naturally, additional questions will be added. The additional questions are presented under each part.

Part 1: Purchasing behavior/planning of purchase

1. What does your shopping habits look like?
   - Where do you/where do you not purchase your clothes?
   - How often do you buy clothes?
   - How often do you visit shops without purchasing?
   - What criteria do you find important when purchasing new clothes?
   - Do you consider the environment when you purchase and how do you reflect concerning fabrics?
   - How much money, in general, do you spend on clothes each month and how many garments do you purchase each month?

Part 2: External influence on purchasing (context)

Introduce information concerning fashion magazines and blogs. Sofis Mode and Chic is showed to the participants.

2. What influence your personal way of dressing?
   - Do fashion magazines and fashion blogs influence you? If yes in what way?
   - What are your reflections concerning these magazines?
   - How often do you expose yourself to fashion magazines and fashion blogs?
   - What drives/inspires you to purchase clothes? What makes you not purchase clothes?
   - How trend conscious do you perceive yourself to be? Do you follow trends?

Part 3: Attitude, behavior and value

3. The value of clothes – what does it mean to you?
   - What makes a piece of clothing valuable to you? (What brings you to mend a garment?)
   - Describe your wardrobe! What does it look like and how do you feel about it?
   - Does your wardrobe change? (How do you dispose of garments?)
   - Do you ever reflect of your actual consumption of clothes?
   - Do you often regret purchases made?
   - In percent, how much of your wardrobe consists of key pieces of clothing (garments you use a lot and value highly) in relation to easily replaced disposables?
   - What is your attitude towards Fast Fashion as phenomenon? What is your opinion of the prices at these chains/companies?
9.2 Interview guide (Swedish)

*Presentation: Till att börja med vill vi fråga er om ni känner till begreppet och fenomenet Fast Fashion? (Om inte, ges definitionen av begreppet, det vill säga samma definition som använts i denna uppsats).*

Diskussionen är strukturerad utifrån tre teman. Förs diskussionen inte naturligt kommer insticksfrågor att ställas för att föra diskussionen framåt. Insticksfrågorna redogörs för under respektive del.

**Del 1: Köpbeteende/planering av inköp**

1. Hur ser dina shoppingvanor ut?
   - Var köper du och var köper du inte dina kläder?
   - Hur ofta köper du kläder?
   - Hur ofta besöker du butiker utan att handla?
   - Vilka kriterier anser du är viktiga vid val av nya kläder?
   - Tänker du någonsin på miljön när du köper kläder och hur tänker du kring material?
   - Hur mycket pengar uppskattningsvis, lägger du på kläder i månaden och i snitt hur många plagg köper du i månaden?

**Del 2: Extern påverkan på inköp (kontext)**

*Introducerar information kring modemagasin och bloggar. Visar medhavda exemplar av Sofis Mode och Chic.*

2. Vad påverkar din klädstil?
   - Påverkas du eller inte avodemagasin och modebloggar, om ja, på vilket sätt?
   - Vad har ni för tankar kring just dessa magasin?
   - Hur ofta ”utsätter” ni er förodemagasin och bloggar?
   - Vad får dig/inspirerar och vad får dig inte/inspirerar dig inte att köpa kläder?
   - Hur trendkänslig anser ni er vara? Följer ni trender?

**Del 3: Värde, beteende och attityd till dina kläder**

3. Kläders värde - vad innebär det för er?
   - Vad gör ett plagg värdefullt? (Vad får er att vilja laga ett plagg?)
   - Beskriv din garderob! (Hur ser den ut innehållsmässigt, hur känner du för din garderob?)
   - Förändras din garderob? ( hur gör du dig av med kläder?)
   - Reflekterar du någonsin över din faktiska konsumtion av kläder?
   - Ängrar ni ofta inköp?
   - I procent, hur stor del av din garderob består av nyckelplagg (plagg ni använder mycket och värderar högt) i relation till enkelt utbytbara plagg?
   - Hur ser ni på Fast Fashion som fenomen?
   - Vad anser ni om priserna hos dessa kedjor/företag?
9.3 Table of counted data in content analysis on Sofis Mode

Issues:

2008:01 (Mon 080128)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>39-49</td>
<td>2</td>
<td>433-500</td>
<td>10</td>
<td>4190</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>79-99</td>
<td>9</td>
<td>549-599</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100-149</td>
<td>5</td>
<td>679-699</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>198-199</td>
<td>6</td>
<td>750-800</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>205-249</td>
<td>6</td>
<td>849-899</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>269-299</td>
<td>12</td>
<td>995-999</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300-349</td>
<td>3</td>
<td>1095-1999</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>365-400</td>
<td>7</td>
<td>2795</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2008:02 (Mon 080804)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>1</td>
<td>198-199</td>
<td>9</td>
<td>700-799</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>1</td>
<td>205-249</td>
<td>10</td>
<td>800-899</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>69-79</td>
<td>5</td>
<td>259-299</td>
<td>10</td>
<td>915-1000</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>89-99</td>
<td>8</td>
<td>300-350</td>
<td>9</td>
<td>1099-1399</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>1</td>
<td>395-400</td>
<td>9</td>
<td>1599-1999</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>119</td>
<td>1</td>
<td>449-499</td>
<td>8</td>
<td>2100-2800</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>140-149</td>
<td>5</td>
<td>500-599</td>
<td>11</td>
<td>3360</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>156-180</td>
<td>5</td>
<td>600-699</td>
<td>7</td>
<td>4000</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

27  73  41  = 141
### 2009:01 (Mon 090126)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>49</td>
<td>1</td>
<td>349-400</td>
<td>13</td>
<td>1699-1700</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59.50</td>
<td>1</td>
<td>450-499</td>
<td>7</td>
<td>1870</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>2</td>
<td>500-599</td>
<td>5</td>
<td>2200-2800</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80</td>
<td>1</td>
<td>649-700</td>
<td>2</td>
<td>3970</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90-99.50</td>
<td>4</td>
<td>899-999</td>
<td>4</td>
<td>4300</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>129</td>
<td>1</td>
<td>1100-1200</td>
<td>6</td>
<td>8050</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>149-199</td>
<td>11</td>
<td>1300-1399</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>249-299</td>
<td>22</td>
<td>1400</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

43 42 10 = 96

### 2009:02 (Tues 090804)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>49</td>
<td>1</td>
<td>400-499</td>
<td>8</td>
<td>2295</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59-69</td>
<td>2</td>
<td>549-599</td>
<td>6</td>
<td>3000-3300</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>79-99</td>
<td>8</td>
<td>699</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>129-150</td>
<td>6</td>
<td>700-799</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>198-199</td>
<td>8</td>
<td>895-899</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>249-299</td>
<td>7</td>
<td>1000</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300-349</td>
<td>3</td>
<td>1199-1399</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>398-399</td>
<td>11</td>
<td>1589-1999</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

46 36 3 = 85
### 2010:01 (100126)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>69</td>
<td>2</td>
<td>499</td>
<td>4</td>
<td>2300-2400</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>99-100</td>
<td>2</td>
<td>599-600</td>
<td>5</td>
<td>3495</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>149-179</td>
<td>4</td>
<td>635-699</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>199</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>200</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>245-299</td>
<td>17</td>
<td>1000</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>349-399</td>
<td>11</td>
<td>1199-1500</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>400</td>
<td>1</td>
<td>1599-1999</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>50</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>= 104</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2010:02 (Tuesday 100803)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>49-69</td>
<td>3</td>
<td>525-599</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>99</td>
<td>5</td>
<td>699</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>129</td>
<td>2</td>
<td></td>
<td></td>
<td>700-799</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>180-199</td>
<td>13</td>
<td>849-999</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>200-299</td>
<td>13</td>
<td>1099-1399</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300-350</td>
<td>4</td>
<td>2099-2325</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>365-399</td>
<td>7</td>
<td>5149</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>400-499</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>= 69</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 2011:01 (Mon 110124)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>3</td>
<td>200-299</td>
<td>28</td>
<td>2000</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>1</td>
<td>300-399</td>
<td>11</td>
<td>2899</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>1</td>
<td>400-499</td>
<td>9</td>
<td>3200</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>79-80</td>
<td>2</td>
<td>550-599</td>
<td>7</td>
<td>5900</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90-99</td>
<td>8</td>
<td>600-699</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>129</td>
<td>3</td>
<td>730</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>149-150</td>
<td>4</td>
<td>999</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>179-199</td>
<td>8</td>
<td>1000-1999</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>71</td>
<td>4</td>
<td></td>
<td>= 105</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2011:02 (Wednesday 110810)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>29-99</td>
<td>19</td>
<td>700-799</td>
<td>5</td>
<td>4500-4999</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>119-149</td>
<td>9</td>
<td>800-899</td>
<td>8</td>
<td>12000</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>165-200</td>
<td>18</td>
<td>910-999</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>230-299</td>
<td>21</td>
<td>1000</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300-399</td>
<td>29</td>
<td>1099-1500</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>400-499</td>
<td>21</td>
<td>1595-1999</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500-599</td>
<td>15</td>
<td>2199-3000</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>699</td>
<td>4</td>
<td>3299-3999</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>136</td>
<td>55</td>
<td>4</td>
<td></td>
<td>= 195</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 2012:01 (Wed 120125)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>1</td>
<td>700-799</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49-99</td>
<td>13</td>
<td>800-899</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>119-199</td>
<td>29</td>
<td>900-999</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>200-299</td>
<td>19</td>
<td>1000-1975</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>300-399</td>
<td>31</td>
<td>2000-2995</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>400-499</td>
<td>18</td>
<td>3000-3800</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500-599</td>
<td>18</td>
<td>4100-4700</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>699</td>
<td>4</td>
<td>5500</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

133 74 = 207

### 2012:02 (Wed 120502)

<table>
<thead>
<tr>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>39-49</td>
<td>5</td>
<td>500-599</td>
<td>21</td>
<td>2195-2999</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59-99</td>
<td>27</td>
<td>600-699</td>
<td>14</td>
<td>3499-3799</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>129-149</td>
<td>17</td>
<td>700-799</td>
<td>14</td>
<td>4000</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>159-199</td>
<td>18</td>
<td>800-899</td>
<td>12</td>
<td>5300</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>250-300</td>
<td>35</td>
<td>999</td>
<td>5</td>
<td>7300</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>350</td>
<td>6</td>
<td>1000</td>
<td>2</td>
<td>8000</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>399-400</td>
<td>19</td>
<td>1099-1499</td>
<td>27</td>
<td>9495</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>449-499</td>
<td>12</td>
<td>1599-1999</td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

139 112 24 = 275