FAST, GREEN & CONSCIOUS

A study of consumers’ perceptions of green marketing
– In the context of fast fashion

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We would like to say thank you to all respondents in our two focus groups that took their time for a discussion within our topic. We will also thank our supervisor Eva Gustafsson for all support and feedback she gave us during the process. Finally we will thank each other for the good teamwork and the new knowledge within the concept of fast fashion and green marketing.

We hope you find this study interesting.

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**ABSTRACT:** In this study we have examined young consumers’ thoughts and opinions regarding how green marketing is used in the fast fashion industry. Previous studies in the topics of fast fashion shows that the concept is increasing at the same time as the demand for sustainable products are greater than ever before. Companies uses green marketing in order to meet the demand for sustainable products, but green marketing is often used in a wrong way and products are marketed as more green than they are.

We wanted to see consumers understanding of green marketing campaigns from fast fashion companies and how they perceive “green” in messages. Also thoughts and opinions about sustainability strategies and green products have been discussed in order to meet our purpose to see how young consumers perceive green marketing in the fast fashion context?

Our study is based on a qualitative research and two focus groups were used for the collecting of empirical data. A previous field study about consumers responsibility toward fast fashion has additionally has been used as both inspiration to the chosen topic and the results has been used for problem discussion and in the discussion chapter in this study.

The theoretical framework contains of the parts fast fashion, consumer behaviour, sustainability, green marketing and green campaigns. All parts are chosen to its relevance to the issue and are discussed from a fashion perspective.

Results from our study shows that young consumers in age of 20 to 30 years old don't perceive green marketing. The connection between fast fashion and green marketing is unclear and consumers don't relate fast fashion with sustainability. Young consumers’ low knowledge about green marketing and sustainability in the fast fashion context is a reason why they don't care about the environment when buying clothes. Our study further shows that consumers associates sustainable collections with limited assortments, unattractive and expensive products and therefore prefer other products. Finally this study shows that consumers want green marketing to communicate a clearer message to understand the advantages of buying green.
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1 Introduction
This chapter is presenting a background to the fashion industry, the concept of fast fashion, consumer behaviour, the content of sustainability and green marketing. We are presenting previous studies within the field to get an understanding of the use of green marketing in the fast fashion industry. The purpose of this study is to clarify if young consumers perceive green marketing from fast fashion companies. A problem regarding green marketing is presented later on and discussed in order see if fast fashion companies are using green marketing in wrong way, green-washing.

1.1 The background of fast fashion
Fashion is changing all the time and Hines and Bruce (2007) argue that fashion are affected by things in our surroundings. Global and local circumstances activate attitudes and feelings and push the fashion industry constantly into new changes (Hines & Bruce, 2007). As the world economy becomes more global, the fashion industry has grown to be a billion dollar industry today with customers from all over the world (Solomon & Rabolt, 2007). The world trade for clothing and textiles are approximately 350 billion US dollars. In 2004, 7 % of the total world export consisted of the clothing and textile industry and in total 40 millions of people are employed in these industries worldwide with a majority of women working with 70% (Hines & Bruce, 2007).

Hines and Bruce (2007) define the clothing and textile industry as both global and international in nature. The specific fashion within a country, based on what is sold and bought, is often related to political, environmental, technological and social factors, and different laws. At the same time as fashion designers follow trend forecasts they need to satisfy customers’ changing in needs and demand (Hines & Bruce, 2007). In the yearly 1900’s companies started to expand their product range and produce on faster times. Instead of traditional seasons, mid-seasons between the seasons were introduced in line with an increased customer demand and change in shopping behaviour. That was the start of the fast fashion era and the concept of fast fashion was born (Bhardwaj & Fairhurst, 2010).

Hines and Bruce (2007) argue that efficient supply chains are required to meet customers demand for constantly new and fast fashion. To save money in the supply chain many companies has nowadays outsourced the production and moved it over national borders. Higher global pressure among competitors is a result of the globalization and has invited companies to strive for cheaper production costs. Outsourced production contributes with cheaper production costs but is often related to less control in the total supply chain. The global competition involves retailers reaching the future at first and when the market is sutured they need to find a new market (Hines & Bruce, 2007).
Cheaper and faster fashion has changed the fashion industry during the last 15 years. The idea of fast fashion is to reduce lead times in order to get new products faster into stores and increase the sale (Barnes & Lea-Greenwood, 2010). Fast fashion has according to Bhardwaj and Fairhurst (2010) been described as a business model with fast exchange of goods and fast production times involving several different players to take part in the supply chain. This, according to Byun and Stenquist (2011), to make consumers take an immediately decision and feel the pressure to buy the garment before the garment is sold out. New products are frequently introduced to the market and companies strive to have their stores full of inviting and fresh garments (Byun & Stenquist, 2011).

According to Byun and Sterquist (2008) fast fashion has its roots in the fast food industry. Fast food has a short life on the market and a constant delivery of new products. It works the same in fast fashion where companies are introducing new products almost every week. The authors furthermore explain the fast fashion message”Buy now, it won't be here tomorrow” (p. 133) which is communicating to consumers. The limited produced number of each garment contributes to faster and immediate shopping decisions. Sull and Turconi (2008) refer to Zara and Benetton as the first companies to introduce the concept of fast production of fashion garments in the middle of 1900s. For Benetton, it meant an update of the assortment more than once during a season. Zara followed the idea and started to produce clothes with shorter lead times influenced by the latest trends on the market inspired of the big fashion houses, but with more affordable prices (Sull & Turconi, 2008). Barnes and Lea-Greenwood (2010) states it is a high interest in fashion products and consumers are buying more volumes of fashion than ever before. According to Solomon and Rabolt (2007) consumer behaviour is described as “…the study of the processes involved when individuals or groups select purchases, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (p.26).

1.1.1 The start of green marketing
Consumers all over the world have become more aware of protecting the environment and changed their behaviour of consuming (Omkareshwar, 2013). According to Gam (2011) consumers increased awareness of environmental impact has also increased their interest in green products and Omkareshwar (2013) argue that people do more efforts for a clean earth. In order to meet consumers demand for green products, companies begun using ecological strategies in their assortment (Gam 2011). The concept ecological fashion (Black, 2008) combines ethical and ecological decisions, innovation and design. Ecological fashion first became a trend in the beginning of the 1990s but didn’t stay for a very long. It was associated with nature and healthy and signals of environmental awareness. The concept met success later on and has today in some sense changed the fashion industry (Black, 2008).
Marketing of green products became popular during the period when consumers’ awareness of sustainability increased and companies were trying to find sustainable characteristics in their existing products. Hence, companies’ interest of sustainable marketing was at first more sales oriented and didn’t take account for the production process (Peattie & Crane, 2005). The concept green marketing started to grow in 1980s (Omkareshwar 2013) and met success in the beginning of the 2000’s (Mishra & Sharma, 2012). Green marketing was defined by Peattie in 1995 as: “the holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way” (Gordon, Carrigan & Hastings 2011, p. 147). Green marketing means a new marketing strategy that includes a wide range of activities; eco friendly packaging, eco friendly production, fair trade practices and changes in marketing (Mishra & Sharma, 2012). Dahl (2010) explains when climate changes were legislation and recycling become mandatory, companies started to promote green. However many green messages communicate environmental messages that indicates the company are very green, but often tends to not be the truth. Delivery of a green message that is not green in all activities is called green-washing. Gordon et al. (2011) explains that the term green-washing is used when companies are misleading consumers with green marketing. Companies do overblown claims of their greenness, sustainability or environmentally friendly products. The phenomenon green-washing has, according to Dahl (2010), appeared on the market since the middle of 1980s and the existence of green-washing increased when customers started to demand more green products.

1.2 Problem Discussion
While consumers are influenced by faster trends and more options (Bhardwaj & Fairhurst, 2010) garments has nowadays shorter life cycles which further means that consumers are buying more garments and more frequently (Byun & Sternquist, 2008). As a parallel to the fast changes on the market, consumers’ better knowledge about environmental impacts has influenced companies to focus on ecological practices in their corporate strategies (Gam, 2011). Companies are now using environmentally friendly or eco-friendly terms in their advertising to make consumers aware (Solomon & Rabolt, 2007). However green marketing refer to a holistic view of the company’s strategies, it has been discussed whether the company are “green” in all of the strategies or just in one particular. Only 5% of all green marketing campaigns deliver a green message that is true according to Mishra and Sharma (2012). The increase of these types of advertising has decreased consumers’ trust of companies’ and their fairness in advertising (Solomon & Rabolt, 2007). Green marketing has not according to Peattie and Crane (2005) contributed to a more sustainable world and has rather been discussed as a less trustworthy method that is used to increase consumers’ attention. Moreover Solomon and Rabolt (2007) argue that fashion companies often uses terms like “sustainable” or “natural” in their campaigns and many companies
using these words are often lying and their products are not as environmentally friendly as they state.

Consumers believe green products are more expensive and less attractive than other products (Gam, 2011). Wrong messages and misleading words are often used in marketing to convince consumers that products are greener and better than they actually are (Olausson, 2009). It is a need for quality control of marketing messages and labelling of products (Mishra & Sharma, 2012). The initial reasons why companies are not using green marketing is their fear for breaking rules and laws and communicating a message that consumers don’t appreciate (Olausson, 2009). Consumers limited knowledge within the field makes consumers feel that they don't have responsibility when they are buying garments. They are not aware of the harm of the environment and would like fashion companies to inform about the consequences1. According to Solomon and Rabolt (2007) many fashion companies are trying to offer green alternatives, nevertheless all consumers are not familiar with the concepts of green garments, green fashion and organic cotton. The reason why people have limited knowledge about the “green” concepts is the lack of information and promotion of it (Solomon & Rabolt, 2007). People don't think fast fashion companies are open and inform how they work with sustainability and green products, and would like them to show transparency in all the companies’ activities2. In order to create trust for green marketing it is important for companies to be honest (Solomon & Rabolt, 2007). The problem of today’s green-washing implies that companies are abusing their way of working for the environment (Olausson, 2009) and Peattie and Creane (2005) argues that marketing communicated as “green” is often misleading and don’t have anything with sustainability to do. Dahl (2010) argues for the danger of green-washing and the risk for consumers to become uncaring of green marketing when concerning if products are”true” green or not. Green marketing should only be used in a right way and are important for environmental improvements but also for keeping loyal consumers.

1.3 Problem formulation
To meet young consumers demand for fast fashion and environmental friendly products, companies are using green marketing to convince consumers to buy from them. The term green washing is a discussed problem today which increases our interest in how fast fashion companies marketing is perceived from a consumer perspective. Based on this, we have formulated the purpose of this study.

1 Field Study: Fast Fashion – The customers role and responsibility towards consumption of fast fashion (Hultin & Villberg).The Swedish School of Textiles, 2013-02-26
2 Field Study: Fast Fashion – The customers role and responsibility towards consumption of fast fashion (Hultin & Villberg).The Swedish School of Textiles, 2013-02-26
1.4 Purpose
The purpose of this thesis is to analyze how young consumers perceive green marketing from fast fashion companies. Through examine consumers’ thoughts and opinions within the areas of fast fashion, consumer behavior, green marketing, sustainability and green marketing campaigns; our aim is to find results that answer our three research questions:

- What do the consumers perceive as “green” in green marketing campaigns?
- What do the consumers perceive of fast fashion companies sustainability strategies?
- What is the added value of green fast fashion products from a consumer perspective?

1.5 Disposition
In order to fulfill the purpose of this thesis, we have organized our study accordingly. In the second chapter we are presenting theories from previous research within the areas of fast fashion, consumer behaviour, sustainability and green marketing that constitutes the theoretical framework. This chapter ends with a short summing up to highlight the most important theoretical parts for the study. Following chapter presents the methodology approaches used for our study. We explain how we went through with the processes of our study, starting with a qualitative approach, followed by study design of focus groups. This chapter is mostly focused on what has been done to give other researchers the opportunity to repeat the study. We end the chapter by presenting trustworthiness of the study. Further on the results are structured into two chapters that follow the frame of the discussion, aligned with the parts of the theoretical framework. The fourth chapter present the results about consumers’ perceptions of fast fashion and chapter five present the result from the campaigns. Moreover, the results are divided into the two focus groups, titled recipient and reserved. In chapter six, we discuss our findings from the results in chapter four and five. Together with existing theories from our theoretical framework we are analyzing the results and discuss our findings. Lately we are presenting our conclusions and suggestions for further research in the last chapter.
2 Theoretical framework

In this chapter we are presenting the theoretical framework consisting of theories in consumer behaviour, sustainability, green marketing and campaigns that are relevant for fashion in general and fast fashion in particular. Our aim was to identify relevant concepts and theories and the theoretical framework are later on used in the discussion chapter where we present the analysis and discuss the findings.

2.1 Fast fashion

The concept fast fashion has influenced the whole fashion industry and changed the way people are shopping. Fast fashion companies are frequently offering updated collections and use the strategy to “buy now” which contributes that consumers buy more often and more garments (Byun & Sternquist, 2008). The fashion market is characterized by fast dynamic changes and new trends. To meet expectations from consumers, fast fashion companies shift trends repeatedly, influenced by big fashion houses, but with affordable prices and shorter life cycles. As a result of this business idea, consumers do frequently purchases and the company remains in the business (Sull & Turconi, 2008).

According to Byun and Sternquist (2008) the definition of fast fashion is wide and it is hard to describe the most important parts. The authors refer to a complex business model that is more than just quick responses to the market or a simple way of supply chain management. The authors definition fast fashion as ”a marketing approach to respond to the latest fashion trends by frequently updating products with a short renewal cycle and turning the inventory at a rapid rate” (p. 134). Fast fashion is also defined by Gam (2011) as “various strategies to respond commercially to the latest fashion trends” (p. 31). During the last years, the concept has meet great success and fashion chains like H&M and Zara have adopting the fast strategy and become leading companies on the market (Byun & Stenquist, 2011). In United Kingdom, 12% of the total apparel market is accounted for fast fashion (Barnes & Lee-Greenwood, 2006).

Studies have shown that people often will do a purchase decision immediately if the product is only available in limited numbers and limited time in store. That means that there is no time for consumers to search for better alternatives and many purchases of fashion is done on an impulse without a long reflection. Fast fashion often means low risk and people tend to do more impulsive purchases of clothes with low risks than products associated with high risks (Solomon & Rabolt, 2007).
2.2 Consumer behaviour

It is important for companies to know how consumers behave within the fashion context. “People often buy products, not for what they do, but for what they mean” (Solomon & Rabolt, 2007, p.30). Products’ image and personality are factors often more important for consumers than basic functions (Solomon & Rabolt, 2007).

To understand consumers’ behaviour companies need to understand the difference between need and desire. Need is part of the human nature (Cheery, 2013) and a need for buying clothes is referring to satisfying human needs but also social factors (Gam, 2011). Desires are, according to Cheery (2013) temporary in nature and assumed to material things that gives pleasure. Fast fashion provides consumer low prices and high fashion (Byun & Stenquist, 2011). Moreover, according to Solomon and Rabolt (2007) a product that is produced with a deeper value stands out from other products. The authors argue that people often choose products due to certain lifestyles, how they live and how they want to live (Solomon & Rabolt, 2007).

Consumers with interest in fashion have different opinions and motivations for shopping. They are often interested in searching for information and new knowledge, which has resulted in an increased interest for ecological fashion (Gam, 2011). The author says in his review that clothes have been a change-intense category where different fashion trends and season have impact on consumers purchase behaviour. The understanding of consumers’ behaviour to ecological fashion is although complicated (Gam, 2011). Consumers who are conscious and want to protect the environment are more likely to buy green products according to Gam (2011). Also consumers who want to improve themselves have a more ecological lifestyle. Attitudes, experiences and availability for information influence consumers buying behaviour. It is therefore important to understand consumers’ reasons behind and attitudes towards different products and in particular environmental attitudes when analysing consumers’ behaviour to green products (Gam, 2011).

2.3 Sustainability

In the early 1600s the industrial production of clothes began in Sweden in areas around Borås and Stockholm. Today more or less all of the production is outsourced to low-wage countries. During the 1990s, environmental problems created attention in the fashion industry. Almost all clothes produced in factories were produced with damaging chemicals that was harmful to humans. Production of clothes considered to have hazards on humans’ health and on the environment and many of the chemicals used in the production was taken long time to break down and meant they remained for a long time in the environment. The industry needed to change and discussions regarding this issue made companies start thinking of ethical policies, codes of conduct and ecological alternatives (Sveriges Konsumenter, 2010).
Climate changes became a major concern in 2006 and a new wave of environmentalism was introduced to the fashion industry. Retailers and manufactures started to produce products that did less harm on the environment and started to have higher requirements (Solomon & Rabolt, 2007). It is, as previous author has stated, a shift on product markets worldwide, moving to more conscious consumerism and greener fashion (Flew, Holgar, Foth & Ferrero-Regis, 2009). The green and ecological movement in fashion, moving to a more sustainable fashion industry includes stricter production policies and fair trade laws. The authors argue that fashion is embedded with constant changes and expressions and has therefore the power to communicate new changes and sustainability thinking to what is happening in the society (Flew et al., 2009).

By putting attention to and market products with less harm on the environment, fashion companies can control and influence consumers to do better conscious choices. By stressing the importance of the adding value of green products might influence consumers. Companies and decision makers must guide the society in a new sustainable direction, where giving the consumer sustainable choices and alternatives (Sveriges Konsumenter, 2010). Santillo (2007) argue that sustainability can mean different things but he define sustainability as: "... sustainability demands ways of living, working and being that enables all people of the world to lead healthy, fulfilling, and economically secure lives without destroying the environment and without endangering the future welfare of people and the planet" (p. 62).

Also Gam (2011) presents in his review that sustainability has started to be a trend as a result of consumers increased awareness of environmental damages. According to Ha-Brookshire and Norum (2011) people have started to buy green and sustainable products as they have got more involved in the concept sustainability. There is a higher use of sustainable fabrics such as organic nature fibres now as a result of companies’ promotion of how cotton can be used in a more sustainable way. Moreover fashion companies (Gam, 2011) are promoting sustainable consuming and eco fashion (ecological fashion) for trying to meet the demand. Eco fashion means garments produced of biodegradable or recycled materials with less harm of the environment. According to Varton (2008) eco fashion is a trend that will last and change the entire fashion industry. Hence, eco fashion must be presented in the right way to understand the high relevance of the concept (Varton, 2008).

2.3.1 Social responsibility
Fashion products have been discussed in their way for harming the environment. During production of textiles, damaging chemicals are used that is threatening the environment as said before. Not enough with the production of garment itself, over consuming that result in throwing away unneeded garments creates problems for the society (Solomon & Rabolt 2007). Consumers are trying to improve themselves and also accept new challenges of caring more for the environment. It is important for
companies to show their responsibility to environmental problems when their way of working influence consumers (Fraj & Martinez, 2006).

Fashion companies have come to a point where they have understood they are part of a broader community and together with consumers take social responsibilities (Mishra & Sharma, 2012). According to Solomon and Rabolt (2007) consumers have in general positive attitudes to products they know are produced by companies who take responsibility (Solomon & Rabolt, 2007). Mishra and Sharma (2012) argue the initial reason for doing investments into being a green business is because of predicted growth or a movement to a new market.

For the Swedish fashion brand Hennes & Mauritz (H&M), *H&M Conscious* is the overall term for their actions for a sustainable fashion where all of their operations should work in a way that is socially, economically, and environmentally sustainable. They have recently started to collect old garments that can be reproduced and designed again, which is called *Long Live Fashion*. “We want to make it easy for our customers not to let fashion go waste. That is why we now offering to leave unwanted clothes at H&M”. Karl-Johan Persson, CEO Hennes & Mauritz AB. In 2012, 92% of what people handed in was recycled (hm.se, 2012).

According to Solomon and Rabolt (2007) consumers are not used to recycle fashion products as they are with other products like paper, glass and plastic. A conflict between fashion and the environment have occurred and people feel insecure whether they can be fashionable and environmentally friendly at the same time (Solomon & Rabolt, 2007). According to Gam (2008) some companies are producing environmentally friendly garments to strength their image of being socially responsible. However if people lack knowledge, companies’ way of working green will not make success and they therefore need to market it (Gam, 2008). According to Vartan (2008) fashion changes starts at the top. Maggie Norris who is a couturier and has designed vintage fabrics said: "Seeing eco in high-level fashion elevates it to the top of society. It starts at the top and then people will think it's really cool and it becomes more mainstream" (Vartan, 2008, p. 33). Sustainability implies both relations with consumers and with the environment and social responsibilities are therefore important when companies are communicating and marketing themselves as green (Rettie, Burchell & Riley, 2012).

### 2.4 Green marketing

Consumers have an imagination that eco fashion has a limited availability and Gam (2011) argues for the importance of making consumers aware of the environmentally friendly products that exist on the market. Marketers’ role is to get consumers to understand the needs and benefits of green products and green businesses (Mishra & Sharma 2012). Companies need to present information of the ecological elements in their products and packaging, due to make their message credible and trustful for consumers (Fraj & Martinez, 2006). The effectiveness of using green marketing has
been discussed and according to Mishra and Sharma (2012) companies are using green marketing to protect them from not reaching the “green consumers”. Solomon and Rabolt (2007) explain: “Green consumers are considered those who exhibit environmental concerns through purchase behaviour” (p. 514). Furthermore they argue that it is hard to meet expectations of green consumers. Retailers attempt to meet green consumers’ needs but being green is not always easy for companies.

Omkareshwar (2013) define green marketing as "... the marketing of products that are presumed to be environmentally safe" (p. 20). Environmental marketing and ecological marketing are terms also used for green marketing (Omkareshwar, 2013). There are many ways of doing green marketing however Mishra and Sharma (2012) explain it is only allowed to be used if it follows several requirements. Companies are needed to do change prices (reflect environmental and real costs), change packaging and advertising, modifying production processes, change the waste behaviour and make profits of environmentalism. Furthermore, Omkareshwar (2013) argue that everything from production, marketing and service has to be manner in a way that doesn’t harm the environment. According to Gordon et al. (2011) sustainable thinking should be used during the whole process from production to service and introduced to all components within a company. All products and services that are marketed as green have to be produced in an environmentally friendly way.

Due to the fact that green marketing is as a growing trend on the market, more companies want to turn green (Omkareshwar, 2013). The overall aim why companies are using green marketing is to attract consumers, make profit and at the same time protect the environment (Gordon et al., 2011). Green marketing is a holistic strategy that tends to be a cost efficient strategy in a long term perspective. Marketers have come to understand the demand for green products and services in line with the importance for environmental care. Moreover marketers have according to Mishra and Sharma (2012) an essential role in the process of making green marketing to a norm. It is an important aspect to mention the importance of green marketing and how it has influenced companies all over the world (Omkareshwar, 2013). Marketers are also using green marketing to satisfy consumers demand for safer products (Mishra & Sharma, 2012). However it is not everyone that fully believes in green marketing and according to Rettie et al. (2012) green marketing is seen as an ineffective strategy. The authors specify a more radical solution to develop sustainability where companies instead should present their green products as normal, since consumers tends to do choices based of what they perceive is normal. Consumers assess green marketing out of how normal they perceive it. Moreover, the authors’ definition of green marketing is: “The application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection and conservation of the natural environment is upheld” (Rettie et al., 2012, p.2). Moreover companies are responsible for their green marketing and also for the development of green products (Omkareshwar, 2013).
2.4.1 Green-washing

Olausson (2009) argue that companies are marketing products as more green than they actually are to meet consumers demand for sustainable products. Peattie and Crane (2005) explain how the risk of green-washing increases when consumers actively search for green products and companies’ purpose is to meet consumers demand and increase sale. If using green-washing and consumers founds it out, they will become sceptical to the products and the brand (Peattie & Crane, 2005). Greenpeace was one of the first organizations that started to keep an eye on green-washing campaigns. Greenpeace together with other environmental groups are working to identify and control companies who communicate a wrong green message to the market (Dahl, 2010).

2.4.2 Winning strategies for green marketing

Companies and investors need to have long term thinking in their strategies for the environment. The new concept of green marketing is in its acceptance phase and marketers need to be patient for consumers’ acceptance and wait for results. Consumers must be convinced of the advantages of green products in a long run, to trust the products. It is in the marketers’ role to motivate consumers to buy right products from right brands and inspire them to change their behaviour. The first step is to know the consumer and educated the advantages of what the consumer get when buying a “green” product. Also, by letting the consumer know what the company is doing for the environment and why, will create trust and loyal consumers (Mishra & Sharma, 2012).

As mentioned before, companies have realized they need to work with more environmentally friendly fashion to both achieve profit and environmentally objectives. One important part for companies who work with green products and marketing is to show transparency to convince consumers to trust them (Omkareshwar, 2013). Just like Omkareshwar (2013) propose, Mishra and Sharma (2012) also argue for the importance for companies to show transparency in everything they do to create trust and loyal consumers. By making sure the whole organization has a coherent strategy, the green marketing campaign will meet more success (Mishra & Sharma, 2012).

Advantages of green marketing from a company perspective is that they can save money in the long run, sustain long term growth and profitability and gain competitive advantages (Mishra & Sharma, 2012). Employees feel proud of working in a company that take responsibility and care for the environment. Along with that consumers have done changes in their purchase behaviour and companies are seeing competitive advantages with doing green marketing (Omkareshwar, 2013).
2.4.3 Effectiveness of marketing activities

We live in a world surrounded by advertising where marketing, products and stores compete on the market to win our attention. Different marketing campaigns show us the new products on the market that many of us want to wear (Solomon & Rabolt, 2007).

According to Lea-Greenwood (2009) it is hard to measure the efficiency of different marketing activities. It is often common that companies see a relation between a campaign and increased sales in a company. Moreover, that means it is hard to determinate weather the increased sale is a result of a certain marketing activity or from many different activities. Hence, companies can see if their brand is differentiating in the consumers mind by determinate if the consumer remember previous or present campaigns and also ask when he or she latest bought anything from them. Furthermore, the authors argue that showing campaigns without logotypes or names, will tell the consumers real awareness and perceptions about the company like image and personality. Once can also measure the consumers’ behaviour and attitudes during a period of time (Lea-Greenwood, 2009).

2.5 Green products

Increased consumer awareness about the environment, more than ever before, indicates a growing market for green products (Mishra & Sharma, 2012). Meanwhile, it is different from thinking green and buying green, according to Omkareshwar (2013), and shoppers today don't tend to buy green products in same way they are thinking green. Mishra and Sharma (2012) argue that green products are a new term that must, as with green marketing, fulfil requirements to be named a “green product”. Green product must be; recyclable, reusable, grown originally, have natural ingredients, non-toxic chemical, not harm the environment, not be tested on animals and have an eco-friendly packaging.

Consumers have according to Gam (2011) positive attitudes to sustainable products in fashion but when it comes to buying decisions, green products is not prioritized. Consumers have according to Mishra and Sharma (2012) heard about green products but the authors suggest educating consumers of environmental damage to understand the importance of buying green products. Studies show that people are becoming more eager to buy green products if they create a feeling of safe usage. According to Omkareshwar (2013) many consumers value sustainability and green products but a few of them are actually buying these.

Organic and natural products often have, according to Vartan (2008) higher costs and some consumers are willing to pay higher prices than others. According to Gam (2011) consumers feel that environmentally friendly products (green products) are safer.
2.5.1 Eco labelling products
Clothes with environmental labels indicate they fulfill special requirements for green products as raw materials, organic grown cotton, no pesticides and fertilizers to transports to the stores and strict labour conditions. Eco labelled clothes was introduced in the 1990s. The Swedish fashion brand H&M has used organic cotton since 2004 and have from 2007 clothes with organic cotton in all their departments. All of their clothes with organic cotton are labelled with a green label marked with organic cotton. Hence, fashion companies argues that labelling of fashion clothes is sometimes hard due to their short lifecycle, licenses to every single garment and new suppliers from season to season (Sveriges Konsumenter, 2010).

2.6 Campaigns
In the creation of communication messages, there are two steps to follow. The first one is to get the right message and the second one is to get the message right. The process of creating a successful marketing involves identifying the market which means some type of research (Henley et al., 2011). The authors argue that focus groups or deep-interviews are often used for creating right and effective messages. Making consumer research helps companies understanding peoples' attitudes towards different messages. According to Solomon and Rabolt (2007) communication of different types are used in consumers decision making. Marketers try to understand how message can change consumers’ attitudes. A message has to be created and structured well to be effective and perceived in desired way. How the message is perceived will affect the consumer to take decisions. To deliver a message right involves according to Henley et al. (2011) different elements. The way in which a message is present is important for attracting people and to create attention. Relevance, understandable and emotions are also essential factors for an effective message.

2.6.1 Green fashion campaigns
Green marketing often refers to visual communication of green products. Aesthetic and visual signs is used as part of the brands communication and refer to feelings where consumers allows to be engaged and involved in the message and in the brand in particular (Carroll, 2009). Even though green marketing has met success, Kronrod et al. (2012) points that green communication is often communicating hard messages to stress to the importance for the environment. Hence, the authors suggest companies to carefully select their message in environmental campaigns. Campaigns often tend to reach those consumers that aren't so involved of environmental issues. The authors suggest companies to use an assertive message that will reach a more general public. Hence it is not shown weather an assertive message have a long lasting effect on environmental behaviour (Kronrod et al, 2012). According to Ottman et al. (2006) green marketing has to improve the environment and satisfy consumers. It is not
enough to marketing products as green; consumers want other values included to feel satisfaction for the product or service.

Fashion communication is often visual in nature and common used in campaigns in fashion magazines and on the Internet. An initial part in fashion communication is to deliver a message that is perceived in desired way (Solomon & Rabolt, 2007). Many brands use celebrity endorsement to highlight the brand and create attention around a particular message (Coroll, 2009). Using celebrities for ecological campaigns has raised public attention to sustainable fashion where celebrities line Bono and Ben Affleck has been fronted in campaigns for Edun and Stella McCartney for Noir and American Apparel. Companies like Nike, Patagonia, Nordstroms, Levis and Timberland have focused on organic materials and ecological manufacturing and are promoting that in their marketing (Flew et al., 2009).

The most common marketing channels for communicating a message in fashion are fashion magazines, TV, websites and integration with personal in stores. The company are first sending the message and when the buyer has received the message, he or she will evaluate and make a buying decision.

2.6.2 Environmental conscious consumers
Consuming of green fashion products has, according to Gam (2011), not yet extended in similar way as ecological food. Consumers are more influenced of buying ecological food because they see and understand the direct health impact. The food industry has a higher level of purchase of sustainable products according to Gam (2011). Fashion yet don't have the directly impact on consumers as food and therefore, consumers don't value it in similar ways as ecological food. Higher prices and a smaller range of environmentally fashion garments have contribute with consumers’ low interest of buying environmentally fashion (Gam, 2011). Meanwhile companies want to produce products that meet success on the market; they also have the ambition to produce safe and environmental friendly products that meet consumers demand (Solomon & Rabolt, 2007). Consumers have nowadays, compared to earlier, the opportunity to choose green products (Flew et al., 2009).

2.7 Summing up
The concept fast fashion has meet great success on the market and the short life cycles with the latest trends inspires people to purchase more often, especially when message as “buy now” is communicated. A market that is characterized by fast fashion, affordable prices and short lifecycles are facing challenges when people and companies are starting to take decisions for the environment. Fast fashion has been discussed and highlighted with environmental damage when mass producing of clothes includes chemicals that harm both humans and the environment. At the same time it is a conflict where consumer thinks it is hard to combine fashion and sustainability.
The wave of environmentalism has influence companies to start thinking and act in a more sustainable way. Sustainability and eco fashion has become a trend that some authors predict will change the entire fashion industry. Marketers are trying to do the concept to a norm and to attention the advantages of green products. At the same time consumers are becoming more aware of environmental problems. Moreover it is important to create effective and credible messages about green products that reach consumers on an emotional level.

Green products have been discussed and it is not obvious what a green product is. As green marketing is a marketing strategy used for products that are presumed to be environmentally safe, moreover all of the company’s activities must have an environmentally friendly approach.

Thus, many companies are using the term in a wrong way and it is a problem when people misunderstand companies marketing. What is green and what is lie? The concept green-washing has an important meaning to warn consumers to not trust in all products that is named green. There is also several ways of being sustainable where both companies and consumers need to take responsibility. Being sustainable is defined by Santillo (2007) as: "... sustainability demands ways of living, working and being that enables all people of the world to lead healthy, fulfilling, and economically secure lives without destroying the environment and without endangering the future welfare of people and the planet" (p. 62). Thinking sustainable is a part of companies green marketing. The idea with green marketing is to offer consumers products with quality that is safe and produced under and with good conditions.
3 Research method

In accordance to Holme and Solvang (1997) we have used a qualitative approach where we wanted to investigate the problem in deep rather than in width and in line with Bell (2006) see the respondents’ view of their world and analyze words. Patel and Davidson (2003) indicate that this methodology approach is based on qualitative interviews, words and interpretative analyzes. Furthermore, a qualitative method is according to Bell (2006) focusing on soft values and understanding of new information. This chapter explains how we proceeded for gathering data. By starting to forming a theoretical framework we could formulate questions to the focus group that later became the bases in the empirical chapter.

3.1 Research approach

There are two different methods to use in research to collect information, qualitative and quantitative. A qualitative method is used for an understanding of how people interpret the reality and this method is more open and flexible than a quantitative method (Bryman & Bell, 2011). To reach our purpose, how young consumers perceive green marketing in the fast fashion context, we have used a qualitative methodology approach with quantitative elements. To get a more extensive study, a combination of both research methods should be used since they are complement to each other (Bryman & Bell, 2011). As the focus groups initially consisted of a discussion we also did observations of the group that form quantitative elements in the methodology approach.

A qualitative method, according to Bryman (2008), often has an inductive approach whereas theory is founded after empirical data is collected. However, due to this we started the other way around with a deductive approach where a theoretical framework was completed first to base the empirical data on. The reason for this was to formulate relevant questions for the empirical data in alignment with the theoretical framework. We felt it necessary to start with the theoretical framework since the approach not was to create a new theory and therefore a deductive approach was appropriate for the study (Bryman & Bell, 2011).

3.2 Study design: focus group

We were considering focus groups as the best alternative for our study. The use of focus groups gave us the opportunity to interact with the respondents and understand their perceptions to the topic. Focus groups, according to Moisander and Valtonen (2006), include a number of people who are invited to discuss a subject during a limited time. Focus groups are unique in the way that the interaction among respondents within a group cannot be replaced or redone again. We have based our research on focus group discussions to view the topic from a consumer perspective.
additionally with a previous field study made by us in the topic. Primary data is according to Bell (2006) data that is coming up during the study. According to Repstad (2007) primary data has often higher trustworthiness than secondary data due to the original source and directly observations of the authors. The advantages of focus groups, according to Hesse-Bieber and Leavy (2011) are that the researcher finds out from the group members what the issues or most important concerns of the topic are. The purpose of using focus groups was to understand consumers associations and opinions about green marketing within the content of fast fashion. We were like Bryman and Bell (2011) argues, understanding the respondents real world through letting them explain their experience with own words.

Wibeck (2010) explain two types of focus groups; structured and unstructured. A structured group discussion involves a series of questions that is defined before and will be asked during the interview. We chose a structured focus group discussion to have the opportunity to control the questions by a moderator. As Moisander and Valtonen (2006) and Hesse-Bieber and Leavy (2011) recommend, the discussion were held by a moderator who guided the participants through the topic in purpose to have a natural conversation among the participants. Moreover Wibeck (2010) argue that a moderator in a structured group discussion can encourage people to a discussion and we felt it for that reason necessary to have a moderator for our discussions, to control the discussion and to get all questions answered.

The questions that were chosen for the discussion had an open character in line with what Hesse-Bieber and Leavy (2011) purpose to get a discussion where all of the respondents are participating. Furthermore the questions for the focus groups were divided into six parts (see appendix 8.1) following the red thread in our theoretical framework. The four main topics, fast fashion, consumer behaviour, sustainability and green marketing were discussed.

We also used seven different campaigns from fast fashion companies in the focus group discussion. Images are important according to Moisander and Valtonen (2006) and consumers expose hundreds of images every day. Billboards, TV, in-store advertising and product packaging are only a few of the images consumers interact with every day. The idea of using campaigns was to understand if people have noticed different types of campaigns from fast fashion companies. The majority of the campaigns we showed were sustainable collections which are part of the concept green marketing. Moisander and Valtonen (2006) discuss that different advertisements provide customers with norms, ideals and standards.

### 3.2.1 Focus group recruitment

Since the purpose of this study was to understand how young consumers in age 20-30 perceive green marketing we felt it obvious to use young people for our focus groups. Wibeck (2010) discuss the importance of finding people with something in common
and all our respondents were students or former students. People chosen for the focus
groups were female and males in the age of 20 to 30 years old from Sweden. It was a
strategy from our side to get a variation between the genders and the level of
knowledge to see if their opinions were different. We have used the recommendation
from Bryman and Bell (2011) to have five to seven people in each focus group.
Wibeck (2010) also recommended small group, with 4-6 in each. In use of more than
six people in a group may create subgroups and people will be retracted. Our focus
groups consisted of five people in each group and lasted for an hour each. We felt that
the respondents had important opinions about the topic and five people were enough
to collect relevant information and to get all respondents involved in the discussion.

3.2.2 Focus group: data collection
The focus groups were invited to the group discussion in the library at Gothenburg’s
School of Business, Economics and Law in Gothenburg. We started to present
ourselves, the topic of our thesis and the aim with the focus group. Before the
discussion started, we asked the respondents if they were familiar with the concept of
fast fashion and green marketing. As they were unsure, we gave them a short
definition (see appendix 8.1). Additionally we also asked them if they accepted the
recording of the discussion.

The discussion started with the concept fast fashion, where opinions and associations
regarding the concept were discussed. The second part concerned consumer behavior
with the purpose of getting an understanding of thoughts and opinions about
purchases of green products. The following part, sustainability included questions
regarding trends, opinions and companies way of working sustainable. Part four of the
discussion, green marketing, was aimed to get an understanding of peoples’
knowledge of green marketing, associations and attentions to the concept. The last
part of the discussion followed a more visual thinking were different campaigns from
various fast fashion companies were discussed. The visual part was initially done to
see what consumers relate to green campaigns and how messages from fast fashion
companies are perceived. We used campaigns from H&M, Bik Bok and also showed
green labels and a campaign made by Greenpeace.

We started to show a campaign from H&M Conscious Collection from 2013 without
any descriptive text or logotype to see if the respondents were aware of the campaign
and what they associated with it. A campaign from same collection, but with
descriptive text and logotype were also discussed and the idea was to see if they
thought it was more obvious that the campaign was related to a green collection.
Furthermore we also showed two different campaigns from H&M Conscious
Collection from 2011, which were created in another way. The two campaigns from
2011 had a more natural and simplicity style and we wanted to see if the respondents
had different opinions about using different elements and layouts in green campaigns.
The fifth picture consisted of two green labels, one from H&M and one from Lindex.
These labels are used for their green collections and it was interesting to see if the respondents had noticed them and what their opinions about them were. The two last campaigns were two campaigns that didn't included green marketing in same way as the campaigns before. One of them was from Bik Bok that promoted “Everything green – 30% of”. The term green can be used for many different things and we wanted to discuss the word “green” and what different meanings it has. The last campaign was created by Greenpeace, which is controlling green-washing. Greenpeace had made a campaign of the fast fashion company Zara to create attention for Zara's way of working. All selected campaigns can be found in the appendix 8.3. We ended the discussion to ask the group about their recommendations to fast fashion companies, how consumers prefer companies to act more sustainable and inform their consumers about their sustainable collections.

The structures of the both focus groups were similar in nature and we felt that the respondents had useful thoughts about the topic. Some of them had more knowledge in the topic, but all of them tried to discuss the different parts out from how they perceived it. We felt that the first focus group had little more knowledge than focus group two, and therefore we named our focus groups with recipient and reserved to differentiate them from each others.

One of us act moderator and controlled the discussion and the other one observed the respondents. We also recorded the discussion for the opportunity to listen to it afterwards and get all the details that get lost while taking notes. According to Bryman and Bell (2011) the use of a recorder is needed to prove the empirical materials and also for later on formulate what the respondents have discussed.

### 3.3 Secondary data: previous study

A previous field study about consumers’ role and responsibility toward consumption of fast fashion has been used as secondary data for this study. Secondary data is according to Bryman and Bell (2011) collected by other researchers but in this case collected by us as authors. The purpose of the field study was to understand the consumers’ role and responsibility towards their consumption of fast fashion. The concept fast fashion formed the base of the field study and the study also included green marketing, consumer behaviour and sustainability. The environmental consequences were also discussed from a consumer perspective.

The field study consisted of seven deep interviews, one online survey and one customer survey made in the city of Gothenburg. Results from the field study showed us that people have less knowledge about the concept of fast fashion than we thought

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3 Field Study: Fast Fashion – The customers role and responsibility towards consumption of fast fashion (Hultin & Villberg). The Swedish School of Textiles, 2013-02-26

4 Field Study: Fast Fashion – The customers role and responsibility towards consumption of fast fashion (Hultin & Villberg). The Swedish School of Textiles, 2013-02-26
and the way fast fashion companies are working in the supply chain. Furthermore consumers don’t feel responsibility towards negative impacts of fast fashion and have no knowledge about environmental damage. That study also showed that price and trends are high prioritized by consumers in the age of 20-30 years old.

Bryman and Bell (2011) argue that secondary data made by others often have a purpose that is different from the researchers purpose. We were aware of the field study that was made with another purpose and that we couldn't use it in the same way for our new study. We used the field study as an inspiration to form this study and the results motivated us to concentrate it more on green marketing in the fast fashion industry. Both results from consumers knowledge about fast fashion and green marketing are used in the thesis because of its relevance to our new topic. This part have been used in the introduction to motivate our topic but also used in the discussion chapter. Bryman and Bell (2011) argue for the limitation of secondary data and mentioned the lack of familiarity. When using data from others it requires time to be familiar with this data. An advantage for us using our own secondary data is that we are familiar with the data that have been coded. As we were the authors for the field study we know how all materials have been collected and why.

3.4 Trustworthiness

In order to show transparency in the thesis, we have clearly described the research method. All details and useful information are explained to give other researchers the opportunity to repeat the study in same way as we have done it. Bryman and Bell (2011) argue for reliability which means trustworthiness and occurs when a result can be repeated in another time with same results. We can't with certainty say that our study will get same results, because it is a comparatively small study we have made. At the same time, we have described everything we have done in detailed to make it possible to redo the study with similar results.

Bryman and Bell (2011) argue that validity is created if new researchers can redo the study and finds the same results. Validity aim is to prove if the study has been done in the way it is said. We have recorded the interviews from the two focus groups in order to show transparency and to prove the empirical data. All empirical data is also transcribed to increase the reliability for the study. Focus groups were held in a neutral place where no disturbing elements affected the participants. We felt it necessary to use a place where the participants felt comfortable. As moderators for the discussion, we were objective and didn’t give unnecessary information that could affect the participants in any direction or made them confused. All participants in the two focus groups were aware of the purpose of the study and were the results should be used for.

Field Study: Fast Fashion – The customers role and responsibility towards consumption of fast fashion (Hultin & Villberg). The Swedish School of Textiles, 2013-02-26
4 Results: Consumers perceptions of green marketing

Collected data from our focus groups will be summarized and presented in two different chapters. In this first chapter we present consumers perceptions of our topic and discuss terms as fast fashion, consumer behaviour, sustainability, green marketing, green marketing campaigns and future of green marketing. Our two focus groups consisted of five people and were mixed of genders. We felt that both groups had a lot to say within the topics and the discussion was divided into our six parts (see appendix 8.1). We are presenting the answers from the focus groups according to the structure of the group discussion and their opinions are separately presented after each part. The two groups are titled recipient and reserved. We chose to have different names on the focus group because we felt that they had different knowledge and opinions within the topics.

<table>
<thead>
<tr>
<th><strong>Focus group: recipient</strong></th>
<th><strong>Focus group: reserved</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dahlström Mathilda</td>
<td>Foss Anders</td>
</tr>
<tr>
<td>Gustafsson Malin</td>
<td>Johannesson Karl-Fredrik</td>
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<tr>
<td>Mårtensson Carl</td>
<td>Maxe Åsa</td>
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<tr>
<td>Nilsen Marius</td>
<td>Svensson Eveline</td>
</tr>
<tr>
<td>Åkerfeldt Linda</td>
<td>Åström Viktoria</td>
</tr>
</tbody>
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4.1 Fast fashion

4.1.1 Focus group: recipient

The group titled recipient connect fast fashion companies with something negative. They explained when people think about how fast fashion companies work and know about the concept, consumers are probably more aware of the negative aspects. One in the group said that everyone don't think of the negative aspects of fast fashion because people want to buy trendy and cheap clothes and then prefer fast fashion. The group discussed that fast fashion companies has been controlled by journalists and audited in TV which has rise the attention to the negative aspects. In line with that, they argued that fast fashion often is connected with bad labour conditions and low
payments to producers. Control of fast fashion has made people more aware of the concept; hence people today still have less knowledge about it.

“It is therefore good that they investigate and check what these companies actually do. If people get aware of for example that H&M pay less money to their workers, people might buy less from them bearing this in mind”. ⁶ (Åkerfeldt)

The group believed people will buy less from fast fashion companies if they are aware of working conditions. Moreover the group discussed that it doesn't feel good to buy from fast fashion companies, however several in the group said that some companies are working better than others. Nilsen said: “H&M works with recycling and goes a green way”. ⁷ The group in general were involved in how H&M is working with sustainability. One in the group argued they were the first in Sweden to start working with CSR (corporate social responsibility).

The group believed people in the age of 20 to 30 years old have different attitudes toward environmental care depending on what kind of person it is and brand and price level they buy from.

“People who buy from H&M, Lindex and KappAhl don't think about the environment, but people for instance buying clothes from Nudie, who represent sustainability, they care. It is not necessary to show that you have bought a t-shirt from H&M since it is probably not environmentally friendly produced”. ⁸ (Nilsen)

4.1.2 Focus group: reserved

Answers regarding fast fashion were different in this group. They argued that people in age of 20 to 30 years like fast fashion because they can buy a lot for less money. At the same time, people are buying too much which ends up with throwing away unneeded clothes. The groups’ associated fast fashion with cheap prices, low quality and accessible and argued it is different between genders where females are buying more. They also associated fast fashion with quick new trends during seasons and said

⁶ "Det är därför bra att de undersöker och kollar vad företagen verkligen gör. Om folk blir medvetna om att H&M tillsammans betalar mindre till sina arbetar, kommer folk kanske köpa mindre från de när de vet om det”.
⁷ “H&M jobbar med återvinning och går en grön väg”.
⁸ “Folk som köper från H&M, Lindex och KappAhl tänker inte på miljön, men folk som exempelvis köper kläder från Nudie, som står för hållbarhet, de bryr sig. Det är inte nödvändigt att visa att de köpt en t-shirt från H&M eftersom den antagligen inte är miljövänligt tillverkad”.
that people aren’t expecting too much to find sustainable products from fast fashion companies. They were at the same time aware of the negative aspects of overconsumption and bad quality. Hence they did refereed more to a consumer perspective rather than the impacts on the environment.

4.2 Consumer behaviour

4.2.1 Focus group: recipient

In terms of criteria’s for purchasing fashion products in the age of 20 to 30 years old, the group was reasoning differently. It was different meanings in the group where some believes people want to wear the latest and dress like others, especially in Sweden, and therefore good if clothes are cheap. On the other hand two male in the group argued that people wants to differentiate, but not too much.

“The hipster style is one – of – a kind thing, but everyone does it anyway and it is therefore main stream. People don’t want to dress main stream, but it happens anyway, people just following the stream. In Sweden, everyone wear white converse. As a result of the “Svensson style” – everyone is similar and follows what others do”.9 (Nilsen)

Regarding attitudes and opinions to green products in fashion, there was one in the group that argued that people don’t have strong opinions and don’t reflect over green products when buying clothes. One in the group has just moved to Sweden from Australia and said Sweden is a very good user of green products compare to other countries, even though he strongly believed that people think about everything else except green products when they buy clothes. The group argued that people in general don’t care enough about the environment.

The females in the group had more knowledge and have attention green fashion products, more than the males. Åkerfeldt said: “I do reflect about sustainable collections, but since few companies have these, I don’t care much about it”.10 The group are aligned that people do low priorities to sustainable clothes, particular in the age of 20 to 30 where many are studying and the income is limited. Åkerfeldt added: “If you jump in to a garment says it is green, it is nice, hence I don’t think people are

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9 Hipster stilen är “one of a kind thing” men alla har den ändå och det är därför “main stream”. Folk vill inte klä sig som andra, men det händer ändå eftersom folk bara följer strömmen. I Sverige bär alla vita converse. Ett resultat av en “Svensson style” alla är lika och följer vad alla gör”.

10”Jag har reflekterat över hållbara kollektioner, men eftersom få företag har de så bryr jag mig inte så mycket”
According to the rest of the group it is a plus to buy sustainable clothes but at the same time it is still not associated with “trendy“ and will not decide the final purchase decision. Meanwhile, one in the group said it can be a crucial factor when buying Nudie Jeans that are only made of sustainable fabrics.

4.2.2 Focus group: reserved

For this group, one argued that people do more spontaneous purchases when garments are cheap and have short life cycles. Quality and price are important factors for peoples buying decisions and the group argue that people can by new things more often when the price is low. At the same time the group themselves prefer good quality and sustainability.

Green products are according to the group associated with more careful decisions and higher prices. As the group associated green products with high prices, they think this is the reason why consumers don’t buy green products as much as other products. They also refer to the stores and haven’t noticed much marketing of green products.

“The awareness of ecological products has increased because it is sold in more places. Ecological cotton was before only used in the basic assortment and is now used in fancier clothes. Hopefully people realize this is smart and become willing to buy more sustainable products to help the nature”. (Åström)

The group argued that the main reason why people not buy green product is because of little marketing of it and the imagination of expensive products. People might change their buying behaviour over time and start buying more environmentally friendly products, if they know which products that is sustainable. According to one person in the group, people don’t buy fast fashion because of sustainable aspects. The group don’t associate fast fashion with green and fast fashion can be seen as the opposite to green. Some in the group also thought that people buy less green products just because they are green and unattractive. The caring for the environment is less important to people in the age of 20 to 30 years because they do care more of trends. It is hard to see the connection to environmental damage and clothes. According to Foss, “Link it to cars, when people started to realize it was bad for the environment to

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11 “Om man kommer över ett plagg som är grönt är det trevligt men jag tror inte folk letar efter gröna produkter vanligtvis”

12 “Medvetenheten om ekologiska produkter har ökat i och med att det säljs på fler ställen. Förut var ekologisk bomull bara använd till bassortimentet men är nu använd i mer festliga kläder. Förmögenheten att det är smart och blir villiga att handla mer hållbara produkter för att hjälpa naturen”.
drive cars, people started to take the bus and travel together”. The discussion about green products developed into the statement that people buy green products because of less chemicals and goodwill. As one participant said; people might be more aware of green products when buying clothes for their children. Johannesson said: “You want your kids to have clean clothes without chemicals”.

4.3 Sustainability

4.3.1 Focus group: recipient

Regarding opinions about sustainability and the way fast fashion companies are working with sustainability, the males in this group argued that many fashion companies today are working with sustainability. According to the females in the group they believed people who have little knowledge of sustainability claims to not see the damage of the environment and aren’t aware of how companies are working with sustainability. Even in this conversation, the group relates to traffic and cars and people should think of fast fashion in the same way. Although, people might not see the direct connection how a shirt can damage the environment. The group agreed that trends of sustainability influence people to think in a more sustainable way, and think people particularly in Sweden are influenced since they are foreword when it comes to fashion. H&M has highlighted it more now than for a couple of years. According to the group, it should be an obvious strategy for more companies. If companies are presenting their sustainable strategies in a good way, people will then be influenced. Åkerfeldt says: “If they marketing it right, people might understand what is about and then they can raise their prices and people will buy it more and probably buy less of fast fashion”.

4.3.2 Focus group: reserved

According to this group, sustainable choices were associated with planned decisions. Fast fashion is related to quantity rather than quality and has no connection with sustainability. The group argued that people who are looking for sustainability want their garments to last longer than a few weeks. “It is sad that the quality is bad but it can be expected when the production process is cheap”, Åström says. According to the group, fast fashion has been discussed in media where child labour, bad conditions in factories and other things have been highlighted. Furthermore, people who are buying fast fashion dare not to have opinions about sustainability because they are not

13 “Koppla det till bilar, när folk börjar inse att det är dåligt för miljön att köra bil så börjar folk att åka buss eller resa tillsammans”.
14 “Du vill att dina barn ska ha rena kläder utan kemikalier”.
15 Om de marknadsför det rätt så kommer folk kanske förstå vad det handlar om och då kan de öka sina priser och folk kommer köpa det mer och kanske köpa mindre fast fashion”.
16 “Det är synd att kvalitén är dålig men det är förväntat när produktions processen är billig”.

25
supporting it when they buy fast fashion. All in the group agreed that fashion companies are not working with sustainability enough, especially when media constantly shows cases of the opposite. On the other hand, one in the group said that consumers don't have much knowledge about sustainability either and therefore don't care much about it.

Several in the group do believed the trend of sustainability influencing people in their buying decisions, the more they know the more they will buy sustainable clothes. One in the group said he believes females are more influenced of the trend sustainability. Another one said that the middle aged and older people are more aware of buying sustainability because they understand the value of money in garments.

4.4 Green marketing

4.4.1 Focus group: recipient

All in the group had same opinions about peoples little knowledge about green marketing. “I do not understand what green marketing is, if they marketing something that is green or if they are marketing something in a green way”, Nilsen says. One in the group believed people in some way interact with green marketing and has reflected over old jeans that can be handed in at H&M. Carlings, Nudie and many other companies have started to let consumers hand in old garments. The group argued that this strategy creates attentions and is definitely green marketing. One male in the group believed companies are sending the old clothes back and remaking it to new garments and then resell it. Together with another male in the group, they discussed green marketing from H&M and Nudie, but have never understood what Nudie are doing.

For the group it was understandable that green marketing affects peoples buying decisions. People need to be involved in environment damage to get to the point to understand the importance of green products. The group argued that a wider range of products together with same prices as other garments will rise the attention and purchases of green garments. According to one female in the group, people can't visit Zara and find a section with sustainable clothes. It is a limited range and people can't choose as much as they want. Due to that, the group argued that companies need to be careful when launching and marketing new green products. If they suddenly start to do a small green collection messaging “this doesn’t harm the environment”, than consumers think the other 98% will harm. Companies can’t do marketing against their selves. Mårtensson says: “Products like milk don’t matter so much what it is, but

17 “Jag förstår inte vad grön marknadsföring är, om de marknadsför något som är grönt eller om de marknadsför något på ett grönt sätt”.
clothes are different, you won’t buy anything you don’t like”. According to the group, it can be problematic to market a company as green. Warning signals occurs when companies start to communicates that they are caring for the environment and then media control them and tell the public the opposite. In that way, people are aware of things they didn’t know before and get a critic view of companies.

4.4.2 Focus group 2: reserved
Also this group argued for their little knowledge in green marketing and some of them said they never had heard about the concept. By hearing the words they can guess what it stands for but people don’t know the content of it. People that are involved in questions about the environment may have more knowledge about the concept. Several in the group don’t think people notice green marketing on TV, billboards and advertising but Maxe argue, “I have seen advertisements and labels on price tags, but also posters in stores”. Moreover the group mentioned that people will draw more attention to green marketing in the future when they are more aware of the concept. Moreover, green marketing might affect people’s buying decisions if they are involved in the content of it. According to one person it is a plus if products are green and if the price is similar with other products. As also said in the other group, people care more of green products when buying clothes for their children. All in the group don’t think fast fashion in general show a fair picture of how they work. One in the group said that companies should be more open by showing where the clothes are made, in which factory it is produced to get loyal consumers.

18 “Produkter som mjölk spelar ingen roll vad det är, men kläder är annorlunda för man köper inget man inte gillar”.
19 “Jag har sett reklam och märken på prislapparna men också affischer i butiker”.

5 Results: Green marketing campaigns

In this second results chapter we present our findings about green marketing campaigns. Seven different campaigns were used during the discussion to understand how young consumers perceive green campaigns from fast fashion companies. We present them one by one and the structure of the discussion can be found in appendix 8.3. In this chapter, we also title the groups recipient and reserved to differentiate the two focus groups answers.

5.1 H&M Conscious Collection 2013 (without text and logotype)

5.1.1 Focus group: recipient

In this group, there were different opinions about what people know about H&M’s Conscious Collection. Some in the group argue that people are aware of the collection and have recognized the campaigns. The female in the group were more convinced about that people are aware of the collection. The group all agreed that people that often buy from the company and recognize the models in the campaign are more likely to know the campaign.

The group looked at the campaign and Nilsen said: “I first thought about an old curtain when I saw the campaign”. They associated the entire feeling of the campaign including the layout as weird but romantic and a feeling of summer. There is a combination of an indoor nature with both summer and horror vibes combined with a famous model. According to the group the campaign was presenting as a story of a sustainable collection but they agree that it can be hard for people to understand it as a sustainable collection without any descriptive text. Moreover one in the group says it doesn't matter if clothes are presented with a special created background or just a white one. People are more interested in the garment rather than the designed background. The females in the group did know the campaign, weather the males didn’t. They became aware of the campaign during the discussion but said at first that it didn’t communicate a sustainable collection. The group together concludes that the campaign didn’t feel completely green because it was something missing; hence they argue that the company plays with green elements as green plants and colours. Most of them would understand the message in a campaign better if it also has a text describing the message, hence Marius says companies don’t necessary need to communicate “we are green” but rather find a balance between how to communicate a green message in the most effective way. Fashion companies sometimes have to work different than other companies, not always working with text, but focusing on creating a special feeling to their consumers.

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20 “Först tänkte jag på en gammal gardin när jag såg kampanjen”.

28
5.1.2 Focus group reserved
For this focus group it was understandable that this campaign looked like green marketing and referred to the flowers, plants and the green details. However, they argue that people might not directly think about a sustainable collection when they see this campaign. The group furthermore said that they first were unsure if it was a green collection but all green details made it more credible for a green collection. The group didn't know which company that stood behind the campaign, but people might feel it as trustworthy. According to one person in the group people don't think about green marketing when seeing this campaign, rather associate it with a romantic and exclusive feeling. The background is both positive and negative and one in the group had a feeling of a wedding and another one a feeling of sorrow.

5.2 H&M Conscious Collection 2013 (included text and logotype)

5.2.1 Focus group: recipient
Regarding this campaign, similar associations as to the one before, but with a new pose, logotype and text added. After looking a moment on the campaign they could all agree that this campaign with descriptive text and logotype made them more aware of the collection and the purpose of the collection as well as the company who made it. Moreover they think it is important to use a descriptive text in magazines and on billboards, because the campaign gets more trustworthiness. Furthermore, people who are not involved in the company's way of working with a sustainable collection will be informed. The group argues for the importance of communicating a sustainable message to consumers in order to make them aware of sustainable collections, because many companies use flowers and green details to capture peoples’ attention. Campaigns of this kind are often similar and as the group discussed, H&M Conscious Collection doesn’t show a clear green message and is not always different from their other campaigns. It is therefore of great importance for companies to communicate a sustainable message and rise the attention, especially when the campaign is new.

On in the group are interesting to know what is behind the campaign and how H&M are working through the supply chain regarding the production processes as well as labour and working conditions for the workers in the factories. The group wants to know how sustainable H&M Conscious Collection is compared to their other collections. The group said the collection is presented as sustainable, used of recycled materials but it is hard to understand what they mean. People who aren’t involved of terms in the content of sustainability might feel confused of what they really mean.
Concerning the transparency of how the company is working, several in the group are not sure if they are as sustainable as they communicate. They have all heard negative facts about the company and would therefore appreciate more information about their sustainable work in their marketing in store, just not on their webpage. Companies can use stamps with information on products to increase peoples trust of sustainability. Use of green labels also makes a garment more credible to buy. Furthermore, the groups argue for the importance to place label on right product to make people more aware. H&M should use a Conscious Collection label to make their consumers aware of the collection and the way they are working with green products.

Several in the group strongly connect the Conscious Collection with the company H&M and know that the collection has been sold for many years now. People are getting aware of it the more they are marketing the collection. The group discuss it takes time for consumers to draw attention to a new collection that is different but H&M have succeeded.

“The Conscious Collection is popular and well-known, but still don't stand out. It feels that they still are one in the crowd and the collection is similar to their other collections, except the materials”. 21 (Åkerfeldt)

Regarding how H&M is associated with sustainability, the group reasoning that people don't buy their garments of sustainable reasons. When one in the group was hearing this he was disappointed of the way people viewing H&M’s work with sustainability. He had heard so much positive things about how H&M is working sustainable hence another one had only heard negative things and continue to say that people might have different opinion about how H&M are working for a sustainable environment. For the group they were agreed that big well-known companies often get attacked with questions about how they work and people believe they don't work in a good way. Moreover the group also discussed that small companies, which probably are working worse, are not analyzed because they are less well-known on the market.

5.2.2 Focus group: reserved

The text “conscious” does it easier to understand what the campaign wants to communicate according to this group. The text “Conscious Collection” made the

21 “Conscious Collection är populär och välkänd men sticker fortfarande inte ut. Det känns som att de fortfarande är en i mängden och att kollektionen är liknande deras andra kollektioner förutom materialet”.

30
campaign more clear but if people don't know what it means, it doesn't matter if the company use text or not. People have to know what “Conscious” stands for. One in the group didn’t saw the different at first and thought it was the same picture as the previous one. According to the group the picture without the text communicates another message. One in the group became aware of H&M’s work of sustainability after the publications of H&M’s bad labour conditions in East years ago, when they started to do a lot of goodwill to protect their brand. For this group, several connect Conscious Collection with H&M and believe H&M are a big player that might inspire other fast fashion companies to start working with sustainable collections. On the other hand, the group does not associate the company as sustainable. A reason for peoples believing of this might depend on their negative criticism in media.

5.3 H&M Conscious Collection 2011 (without text and logotype)

5.3.1 Focus group: recipient
The group associated this conscious collection campaign with summer feelings. The campaign from 2011 without green details makes the group believe that people will not clearly understand it as a green collection when there’s no descriptive text or logotype used. Moreover the group argued that this is a strategy from the company’s side where the company don't want to differentiate the sustainable collection from their ordinary ones. People might want to buy sustainable clothes that don't differ from other clothes.

5.3.2 Focus group: reserved
For this focus group, the campaign associated summer, blue sky, clean products, nature, simple and fresh. To them the campaign is greener because of the simplicity of the layout in the campaign. According to one in the group green products are often associated with a simple and neutral style. Moreover the group said it was targeted to a younger audience than the Conscious Collection from 2013.
5.4 H&M Conscious collection 2011 (included text and logotype)

5.4.1 Focus group: recipient
According this focus group, they believed people would buy more if they get informed about green message as they do in this campaign, including a descriptive text and logotype. One in the group said that it is often good to buy clothes from a sustainable collection but it is still a negative aspects with it, for example the higher prices. Several in the group discussed that some people will buy more from sustainable collection if the company present the message in a good way, but it is still many people who don't embrace the message.

5.4.2 Focus group: reserved
The group argued that this campaign, presenting the text Conscious Collection, creates more trust and a stronger impression. People will probably get more aware of the collection when companies communicate and explain their purpose of the collection. The group discussed that they believed that people will buy more when they know what the collection stands for. One in the group said it is important to read the whole message to understand what the company want to communicate to the market. Another one in the group said that a sustainable collection is inspiring but also wonder how the company can sell sustainable garments with cheap prices, as H&M is doing and wonder why not all produced clothes is sustainable then.

5.5 Green labels

5.5.1 Focus group: recipient
H&M and Lindex are using green labels for their sustainable collections. According to this group, green labels capture peoples attention and more people gets aware of the sustainable collection when they are using green labels. Äkerfeldt said the labels say: “choose me”. The male in the group had never seen the labels but also explain they don't buy clothes from Lindex and H&M. The group moreover said it was obvious that the labels belonged to a sustainable collection because of its design and green colour. The green labels express a positive association but people are buying more sustainable garments because of pressure from others rather than personal motivation according to the group. To one in the group, pressure can be one reason but believe people will not buy it anyway. It was disagreements in the group whether people buy more from a sustainable collection if they see a green label or not. For one person, it is more about a good feeling when coming home with a green label. The group argue
that environmentally friendly people might feel pressure to buy green products which is reflected in their buying decisions, but the majority especially young people don't think so much about this in their purchases.

5.5.2 Focus group: reserved
According to this focus group, companies are using green labels on their garments in order to highlight their sustainable collection. One in the group has seen the labels but never reflect about the purpose. The group argued that green labels are inspiring people to buy sustainable collections. To several in the group, fast fashion consumers don’t expect fast fashion companies to have sustainable products and therefore don't notice these labels on the garments in the stores.

5.6 Bik Bok - 30% of on green products

5.6.1 Focus group: recipient
When the group saw this campaign they thought the campaign was promoting green (ecological) garments. All of them were surprised when they heard the campaign was created to give the consumers 30% of on all green coloured products. According to the group, the message is used in a wrong way and is misleading for the consumer, especially today when it has been a trend of sustainable collections. Moreover they believe the company has used this message to capture consumers attention.

5.6.2 Focus group: reserved
In this group, several people connected the campaign with green collections (ecological) because of the context we showed it in together with the other campaigns. One in the group thought the campaign refers to green coloured products. The group discussed both the environment associations and the colour green when we showed the campaign. Also this group said it was a misleading message that felt strange to use when green today can be used for both an environmentally friendly purpose but also refer to the colour green.

5.7 Greenpeace – Detox campaign (Zara)

5.7.1 Focus group: recipient
For this group the campaign made by Greenpeace about the fashion company Zara, was not surprising and shocking. The campaign contributes with negative feelings
and people will probably trust the message and it is obvious why Zara is having low prices when this message says they work with damaging chemicals. According to one in the group people are becoming more affected of the negative aspects than positive ones. Moreover they discussed that people might trust campaigns of this kind showing a negative side of a company.

5.7.2 Focus group: reserved
Also for this group the campaign from Greenpeace showing Zara was not surprising for them. They already have negative pictures of how the company works against the environment. The group also said that the picture is associated with criminality, anorexia and diseases which create negative feelings.

5.8 Future of green marketing

5.8.1 Focus group: recipient
The group insists and said that consumers have low power when it comes to the way fast fashion companies work with sustainability. People are those who buy and throw things away and also products that are more sustainable are thrown away. The type of garment the consumer chooses to buy is often based on their economy.

“People in our age and particular student have a low and limited income and it is cheaper to buy fast fashion but also more unsustainable”.22 (Gustafsson)

The group argued that it is hard to inform about sustainability. Consumers want more information about all the companies activities at the same times as company need to protect their ordinary collections to not be associated with high damage on the environment. It is obvious for group one that companies can't turn completely green and will then keep loyal consumers. It is easier for small and new companies that can start from scratch and work environmentally friendly from the start. This group also believe the reason why companies are working more and more with sustainable products is because of the new trend on the market. Companies know that consumers are becoming more aware and demanding sustainable alternatives. One in the group said that many companies today don't work with sustainability because of financial reasons.

22 “Folk i vår ålder och speciellt studenter har låg och begränsad inkomst och det är billigare att köpa fast fashion men också mer ohållbart”.

34
5.8.2 Focus group: reserved

This group wanted to be overexposed with information regarding where products have been made, how and by whom. People also think that companies should work more with sustainability. It is important to present a clear message to make consumers aware of the purpose of the collection. One in the group said that all consumers might not be aware of what H&M mean by “conscious” in their sustainable collection and therefore should use words as “green” or “climate” instead which is easier for people to relate to. One in the group also highlighted the price as an important factor that people are not willing to pay way to high price. According to Maxe, “I'm not prepared to pay the double price for a sustainable product, but if it was the same price I would”.

This group argues that the mainly reason why companies are doing green marketing is of financial reasons, get profits and to sustain on the market in a long run. Working with green products along with ordinary products, companies reaches all types of consumers and especially consumers that are more conscious about the environment. Furthermore the group said that fast fashion companies not show a fair picture of how they work. People are watching news on the TV about how workers in other countries work with bad conditions which affect consumers.

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23 “Jag är inte beredd att betala det dubbla priset för en hållbar produkt men om det var samma pris så skulle jag”.
6 Discussion

Our empirical findings are presented and discussed in this chapter. We have combined the collected empirical data with the theoretical framework and furthermore discussed the results from our study. The structure follows the same as in previous chapter, where we presented our six parts for the study; fast fashion, consumer behaviour, sustainability, green marketing, green marketing campaigns and other thoughts.

6.1 Perceptions of fast fashion

The result shows that people in the age 20 to 30 years old have both positive and negative opinions about fast fashion. Focus group titled recipient, has a negative view of fast fashion and highlight fast fashion companies’ way of working against the environment; bad labour conditions and low payments to producers. Findings shows that focus group titled reserved, are more positive to fast fashion and see the advantages of cheap assortment and quick trends for young consumers. At the same time they were aware that fast fashion often tends to mean overconsumption and has a negative impact for the environment. In accordance with Solomon and Rabolt (2007) overconsumption and throwing away unneeded garments is a problem of fast fashion. In line with the previous mentioned field study 24 people in the age of 20 to 30 think people consuming too much which results in negative consequences for the environment. Focus group reserved, had a more consumer related perspective and views the advantages for the consumer while group recipient view the concept from an environmental perspective.

6.2 Consumer behaviour

Regarding consumers’ behaviour our findings show that people wants to wear the latest trends, wants to dress different but at the same time match the mass. Theories presented by Sull and Turconi (2008) the concept fast fashion is inspired of high fashion trends but with affordable prices and shorter life cycles. As short lifecycle often means low quality and people needs to buy garments more often is in consistent with what Sull and Turconi (2008) says that consumers of fast fashion often do repeatedly purchases. Findings also shows that fast fashion means spontaneous purchases which in accordance with Byun and Sternquist (2008) is a result of companies’ way of communicate “buy now” before it is out of stock. This means that consumers have short of time to think and evaluate when the numbers of each garment and time in store is limited.

24 Field Study: Fast Fashion – The costumers role and responsibility towards consumption of fast fashion (Hultin & Villberg). The Swedish School of Textiles, 2013-02-26
Green products, according to our findings, are not prioritized for young consumers. As Gam (2011) presents in his review, consumers have positive attitudes to sustainable products in fashion but when it comes to decisions about purchasing, green products are not given priority by. Hence our findings show that green products are rather associated with planned purchases and young consumers have an imagination of green products as more expensive than other types of products. Turning to theories presented by Vartan (2008) organic and natural products often have higher prices. Higher prices together with a smaller assortment of green products are reasons to the low interest of buying environmentally fashion (Gam, 2011). Thus, findings tell us that consumers are becoming more aware of environment damages and are therefore starting to see the advantages of green products. Consumers see fashion products with green elements like organic cotton as a plus but at the same time argue for the limited assortment on the market. People might not be aware of that companies today offer fancier clothes produced fair and with sustainable textiles. Years ago, sustainable garments where only used in basic assortments. However, Gam (2011) argue for the importance of draw consumers attention to the environmentally friendly products that exist on the market. Although, studies from Ha-Brookshire and Norum (2011) says it is a higher use of sustainable fabrics like organic nature fibres today and companies have started to promote how cotton can be used in a more sustainable way. Due to this, our findings shows that consumers don’t perceive green marketing and haven’t draw attention to what kind of products that are green. Findings from the focus groups also showed that consumers buying fast fashion don't expect to find sustainable garments from fast fashion companies.

6.3 Sustainability

Our study supports the argument that fast fashion is not associated with green products or sustainable businesses. As Byun and Sternquist (2008) define fast fashion as "a marketing approach to respond to the latest fashion trends by frequently updating products with a short renewal cycle and turning the inventory at a rapid rate" (p. 134). It is understandable that people who are aware of the meaning of green products don’t see fast fashion as green and sustainable. In agreement with Mishra and Sharma (2012) green products must be recyclable, reusable, grown originally, have natural ingredients, non-toxic chemical, not harm the environment, not be tested on animals and have an eco-friendly packaging.

Findings from our focus groups show that consumers don’t see a direct connection with garments and environmental damage. This is in accordance with Gam (2011) the reason why ecological fashion not has succeeds in the way that ecological food has. Moreover the author explains that ecological food has succeeded because people see the direct health impact. Our study supports the argument that if people don't understand the direct consequences of a certain products, they will not change their behaviour.
The findings also show that consumers believe sustainability is a trend and sustainable decision will be more important in the future. This is in consistence with Gam (2011) who argues that consumers have started to realize that they need to start thinking sustainably and understand that their fast fashion consumption is negative for the environment. Moreover findings show that consumers’ awareness of sustainability has increased but it is still low knowledge about sustainable clothes. Studies from Ha-Brookshire and Norum (2011) do argue for an increase in consumer awareness of sustainability and a trend in purchasing sustainable products.

Young consumers consider fashion companies working with sustainability not enough and that they can do more. In accordance with Solomon and Rabolt (2007) people have positive attitudes to sustainable products produced under good environmental conditions. Our results therefore indicate fast fashion companies to work more with ecological products to meet the demand for more sustainable products. Moreover, findings show that our focus groups don’t believe fast fashion companies’ sustainable clothes are hundred percent green. They are questioning why they can sell them so cheap. In relation to Ha-Brookshire and Norum (2011) consumers today still have limited knowledge of different textile materials. It is hard to determine whether such a garment is sustainable or not. Moreover Solomon and Rabolt (2007) explain the conflict between fashion and the environment, like our focus groups discussed, it is hard to combine fashion and the environment, and sustainable garments therefore often tend to be unfashionable.

6.4 Green marketing

Green marketing is according to our findings a term people haven’t heard of. The focus groups weren’t aware of all the requirements for using the term. Findings show the problematic to market a company as green when media control companies green activities and tell the public the opposite. The term green marketing is only allowed if companies are fulfil followings requirements; changes in prices (should reflect environmental and real costs), changes in packaging and advertising, modifying production processes, change the waste behaviour and make profits of environmentalism. Furthermore green marketing is a new trend companies are using to protect them and reach “green consumers” according to Mishra and Sharma (2012). Due to this Olausson (2009) presents the problematic of green-washing when marketing products as green when they aren’t.

Our study showed that the focus groups had more knowledge about some areas within the concept green marketing than they thought. They were aware of companies green collections and recycling of old garments. The focus groups refer green marketing to recycling of new garments and to marketing activities like advertisements, posters and billboards. Solomon and Rabolt (2007) refer to recycling of fashion and say that consumers are not used to recycle fashion and it doesn’t feel as natural as with paper, glass and plastic.
As mentioned above, we found in our study that young consumers today are not very involved in green marketing. Young consumers believe attention to green marketing will increase in the future when they are more aware of the concept. According to Varton (2008) eco fashion will change the entire fashion industry in the future. Hence, Rettie et al. (2012) view green marketing as ineffective as it is communicated and presented today and want green products to be presented as ordinary normal products. Some in our focus groups argue for less purchase of green products because they are communicated as green and therefore feels unattractive. They also mention this as the reason why fast fashion is so popular.

Findings also show that the focus groups consider green marketing as a good strategy but think companies should communicate the advantages clearer to get more consumers buying green collections. In consistence with Fraj and Martinez (2006) companies need to present the ecological elements and information about the ecological products to make it credible and trustful for the consumer. Our study shows that people buy more green products to their children made with good fabrics to protect them from chemicals. In theories by Mishra and Sharma (2012) people buying products that creates a feeling of safe usage and according to Gam (2011) people are feeling environmental products as safer.

### 6.5 Green marketing campaigns

Findings show that H&M Conscious Collection has become a well known collection even though people not directly think of the collection as green. **H&M Conscious** is the overall term for H&M’s sustainable activities (hm.se, 2012). Thus, people in our groups view the English word “conscious” of the sustainable collection hard to understand and suggest them to use easier words like “green” or “climate” instead. Moreover the focus groups argue that Conscious Collection itself doesn’t shout “green” and people want to have more information regarding all the companies’ activities in order to trust the company as green. They also don’t think the conscious collection is distinguishing from their other collections. Once again, as Fraj and Martinez (2006) propose, companies should highlight the advantages of their green collections in their messages.

As declared earlier, green products must be attractive and our findings suggest that green messages should be balanced of trust at the same time as they are normal. Our findings also show that a descriptive text makes it easier for consumers to understand a sustainable message. It also shows that descriptive text informs people who are not involved in companies way of working sustainable. Henley et al. (2011) explains that a clear message consists of two messages where the first one is to get the right message followed by get the message right. A message that is perceived right and attractive to people consists of emotions, relevance and is understandable (Henley et al., 2011).
Our findings further show that a green message should have a clear message to avoid misunderstandings. As showed in Bik Bok’s campaign, the focus groups misunderstood the message and thought they communicated ecological products and not green coloured products. Our findings also show that people refer green products in fashion to a simple, nature, fresh and neutral style. In line with Varton (2008) ecological products are produced of biodegradable or recycled materials and do less harm to the environment. Moreover, a campaign with green details, flowers and plants makes it easier for the consumers to refer to a green collection and when creating messages, Solomon and Rabolt (2007) argue for the importance to consider for example colours.

Our findings show that people are questioning how green garments can be sold for low prices and at the same time, companies can't do all garments sustainable. In this case, the group suspects green-washing and states that information about the whole supply chain is needed in order to trust green collections. In accordance with Dahl (2010) all activities need to have a environmental friendly approach to be allowed to use the term green marketing. Olausson (2009) argue that many companies abusing the term green marketing to meet consumers demand for green products.

At the same time, the focus groups are eager to pay an extra price but not double price to buy a garment that is not harming the environment. Thus, in our analysis, it is hard to put right price to a green product when our studies shows that people are thinking that green products are too expensive and they at the same time have low trust for cheap green products.

Green labels create attention and highlight the green garment but also help consumers to trust green products. As presented by Sveriges Konsumenter (2010) clothes with environmental labels are fulfilling the requirements for green products as organic grown cotton, well labour conditions and no fertilizers and pesticides with transports to the stores. These labels do therefore indicate ecological products.

Once again people want more transparency from fast fashion companies. Media and groups working for the environment controls companies and try to publish the secrets companies hiding. Greenpeace was among the first to publish green-washing and working to control companies “green” marketing (Dahl, 2010). When Greenpeace publish campaigns, for example the detox campaign for Zara in 2011, our study shows that people trust these messages and get negative associations to the company.

6.6 Future of green marketing
Our focus groups believe that companies have more power than consumers in its way of working with sustainability and influence consumers buying decisions. Hence, according to Flew et al. (2009) fashion and new trends has been reflecting what is
going on in the society. By putting attention to, and marketing products with less harm for the environment, fashion companies can control consumers and improve them to do better choices. Sveriges Konsumenter (2010) argues that companies and decision makers have to guide the society in a more sustainable direction offer wider range of sustainable choices. Hence, one of the focus groups doesn’t think companies can turn completely green and remain loyal consumers. The group believes although it is easier for new companies to start with that concept from the beginning where they can as Omkareshwar (2013) argue, approach all activities from production, marketing and service in an environmental friendly way (green marketing).

Furthermore our focus groups said that fast fashion companies are not fair and open with how they work within the whole organization. Moreover the groups argue that the main reasons why companies are doing green marketing are of financial reasons, get profits and sustain on the market in a long run. Turning to theories by Mishra and Sharma (2012) the initial reasons for turning green is predicted growth or a movement to a new market. Gordon et al. (2011) argues that green marketing as a holistic strategy for the company, tends to be a cost efficient strategy in a long term perspective. However Gam (2008) argue that companies are sometimes producing environmentally friendly garments to strength their image of being socially responsible.

Additionally our findings show that working with green products along with ordinary products, companies reaches all types of consumers and especially consumers that are more conscious about the environment. In line with Mishra and Sharma (2012) green marketing is a new trend companies are using to reach “green consumers” and as Solomon and Rabolt (2007) explain: “Green consumers are considered those who exhibit environmental concerns through purchase behaviour” (p. 514).
7 Conclusion and suggestions for further research

The purpose of this thesis was to see how young consumers perceive green marketing from fast fashion companies. To reach the purpose we used three questions and will now in the last chapter present the conclusion of this study.

Young consumers do not identify the greenness in green marketing campaigns and they have low knowledge about what green marketing campaigns are. The messages communicated in green marketing campaigns are not clear understandable for young consumers and are not perceived as sustainable and green. The study shows that consumers understand the message easier if the campaign uses a descriptive text and use green elements as green colours, plants or flowers. Moreover nature, healthy and freshness in images are associating green and sustainable collections. Descriptive texts with information about the collection make it easier to understand the message for all consumers no matter of their knowledge within the field. Furthermore sustainable collections should be titled with an easy name that refers to the collection, in order to make the collection recognizable, understandable and trustworthy.

The use of green marketing campaigns is comparatively new today which makes it important to present the campaign in a right way and attention the advantages of the green products. Our study shows that consumers don’t associate fast fashion companies green marketing campaigns with sustainability, but view the greenness of the campaigns as elements of green colours, flowers, plants, nature, healthy and freshness.

The study also shows that consumers have low knowledge about fast fashion companies’ sustainability strategies. What are perceived are sustainable collections, sustainable fabrics, green labels and recycling of garments. Even though consumers perceive those strategies, they are not considering fast fashion companies as social responsible for the environment. Our study shows that fast fashion sustainability strategies haven’t been marketed enough which has result in consumers’ low awareness of them. Another reason why consumers not attention sustainability strategies in fast fashion is because they don’t see the direct connection of garments damage to the environment. Showing transparency in all of the company’s activities will raise the awareness and trust for what the company is doing.

Young consumers want fast fashion companies to work more with sustainability, thus they don’t expect fast fashion companies to offer sustainable garments. This due to fast fashion is related with short lifecycles and low price and is from a consumer perspective not seen as sustainable. Consumers find it hard to combine trendy clothes and sustainable thinking.

Our result shows that young consumer see green products as safer than ordinary products. Moreover, the added value of green products is a feeling of have done
something good for the environment. Thus, pressure from others to behave in a certain way can affect consumers to buy green products. Our study shows that young consumers do not value green products high and don’t understand the importance of green products. They associate them as expensive, limited and as unattractive. Green products that have green labels provide the consumer information about the garment which is of great value. Furthermore our study shows that consumers would prefer if companies starts to provide more information about the garment by using stamps saying where it is produced and by whom.

Consumers don’t identify that fast fashion companies are working with green marketing in accordance with how the concept is defined. Consumers are not aware that the concept refers to a coherent environmentally friendly approach in all the company’s activities. Our study shows that consumers only perceive green marketing as the visual advertising and the green collections. Environmentally impacts don't affect people to buy more green products because other factors like price and trends influence people’s purchases more.

From our results, consumers consider green marketing will be more important in the future when the concept is established on the market. Consumers today want to be environmentally friendly, but think that the assortment is limited, unattractive and expensive.

Based on the results from this study, companies’ work with green marketing today is not appreciated by consumers. We have understand the importance of communicate a clear and understandable message and make use of right marketing. Moreover consumers need awareness of environmental impacts of consuming as well as the advantages of green products and information must be available. This study has given us the understanding what consumers perceive and not perceive from green marketing campaigns in the context of fast fashion. We are grateful for doing this study and find the results that are important for the near future when sustainable probably will change the entire fashion industry. The knowledge we got from this issue of green marketing in fast fashion and the problem of green-washing, will we consider in our next coming careers within fashion. This study can be used for companies to understand how they better reach consumers with green marketing.

For further research, we suggest a study from a company perspective, fast fashion companies, where to examine how companies are working with green campaigns. It would be interesting to examine the purpose and what is behind the campaigns and how they are created. Further more studies about why companies are working with sustainable collections and how they work for reaching consumers would be interesting to examine. Lately further research about the future of green marketing and fast fashion is in our interest to examine.
8 References


9 Appendix

9.1 Focus group questions (English)

The purpose with this focus group is to create an understanding of how green fast fashion companies marketing is, out from a consumer perspective. We want to see what you in this discussion think about consumers perception of different marketing campaigns. We also want to know how consumers might think about fast fashion companies way of working with sustainability. We will ask some questions and want all of you to participate, and answer out of what you believe people in age 20-30 might think about following areas. Before we start, we would like to give an explanation of the terms fast fashion and green marketing:

Fast fashion: providing fast and disposable fashion to low price. Design and production of the collections are fast and is based on the latest trends. H&M, Gina Tricot and Lindex are examples of companies offering fast fashion to a large audience.

Green marketing: the marketing of products that are considered environmentally friendly. In order to use the concept of green marketing, all the company's activities need to be environmentally friendly (packaging, advertising, production, etc.).

Fast fashion
What are people opinions about fast fashion companies?
What are peoples associations with fast fashion (H&M, Zara, Gina Tricot)?

Consumer behaviour
What kind of products is most bought by people?
What are peoples’ attitudes to green products (ecological, fair produced, raw materials)?
How much do people care about the environment in your purchase decision? Why/why not do people buy green products?

Sustainability
What are people’s opinions about sustainability?
Do people consider fast fashion companies are working with sustainability enough?
Are people influenced by the trend of sustainable thinking?

Green marketing
What do people know about green marketing?
Do people pay attention to green marketing (advertising, posters, price tags etc.)?
Which company do people associate with green marketing and what kind of marketing?
Do green marketing affect people in their purchase decision?  
Do people consider fast fashion companies show a fair picture of themselves?  

**Campaigns**  
What is peoples impression of the following campaigns:  

**Picture 1. H&M Conscious collection 2013 (without descriptive text and logotype)**  
Do people know what kind of campaign this is? Which company?  
What do people think they will say/communicate with this campaign?  
Does the background create any feeling?  
Does the campaign create credibility for a green collection for people?  

**Picture 2. H&M Conscious collection 2013 (with descriptive text and logotype)**  
Do people believed this campaign more ”green” than the one before? Why?  
Do peoples’ awareness increases when a company communicate a sustainable message?  
How clear is the relationship between this collection and the company?  
How sustainable do you consider H&M is?  

**Picture 3. H&M Conscious collection 2011(without descriptive text and logotype)**  
What do people think they will say/communicate with this campaign?  

**Picture 4. H&M Conscious collection 2011 (with descriptive text and logotype)**  
Does this campaign create same impression as the one before?  
Do peoples’ awareness increase when a company communicate a sustainable message?  
Do people buy more when a company present a message? Why?  

**Picture 5. Green labels**  
What do companies communicate through green labels? Are people aware of them?  
Will people get inspired to buy a garment with a green label?  

**Picture 6. Bik Bok- 30% of on green products**  
What do people perceive with this picture?  
What associates people with”green” in this picture?  

**Picture 7. Greenpeace - Detox campaign (Zara)**  
What do people think about the campaign?  

**Future of green marketing**  
How would people want fast fashion companies to act sustainable?  
How should they inform about sustainable collections?
9.2 Focus group questions (Swedish)

Syftet med denna fokusgrupp är att skapa oss en förståelse för hur grön fast fashion företagens

marknadsföring är, utifrån ett kundperspektiv. Vi vill se vad ni tror om kunders
uppfattning av olika marknadsförings kampanjer. Vi vill också undersöka hur kunder
anser att fast fashion företag arbetar med hållbarhet. Vi kommer nu att ställa några
frågor till er och vi vill att alla försöker deltaga och att ni svarar på frågorna utifrån
vad ni tror att unga mellan 20-30 år skulle ha svarat. Innan vi börjar vill vi ge en
förklaring av begreppen fast fashion och green marketing:

Fast fashion: innebär snabbt och disponibelt mode till lågt pris. Design och
produktion av kollektioner sker snabbt och baseras på de senaste trenderna. H&M,
Gina Tricot och Lindex är tydliga exempel på företag som erbjuder fast fashion till en
stor publik.

Green marketing: marknadsföring av produkter som anses vara miljövänliga. För att
få använda conceptet grön marknadsföring ska företagets alla aktiviteter vara
miljövänliga (ex. förpackningar, reklam, produktionsprocessen med mera).

Fast fashion
Vad finns för åsikter om fast fashion företag?
Vad finns för associationer med fast fashion? (H&M, Zara, Gina Tricot)?

Konsument beteende
Hur tror ni personer i åldrarna 20-30 år resonerar kring sina inköp av
modeprodukter? Vad finns för åsikter till gröna produkter? (ekologiska, fair produced,
raw materials) Hur mycket bryr sig folk om miljön vid köpbeslut?
Varför/varför inte köper folk gröna produkter?

Hållbarhet
Vad finns för åsikter om hållbarhet?
Anser folk att fast fashion företag arbetar med hållbarhet tillräckligt?
Är folk influerade av trenden hållbarhet?

Grön marknadsföring
Vad har folk för kunskap om grön marknadsföring?
Uppmärksamar folk grön marknadsföring? (reklam, affischer, prislappar etc.)?
Vilka/vilket företag associerar folk med grön marknadsföring
Påverkar grön marknadsföring folks köpbeslut?
Anser folk att fast fashion företagen visar en rättvis bild av sig själva?
Kampanjer
Vad är folks intryck av följande kampanjer:

**Bild 1. H&M Concious collection 2013 (utan beskrivande text och logga)**
Vet folk vad detta är för typ av kampanj? Vilket företag?
Vad vill kampanjen säga/meeddela till kunden?
Vad ger bakgrunden till annonsen för någon känsla?
Skapar kampanjen trovärdighet för en grön kollektion?

**Bild 2. H&M Concious collection 2013 (med beskrivande text och logga)**
Anser folk att denna kampanj är mer ”grön” än tidigare bild? Varför?
På vilket sätt ökar medvetenheten hos folk, när företag förmedlar ett hållbart budskap ”conscious collection”?
Hur tydligt samband finns mellan denna kollektion och företaget som gjort den?
Hur hållbara anser folk att H&M arbetar i allt de gör?

**Bild 3. H&M Concious collection 2011 (utan beskrivande text och logga)**
Vad vill kampanjen säga/förmedla till kunden?

**Bild 4. H&M Concious collection 2011 (med beskrivande text och logga)**
Ger denna bild samma intryck som bilden innan?
På vilket sätt ökar medvetenheten hos folk, när företag förmedlar ett hållbart budskap ”conscious collection”?
Köper folk mer när företagen presenterar budskapet med kollektionen? Varför?

**Bild 5. Gröna etiketter**
Vad vill företag förmedla med dessa etiketter? Är folk medvetna om detta?
På vilket sätt inspireras folk till att köpa ett plagg om den har en grön etikett?

**Bild 6. Bik Bok – 30% rabatt kampanj**
Vad uppfattar folk med denna bild?
Vad associerar folk med ”grönt” i denna bild?

**Bild 7. Greenpeace – detox kampanj (Zara)**
Vad får folk bild av modeföretaget Zara när man ser en sådan kampanj?

**Framtiden för grön marknadsföring**
Hur vill folk att fast fashion företag ska agera mot hållbarhet?
På vilket sätt ska de informera om hållbara kollektioner?
9.3 Focus group campaigns
From the pre field study\textsuperscript{25} results showed that H&M had the highest popularity among our respondents in the age 20-30. Two reasons why we decided to show many campaigns from H&M are; their popularity among young consumers and because of their well-known sustainable collection (Conscious Collection).

\textbf{H & M Conscious Collection 2013 (without text and logotype)}
This campaign is from H&M Conscious Collection from 2013. This campaign is without descriptive text and logotype. The idea with this picture was to see if people are aware of the campaign when no descriptive text or logotype is used and if people understand that the campaign belongs to a sustainable collection.

\textsuperscript{25} Field Study: Fast Fashion – The costumers role and responsibility towards consumption of fast fashion (Hultin & Villberg). The Swedish School of Textiles, 2013-02-26
H&M Conscious Collection 2013 (included text and logotype)
This campaign is also from H&M Conscious Collection from 2013. The different between this one and the one above is the descriptive text and logotype. This picture includes a descriptive text and the company’s logotype. The idea with this one was to understand if people get more aware of the purpose behind the campaign and collection when a company communicate a green message.

H&M Conscious Collection 2011 (without text and logotype)
This is also a campaign for H&M Conscious Collection, but from year 2011. This campaign is created with a less “green feeling” than the two from year 2013. We chose this campaign because it has a different look than the two before. We wanted to hear the respondents opinions about the layout of this sustainable campaign and if the campaign created other associations.
**H&M Conscious Collection 2011 (without text and logotype)**
This campaign is also from H&M Conscious Collection from year 2011 but includes descriptive text of the collection. The same purpose is used here as for the campaign above, to see if people get more aware and understandable of a sustainable collection when a company give an explanation.

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**Green labels**
This picture includes two green labels. The one to the left belongs to H&M and to the right Lindex). These labels are placed at garments from their sustainable collections. We showed this once to see if people have noticed them on clothes and what they thought about it.
Bik Bok - 30% of on green products
Bik Bok has had a campaign that communicate “Everything green -30 %” to their customers. The message is not directed to a sustainable collection, only to the colour green. The purpose to use this one was to hear the groups’ opinions about how the word “green” in campaigns can be perceived.

Greenpeace – Detox campaign (Zara)
Greenpeace Dextox campaign: more top fashion brands joining the ranks, says “Zara is addicted to hazardous chemicals”. This campaign was created in July 2011. We showed this campaign to see the reactions from the respondents and hear what they believed people think about this. Greenpeace is an organization that works against green-washing and has probably had this campaign to create attention.
Visiting adress: Bryggaregatan 17 Postal adress: 501 90 Borås

Website: www.textilhogskolan.se

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