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Economie en bedrijfseconomie

Fast Fashion

Optional: *An insight in the most important attributes while buying Fast Fashion by students from the Erasmus University.*

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The views stated in this thesis are those of the author and not necessarily those of the supervisor, second assessor, Erasmus School of Economics or Erasmus University Rotterdam.

## Executive Summary

Nowadays it is impossible to imagine the street scene without the big fashion chains, and every year new providers of fashion are added. Compared to a few decades ago, the customer has so much choice when it comes to shopping. It is becoming easier and easier in the fast-growing fashion industry to purchase different designs. The range of products is changing faster, and the convenience of online shopping has increased.

The main objective of this research is to analyse and describe the different attributes that play a role in buying Fast Fashion for the students from The Erasmus University in Rotterdam. This way, sustainable brands can respond to the buying behaviour of students at Erasmus University. Therefore the background of this research underpins the main problem statement, which is:

***What attributes play an important role when students from The Erasmus University want to buy Fast Fashion?***

Other theoretical and empirical sub questions that will be answered in this thesis are:

1. What does the market for Fast Fashion look like in the Netherlands?
2. Which facilitators motivate Dutch consumers in their buying behaviour towards Fast Fashion?
3. How conscious are Dutch consumers about the amount of money they spent on fashion?
4. How do Dutch consumers behave regarding buying Sustainable Fashion?
5. What does the buying process of Fast Fashion customers look like?
6. What are the characteristics consumers consider when buying fashion items?
7. To what extent does the marketing strategy of Fast Fashion brands differ from Sustainable Fashion brands?

Literature study has been performed to get an insight in the already existing about this subject. Qualitative has been performed and results from the in-depth interviews were used to conduct the survey questions. Quantitative data has been performed and the questionnaire was conducted from 11 August 2022 until 19 August 2022. Over 260 respondents participated in the survey, but unfortunately not all students from the Erasmus University or not all Fast Fashion buyers. This resulted in the fact that only 100 samples were used and analyzed using a conjoint analysis. The following answers were yielded.

Hypotheses	Result
H1 <sub>0</sub> : Female students prefer to buy Fast Fashion items online.	Rejected
H2 <sub>0</sub> : For young people (age 16 to 25) price is the most important attribute during their buying decision while buying Fast Fashion clothes.	Rejected

H3o: Trend is the main trigger for young people (age 16 to 25) to start their search to purchase clothes in general.	<b>Accepted</b>
H4o: The willingness to buy Sustainable Fashion is present but is not big enough to win it over the lack of knowledge of Sustainable Fashion.	<b>Accepted</b>
H5o: Fast Fashion marketing is adopted more quickly and has a more triggering effect than Sustainable Fashion marketing.	<b>Accepted</b>

After the data is analyzed the research question was answered. As the research findings show is that students from the Erasmus University in Rotterdam buy Fast Fashion items frequently and consider a few attributes important while buying it. The field research analysis shows that the students find fit the most important attribute while buying Fast Fashion which is remarkable as the literature findings show that young buyers find trend and price the most important characteristics while buying fashion and say that these two factors are the main trigger to choose Fast Fashion. This research shows that price is the second most popular attribute students from the Erasmus University consider important while buying Fast Fashion and it can be concluded that trend is the main trigger for students from the Erasmus University to start the purchasing process.

Concluding from this research results recommendations can be provided to Sustainable Fashion stores in how to make a more successful strategy in selling their clothes and becoming more popular among the focus group. They should therefore focus on:

1. This can be done by providing more information in the store about the origin and use of clothing.
2. They should provide honest and accurate content that shows the better conditions and also comparing with the conditions at Fast Fashion chains.
3. They should tell their narrative and make their brand a lifestyle by informing people on what they want to reach, so they can reach it together if they join.
4. Promoting specific clothing lines, brands or labels within their chain. Initiate influencer deals and therefore create more brand awareness.
5. They should trigger the specific group by offering them specific deals.
6. They should broaden their collections and supply by increasing the range of affordable alternatives and offering less unsustainable clothing next to their sustainable lines.

For future research, it can be suggested to use a broader sample amount and not to limit the group of respondents to the students from the Erasmus University and also they should measure consumer behaviour with more metrics than performed in this research.

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# Chapter 1. Introduction

## 1.1 Background

Primary necessities of life are associated by many with food, drink and shelter. However, clothing also falls under this category. Some people shop for pleasure, others to keep up with ever-changing trends and still others because they must. For the first two groups, the current era is a fantastic period to live in. Nowadays it is impossible to imagine the street scene without the big fashion chains, and every year new providers of fashion are added. Compared to a few decades ago, the customer has so much choice when it comes to shopping. It is becoming easier and easier in the fast-growing fashion industry to purchase different designs. The range of products is changing faster, and the convenience of online shopping has increased.

With the different motives that drive consumers to buy fashion comes an appropriate way of marketing. Whether a consumer buys because he or she does it for fun or it is a matter of necessity because the clothes need replacing, requires different triggers and approach. With so much competition present in the market today, it is more relevant than ever for fashion chains to approach consumers in the right way and encourage them to buy their products.

Today's fast-changing fashion trends consist of approximately thirty to fifty trend-driven fashion seasons every year. Not everyone wants to keep spending large amounts of money on fashion just to wear it a few times (Siegle, 2012). This is why the Fast Fashion industry has gotten so popular. But what are these so-called Fast Fashion providers? According to research done by the Ministerie of I&W in name of the Dutch Government they state that Fast fashion is the phenomenon in which consumers consume fashion. There is a culture that is characterized by a high degree of clothing consumption, has a faster circulation speed, faster consumption and faster disposal, or 'disposable clothing'. The 'system', clothing industries and business models facilitate and reinforce this behaviour and this culture. This creates an ever-increasing pressure on the cost price, the quality and the chain cost price, quality and the chain as Janssen, Van der Vaart, Bos & Bakker (2020) state.

Factors like price and waiting time are no longer an issue in today's time with many Fast Fashion providers and make it difficult for the different fashion chains to bind the buyer to their brand. Fast Fashion brands like Zara, Bershka, Forever21, H&M, Pull & Bear, etc. are doing everything possible to serve the consumer as quickly and optimally as possible. They all use different ways to differentiate in the market from their competitors. Some focus on a very low price, others on an attractive return policy but one thing they all have in common and that is

that sustainability is not one of the key drivers behind their marketing strategies nor their immense success and popularity today's society.

## **1.2 Problem Statement and Research Question**

The fashion industry is very turbulent these days and certain factors have driven this change (Bruce & Daly, 2006). They say that that innovation is introduced into the stores and buying decisions of consumers are compounded by the speed by which decisions must be made. New products must be available on frequent basis as fashion consumers expect and thrive on constant change. This calls for fast production and delivery to the chains and consumers. The speed by which decisions must be made by the consumer is high and requires a different kind of decision process. Consumers must be approached in a different way, which requires specific marketing strategies. The rise of Fast Fashion and modern fashion consumption has moved consumer-purchasing behaviour towards items of little perceived value, with small economic and psychological investments required (Gabrielli et al., 2013).

This research will be conducted because the success of Fast Fashion is very appealing for alternative fashion streams. In addition, many students are an example of persons where the marketing strategy of Fast Fashion brands is doing a great job. A lot of sustainable and Fair Trade brands are priced out of the college student budget, and few are size-inclusive. With the production model beginning in the '90s and exploding in the years since then, to young people's credit, Fast Fashion has been largely all Gen Z has ever known, as Leslie Williamson (2022) explained (Williamson, 2022). Many people notice that Fast Fashion brands are very successful despite the "negative" impact they have on society and the climate. This research is therefore inspired by the success of the strategy Fast Fashion brands use and therefore will visualize which factors play an important role during the process that Fast Fashion buyers go through.

The main objective of this research is to analyse and describe the different attributes that play a role in buying Fast Fashion for the students from The Erasmus University in Rotterdam. This leads to the following central research question:

*What attributes play an important role when students from The Erasmus University want to buy Fast Fashion?*

By visualising the different attributes that play a role in the buying process of Fast Fashion, an advice can be drawn up for sustainable brands. This way, sustainable brands can respond to the buying behaviour of students at Erasmus University and introduce a new marketing strategy that responds to the preferences of the relevant group of customers. answering the research question an advice can be provided.

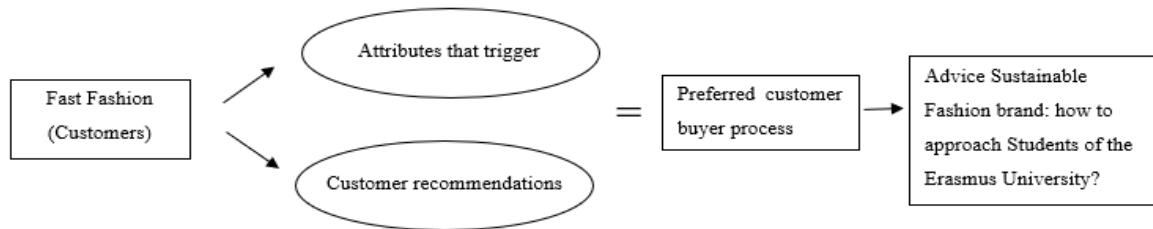


Figure 1: Introductory research model.

In order to gain insight in the important attributes that are taken into account by the students from the Erasmus University when buying Fast Fashion and to visualize the impact of the market, the first and the second empirical sub-questions are posed:

1. What does the market for Fast Fashion look like in the Netherlands?
2. Which facilitators motivate Dutch consumers in their buying behaviour towards Fast Fashion?

As of the fact that not every person in The Netherlands does spend the same amount on clothing and there are some great differences in the different types of fashion. The price of sustainable fabrics are two and a half to four times more expensive in comparison to more commonly used fabrics. This results in higher prices but also in higher quality products. It is needed to look into the consciousness of Dutch consumers and the amount of money they spent on fashion. Based on this information the third and fourth empirical sub-questions were formed:

3. How conscious are Dutch consumers about the amount of money they spent on fashion?
4. How do Dutch consumers behave regarding buying Sustainable Fashion?

The answers to these four sub-questions, will describe what attributes play an important role during the decision process of students from The Erasmus University when buying Fast Fashion and show their attitude towards Sustainable Fashion. It will give an idea of what withholds consumers to buy Sustainable Fashion and triggers them to buy Fast Fashion. This study tries to identify whether further research is necessary and if so, in what direction.

Before answering these empirical sub-questions, knowledge about the topic needs to be broadened. Therefore, the following theoretical sub-questions will be answered first in the literature review chapter:

1. What does the buying process of Fast Fashion customers look like?
2. What are the characteristics consumers consider when buying fashion items?
3. To what extent does the marketing strategy of Fast Fashion brands differ from Sustainable Fashion brands?



## **1.3 Scientific and Social Relevance**

### *1.3.1 Managerial relevance*

When buying Fast Fashion, many things are relevant to the consumer and various factors play an important role in encouraging a purchase. Due to the fast decision process and their quick response which is asked from the consumer it is valuable to know how the consumers must be triggered to still buy. Something that Ghemawat and Nueno explain in their research is the method of quick response and the effective component of it when selling fashion. Quick response is a key factor in buying Fast Fashion, as you can already hear it in the name, the lead time of Fast Fashion is very low. In a Fast Fashion supply chain this is drastically reduced to six to eight weeks in contrast to the lead time of conventional fashion supply chains where the lead time is about six to nine months (Janssen, Van der Vaart, Bos & Bakker, 2020). With his research Rozhon (2004) stated that a well-documented and widespread problem is the propensity of consumers to anticipate future markdowns and intentionally delay purchasing until a sale occurs (Rozhon, 2004). This behavior can reduce profitability and erodes retailer margins, both design and quick response have frequently been cited as an effective tool for retailers to combat ‘strategic’ customer behavior (Ghemawat & Nueno, 2003).

For management of Fast Fashion, it is important that light is shone on the attributes that play an important role in the buying process so that they know what they are doing right and for the sustainable clothing brands it is important that a good strategy is devised based on the successful strategy of Fast Fashion brands and the preferences of the target group to reach them as well as possible.

### *1.3.2 Academic relevance*

As Wang described in her work that recently in existing works, the research about the connection between consumer behaviour and fashion is not plenteous. However, little research has been contributed to this field, for example the book Consumer behaviour in fashion by Michael R. Solomon and Nancy J. Rabolt in 2004 Solomon & Rabolt (2009) has provided a comprehensive analysis of today’s fashion consumer. But for Fast Fashion, which should be separately treated from ordinary fashion, show seldom study in consumer behaviour involves or pay attention to this newly and massively growing market (Wang, 2010). It clearly shows that there is not enough research on Fast Fashion and certainly not on the combination of Fast Fashion and the successful strategy behind it. Which is a shame because this successful strategy can be implemented in other industries.

### 1.3.3 Social relevance

Fast Fashion scores huge points with the public in many areas, but there are also drawbacks to the production of Fast Fashion, namely, the negative externalities associated with it. Something that Abrahamson & Magnuson state in their research is that the contemporary fashion business model of Fast Fashion, despite being very successful, has been widely criticized for embracing obsolescence, encouraging over-consumption and its unsustainable and unethical business practices (Abrahamson, 2011; Magnuson *et al.*, 2017).

Sustainability is therefore becoming an increasingly important factor in the decision-making process of buyers. However, it is observed that sustainability does not play a predominant role in the decision-making process of consumers when buying Fast Fashion, as Fast Fashion and sustainability rarely get along.

## 1.4 Research Structure

This research looks at the attributes that Erasmus University students find important while buying Fast Fashion and why these attributes are so important to them. The data needed to answer the sub-questions will be collected through interviews and a survey will be sent out to the target group and therefore this research will consist of qualitative research and quantitative research.

As Cresswell defines in his research that “quantitative research is one in which the researcher primarily uses post positivist claims for developing knowledge for example, cause and effect thinking, reduction to specific variables and hypotheses and questions, use of measurements and observations, and the test of the theories. Strategies usually used in this research design are experiments and surveys, and predetermined instruments in data collection that produce statistical data” (Cresswell, 2003).

Qualitative research is needed to establish the correct hypotheses as Bellenger, Bernhardt and Goldstucker (2011) state in their research is that the key argument supporting the use of qualitative research is that the research process and the decision-making process retain major subjective elements and that the initial steps in the research process as formulating the hypotheses and defining the variables, are essentially subjective in nature (Bellenger, Bernhardt and Goldstucker, 2011) Also they state that quantitative precision is meaningless if the wrong hypotheses is tested. Combining the two methods will complement each other and therefore provide a reliable research outcome.

### **1.5 Research Limitations**

By conducting this research a few limitations can be met. The image of Fast Fashion has become criticized by a lot of people. Together with ethical considerations such as the form of low wages, labor exploitation in, hiring child laborers, and excessive working hours in developing countries such as India, China, and other Southeast Asian countries (Ro, 2010), it is ethically no longer approved to buy Fast Fashion. There is a possibility that a person will not want to participate to this research because of the ethical sensitivity involved in the subject. People who will answer critical questions about their buying behavior can feel victimized by the subject. Talking openly about this subject is something they mind find to confronting. Even though this does not apply for interviews, talking about sensitive topics may still cause a degree of discomfort for participants (Elmir, Schmied, Jackson, & Wilkes, 2011).

### **1.6 Research Content**

This study consists of five chapters, and each chapter covers a different portion of the research. Chapter 1 contains an introduction to this study and goes into the background and the reason for choosing this particular subject. It also discusses the relevance of the study on managerial, academic and social parts. Chapter 1 also includes the direction in which the research will take. Chapter 2 talks about the preliminary theoretical information that will be essential as a foundation and framework of this research. This chapter is divided by the different sub questions and the material for this chapter comes from relevant past research and findings, and then several hypotheses will be formulated based on the theories. Chapter 3 will cover the methodology of this research in detail. The steps of conducting the research as well as the design and collection methods will be in this chapter. In Chapter 4, the analysis and results of the data collected from the survey will be presented. Answers of hypotheses will be here. The final chapter is chapter 5, where the findings are concluded, and the insights are discussed. The implementation of the study results in real society and the limitation of the results will also be presented in chapter 5.

## **Chapter 2. literature Study**

Based on the research question presented in chapter one a thorough literature study will be conducted to further develop the topic on what attributes the students at the Erasmus University consider important while buying Fast Fashion and what makes Sustainable Fashion less attractive to buy for them. The aim is to find out what students from the Erasmus University consider important while buying Fast Fashion as it is so popular. This literature study also gives

insight in what the Fast Fashion and Sustainable Fashion markets in the Netherlands look like. It presents how conscious Dutch fashion customers buy their clothes, what is considered important during their buying process and what characteristics trigger them to make the purchase. The study also presents why buying a stagnating growth has been concluded on the sales of Sustainable Fashion items and the possible reasons for this staggering.

## **2.1 What does the market for Fast Fashion look like in the Netherlands?**

Fast fashion is the combined name of all cheap clothes that are copied from today's trends as seen on the runways which are produced against meagre costs (Joy, Sherry Jr, Venkatesh, Wang, & Chan, 2012). This particularly appeals to the young consumers because of its affordability. Fashion is no longer so much exclusive and is nowadays copied within a short amount of time. Fashion-conscious consumers who pay a big amount of money for items of exclusive designs and styles inspired from runways are put to the test of still spending the same amount on a fashion item. "Retailers as Zara, H&M, Mango, New Look, and Top Shop were adopting such designs rapidly to attract consumers and introduce interpretations of the runway designs to the stores in a minimum of three to five weeks" (Barnes and Lea-Greenwood, 2006). Fast fashion is a culture which is characterized by a high degree of clothing consumption, has a faster turnover rate, faster consumption and faster discarding, or 'disposable clothing' and is generally very popular also because of its low prices and broad assortment. The 'system', clothing industries and business models facilitate and reinforce this behavior and culture. This creates an ever-increasing pressure on the cost price, the quality and the chain.

"Fast fashion helps satiate deeply held desires among young consumers in the industrialized world for luxury fashion, even as it embodies unsustainability" (Joy et al., 2012). The rapidness and prices with which the Fast Fashion chains introduce and offer their collections encourages young buyers to keep buying. They act as a driving factor for buying and do not pay attention to the consciousness to the consumers buying behavior. As Joy et al (2012) state that the speed was described as part of the Fast Fashion industry mode, that updated looks, greater variety, and limited editions, along with the speed of their availability, make the Fast Fashion industry very attractive to many consumers and initially a younger crowd, but in recent times attracting older segments as well (Joy et al, 2012). As Bruce and Daly (2006) and Ghemawat and Nueno (2006) give attention to the fact that customers of Fast Fashion expect fresh and fashionable offerings which are often produced weekly and which eventuates in a high frequency of fashion turnover and producing a "buy now because you won't see this later" scarcity mentality. This

mentality plays on the emotional purchase need of consumers and triggers them to buy products quickly (Bruce & Daly, 2006; Ghemawat and Nueno, 2006).

### 2.1.1 Fast Fashion on the Dutch market

Starting in the new century, the rise of the internet and further digitalization took off. This caused many business models were transformed into digitally driven business models based on data. As Janssen et al. (2020) state in their research this includes the business model of Zara, which very accurately predicted short cyclical trends and how they would develop. Because of the relatively short lead time of the chain, it was possible to respond quickly. Many other fashion companies copied this business model, and this has become known as Fast Fashion. The rise of the Internet has ensured that many fashion companies and platforms opened an online store. For example, the Wehkamp was one of the first major Dutch online platforms that switched from a paper catalog to an online catalog.

Sull and Turconi confirm this with their research and state that “in recent decades, retailers including Benetton, H&M, Topshop and Zara have revolutionized the fashion industry by following a strategy known as Fast Fashion, democratizing couture and bringing trendy, affordable items to the masses” (The Author, 2008). Basically, these shops introduced Fast Fashion into the fashion market. Besides Topshop these names are also located on the Dutch fashion markets, and they are very successful in selling to Dutch customers. Fast Fashion brands in the Netherlands are divided into two different types, you have the real "budget chains" that offer their clothes at very low prices but have also made this their trademark. And you have the "luxury brand chains" that offer their clothing at a higher price but continue for Fast Fashion and have implemented a Fast Fashion business model in their operations. On the Dutch market there are examples of the budget chains and Luxury Brand Chains, which are presented in table below (Eline Rey, 2020).

<b>Budget Chains</b>			
• H&M	• Forever 21	• New Yorker	• New Yorker
• Zara	• Pull & Bear	• Primark	• Urban Outfitters
• Uniqlo	• Decathlon	• Topshop	• Mango
• Berhka	• New Look	• Missguided	• Vero Moda
<b>Luxury Brand Chains</b>			
• Calvin Klein	• Tom Ford	• Massimo Dutti	• Valentino
• Tommy Hilfiger	• Burberry	• Victoria's Secret	• Celine
• Ralph Lauren	• Valentino	• Furla	• Louis Vuitton

Figure 2: Budget chains and Luxury Brand chains

These are however the most familiar brands on the Dutch market (Eline Rey, 2020). this study will look at the size of the Fast Fashion industry in a limited way. Thus, only budget chains will be considered as Fast Fashion during this research.

From the existing literature it can be concluded that Fast fashion is the combined name of all cheap clothes that are copied from today's trends as seen on the runways which are produced against meagre costs and that the market for Fast Fashion in the Netherlands is characterized by Fast Fashion chains as Zara, H&M, Bershka, Pull & Bear, Vero Moda, Primark, etc. Fast Fashion is particularly appealing to the young consumers because of its affordability. Sull and Turconi state with their research that "in recent decades, retailers including Benetton, H&M, Topshop and Zara have revolutionized the fashion industry by following a strategy known as Fast Fashion, democratizing couture and bringing trendy, affordable items to the masses".

## **2.2 How do Dutch consumers behave regarding buying Sustainable Fashion?**

When referring to sustainability, it can have several meanings. According to the Development Assistance Committee (DAC) of the Organization for Economic Co-operation and Development (OECD), sustainable development means "integrating the economic, social and environmental objectives of society, in order to maximize human well-being in the present without compromising the ability of future generations to meet their needs" (OECD, 2001). This is definition however is one of many. There are a lot of opinions on what sustainability should look like and what the requirements should be for Sustainable Fashion. As an example of what sustainability does not look like and the negative side effects Fast Fashion contributes while producing Chavero (2017) identifies various forms of pollution in his research. "Pollution in the form of waste, as garments and industrial waste end up into rivers and landfills; chemical and toxic substances created by machinery, which is used to produce and dye garments; CO2 emissions created during production and the many journeys from country to country. Finally, the exploitation of natural resources, particularly the large amounts of water needed to produce and process the items". This explains why more value is being placed on sustainability in this industry (Chavero, 2017). According to Fletcher (2015), when u use materials that last longer it contributes to sustainability. Resulting in the outcome of the fact that, product cycles are extended, and items are used longer. In this way, consumption is delayed, resources saved, and pollution and waste reduced (Fletcher, 2015).

To define sustainability more on business level, the report of Chavero (2017) identified the growing need for economic growth that was environmentally and socially sustainable. To substantiate this, Elkington (1998b) developed the Triple Bottom Line (TBL) framework. This

framework explains the aim to have companies focus on the three types of value they can create or destroy: People, planet, and profit. “These ‘3 Ps’ represent the three pillars of sustainability: financial, environmental, and social” (Elkington, 1998a; Murray et al., 2017). “Economic sustainability is the best-known and developed pillar as it has to do with the economic prosperity and growth of a company – and therefore its existence” (Purvis et al., 2019). The second pillar of the framework is environmental sustainability, this is the pillar many people associate with the term sustainability. It revolves around the protection and preservation of the natural environment by focusing on a company’s waste, pollution and climate change risks (Alsayegh et al., 2020; Purvis et al., 2019). As up until this day social sustainability is, due to it being neglected for years, compared to the other two still vague (Eizenberg & Jabareen, 2017; Ghahramanpouri et al., 2015; Vifell & Soneryd, 2012). Regarding the definition of social sustainability there is an ongoing debate in the literature. Toussaint et al. (2021) and Sarkis et al. (2010) argue that social sustainability is the management of social resources like skills, abilities and values. In their research Hemmingway and Husten & Allen argue that social sustainability focusses on integrating ethical principles in business practices (Hemmingway, 2005; Husted & Allen, 2000). Missimer et al. (2017a, 2017b) provides with their research the most theory-based definition. In their research they argue that under social sustainability “people are not subject to structural obstacles to health, influence, competence, impartiality, and meaning making” (Missimer et al., 2017b, p.47). While conducting this study, the definition of sustainability presented above is assumed. Sustainability is defined by the value created not only for people and nature but also for the company. Sustainable Fashion should create (more) value for people, planet and profit. So, this research states that Sustainable Fashion is an all-encompassing term that describes products, processes, activities and actors that strive for a carbon neutral fashion industry, based on equality, social justice, animal welfare and ecological integrity.

### *2.2.1 Sustainable Fashion brands located on the Dutch market*

Sustainable Fashion brands which produce and sell their products in a sustainable way considering the three value creations; people, planet and profit as mentioned above are the brands which will be relevant for this research. As Derckx (2022) states in his research “Sustainable clothing is clothing that is made with conservation and consideration for the planet, animals and people. Animal friendliness, fair human rights, the use of materials that have less impact and good working conditions are important terms in this regard” (Derckx,

2022). A list of the most significant Sustainable Fashion brands which can be found on the Dutch consumer market is presented below.

Sustainable Fashion brands		
<ul style="list-style-type: none"> <li>• Filippa K</li> <li>• Veja</li> <li>• Adidas</li> </ul>	<ul style="list-style-type: none"> <li>• MUD Jeans</li> <li>• Patagonia</li> <li>• Alchemist</li> </ul>	<ul style="list-style-type: none"> <li>• Levi's</li> <li>• Kings of Indigo</li> <li>• Nudie Jeans</li> </ul>

Figure 3: Sustainable Fashion Brands

The amount of Sustainable Fashion brands which have been located on the Dutch consumer market had increased significantly. On a positive note, the amount of people searching for sustainable clothing has grown tremendously. The clothing search engine Lyst saw with their visitors that there is a 66% growth on sustainable clothing search terms since 2018, and the growth was already up 47% in 2018 compared to the year before Veenhoven (2019). It has become clear that there is an increase in the number of ethical consumers. This shift in buying means that consumers demand a more transparent supply chain, or at least more transparency in the key processes from the company they buy to make sure that the products that they have bought are made under appropriate working circumstances and do not harm the environment. Or even demand that while buying a positive influence will be created Pookulangara & Shephard (2013) and Joy & Peña (2017). Even though the growing amount of ethical consumers the success these sustainable brands hope to realize stays out. It remains striking that people continue to buy massively and consciously from the Fast Fashion chains. This can be explained by the fact that most consumers don't see the environmental and social value of the clothing they wear because it is not made visible in the price and customers don't get to see the transparency of the supply chain (Kim & Park, 2016).

When referring to sustainability, it can have several meanings. While conducting this study, the definition of sustainability presented above is assumed. Sustainability is defined by the value created not only for people and nature but also for the company. Dutch consumers behave regarding buying Sustainable Fashion with an opinion that Sustainable Fashion should create (more) value for people, planet and profit. So, this research states that Sustainable Fashion is an all-encompassing term that describes products, processes, activities and actors that strive for a carbon neutral fashion industry, based on equality, social justice, animal welfare and ecological integrity. Sustainable Fashion brands which produce and sell their products in a sustainable way considering the three value creations; people, planet and profit as mentioned above are the brands which will be relevant for this research. A few of the best-known



Sustainable Fashion brands on the Dutch market are Patagonia, Levi's, Veja, Alchemist, Filippa K, etc.

### **2.3 What does the buying process of Fast Fashion customers look like?**

Peterson (1997) states that clothing is one of the most common product categories purchased online. "Clothing is an experience good" (Peterson et al., 1997). "For such differentiated products as clothing consumers will often perceive great variations in quality and therefore perceive shopping online as more risky than offline purchasing" (Grewal et al., 2004). According to the previous information on clothing purchasing, it actually comes as a surprise that the from Statistics Denmark (2007) statistics show that clothing is one of the most common product categories purchased online (Statistics Denmark, 2007). In accordance with this consumer buying behaviour will be divided into two different types. Research in in-store purchasing behaviour and online purchasing behaviour will both be separately conducted because of the different key drivers the different strategies face.

#### *2.3.1 In store buying behaviour*

The physical store has lost its popularity in recent years and will become omnichannel, this term encompasses the provision of several channels where consumers can shop, the function of the store will change from a place where the transaction takes place to a place where attraction takes place, in the future the physical store will probably serve as a display (Stormezand, 2017). In addition, omnichannel retailing has come to play a more significant role today. Based on research from The Retail Design Lab which is a knowledge centre at the Faculty of Architecture and Art at Hasselt University, according to consumers, stores have to meet a number of conditions that influence their buying behaviour. For example, consumers find it very important that the store is neatly arranged, the window display and the clothing worn by salespeople are representative of the store content, there are enough fitting rooms, the in-store communication is of good quality and the store DNA is well communicated.

#### *2.3.2 Online buying behaviour*

Capterra (2019) performed research on the influence of customer reviews on the purchasing behaviour among 220 Dutch consumers. This showed that 71% of the consumers who buy online often to always read reviews about products before purchasing them. Characteristic for the Dutch consumers show that 83% appreciate that their fellow consumers give their opinion about a product or service. The participants in the survey also indicated what they consider to be the most important factors for an optimal shopping experience in the digital playing field. This revealed that a large proportion of consumers value good e-commerce and they like being

able to order items from their phone, offering various payment options, catchy social media advertising and one option that has been particularly popular recently is buying items in an app (social commerce). In addition, the shipping process is also a very important factor that consumers value highly. Consumers have a desired shipping process which includes home delivery, delivery within 24 hours/1-day, free shipping, day and time specific delivery or pick up at a delivery point. Remarkably, the study also shows that people are more consciously choosing for example sustainable shipping. The study showed that 67 percent choose delivery with a van compared to the more expensive option with a bicycle or electric vehicle. So cheaper shipping still wins from sustainable shipping. However, a third of the respondents choose green and that is an interesting trend, because relatively many consumers are now willing to pay more if there is an environmentally friendly delivery method in return (Van Leeuwen , 2019).

Other research held among 4000 respondents shows that 59% of Dutch consumers first research online and then go to a physical store. After that 60% buy the product in the physical store and 40% buy the product online. This also showed that social media serves as the biggest source of inspiration for purchasing behaviour, and in particular the platforms Pinterest, Facebook, Instagram and Snapchat (Van der Steen, 2017).

From literature it can be concluded that the buying process of Fast Fashion consumers looks like a combination of online and offline shopping. As Peterson (1997) states in his research clothing is one of the most common product categories purchased online. "Clothing is an experience good" is what Peterson et al. (1997) state in their research. As the physical store has lost its popularity in recent years and will become omnichannel. As Stormezand (2017) states in their research the function of the store will change from a place where the transaction takes place to a place where attraction takes place, in the future the physical store will probably serve as a display. Also research of Van der Steen (2017) shows that 59% of Dutch consumers first research online and then go the physical store and that social media serves as the biggest source of inspiration for purchasing behaviour.

*H1<sub>0</sub>: Female students prefer to buy Fast Fashion items online.*

*H1<sub>1</sub>: Female students do not prefer to buy Fast Fashion items online.*

## **2.4 Which facilitators motivate Dutch consumers in their buying behaviour towards Fast Fashion?**

Because the focus group of this research contains the students from the Erasmus University, it is important that the consumer buying behavior of the Dutch consumer is mapped. The focus will therefore mainly be on the group of "young people" and the factors that influence their

buying process. A distinction will be made between which influences there are on the buying process of Fast Fashion and on the other side to that the way people look at buying Sustainable Fashion. The New Luxury Fashion Monitor by Winkelstraat.nl and research bureau Qrius shows that Dutch youngsters prefer to spend their money on fashion. No less than 88% would rather buy a pair of new sneakers than spend money on a vacation, the gym or gadgets (Emerce, 2021).

Research in the Netherlands shows, almost 7 million women aged 15 years and older buy approximately 150 million pieces of clothing annually. This purchase process is very conscious for some women, for others it is more of a necessary evil. From research into the aspects that play a role in buying clothing, 'price' emerges as the most frequently mentioned aspect. In addition, women pay attention to issues such as fit, comfort and combination possibilities<sup>1</sup>.

In their research Joy et al. (2012) revealed that sustainability in the fashion industry is not a priority in the eyes of young buyers (between the ages of 20 and 35). It was also found that this group of young buyers does not make a connection between sustainability and fashion. This means that the young buyers do support the idea of sustainability in general, but do not consider it a requirement. In addition, the research shows that in Europe, eco-fashion (clothing made from organic cotton and under fair trade conditions) is seen as boring and dull (Joy et al., 2012). This research outcome is in line with various other research but also with the expectations of many people. The Grocery Manufacturers Association (GMA) and Deloitte also performed a researched to the role of sustainability considerations in consumers' buying decisions. From this research it became clear that sustainable buying behavior depends on where sustainability is positioned in relation to other important purchase drivers, such as quality, price and so on, which consumers consider in their buying decision.

From research into the aspects that play a role in buying clothing, 'price' emerges as the most frequently mentioned aspect. This is the most important facilitator that motivate Dutch consumers in their buying behaviour towards Fast Fashion. In addition, women pay attention to issues such as fit, comfort and combination possibilities. In their research Joy et al. (2012) revealed that sustainability in the fashion industry is not a priority in the eyes of young buyers (between the ages of 20 and 35). They also found that this group of young buyers does not make a connection between sustainability and fashion which means that the young buyers do support the idea of sustainability in general, but do not consider it a requirement. Based on the findings

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<sup>1</sup> <https://www.duurzaam-ondernemen.nl/weinig-vrouwen-letten-op-verantwoorde-productie-bij-kopen-van-kleding/>

of this literature study, it is expected that this study will also show that sustainability plays a minimal role in respondents' purchasing behavior. Since the survey is distributed to students from the Erasmus University.

## **2.5 What are the characteristics consumers consider when buying fashion items?**

### *2.5.1 Price*

Price is an important factor while buying Fast Fashion. It is even known for it, and it is a factor that appeals mainly to young buyers. In fact, as Ilonen et al. (2011) state, it is one of the working forces behind Fast Fashion. Their research says, “Fast fashion was able to create an extremely powerful brand based on its business model of fashion and quality at the best possible price” (Ilonen et al., 2011). Even under offering clothes at a low price, Fast Fashion tries to focus on quality as the research suggests. Although the price of a garment is still an important factor for young people than the quality they get in return. Chang and Su show with their research that perceived quality is not an influential factor in young consumer’s purchase decision because “college students are more interested in fashionable styles and price than the quality” (Chang and Su, 2017).

It indicates that the way of offering under a low price by Fast Fashion is exactly the way young people value while buying clothes and most likely why it is so successful. As Chang and Su say, “The Fast Fashion business model brought fresh air into the global textile and apparel industries and the fact that most of the Fast Fashion companies outperform non-Fast Fashion firms highlights the success and attractiveness of this approach” (Chang and Su, 2017).

*H2<sub>0</sub>: For young people (age 16 to 25) price is the most important attribute during their buying decision while buying Fast Fashion clothes.*

*H2<sub>1</sub>: For young people (age 16 to 25) price is not the most important attribute during their buying decision while buying Fast Fashion clothes.*

### *2.5.2 Perceived availability*

In their research Joy et al. (2012) revealed that sustainability in the fashion industry is not a priority in the eyes of young buyers (between the ages of 20 and 35). It was also found that this group of young buyers does not make a connection between sustainability and fashion. This means that the young buyers do support the idea of sustainability in general, but do not consider it a requirement (Joy et al, 2012). Even though consumers have a positive attitude, the perceived availability of Sustainable Fashion items can act as a barrier in the purchasing process. As research of Motivaction (2019) shows that even though the amount of people looking for sustainable clothing is growing. The number who actually make a sustainable purchase is still

very small. One of the reasons is that the clothing industry keeps growing and in particular the Fast Fashion industry, which grew 21% in only three years. Fast fashion takes 66% of the entire market (next to mid-range, premium and luxury clothing) and clothing from chains such as H&M and Zara remains popular among young people for many of the basics in their wardrobe (94%). This makes it is very difficult for sustainable clothing to compete with that (Veenhoven, 2019; Emerce, 2021).

### *2.5.3 Trend*

Young people are very trend-sensitive, and there is still a perception that Sustainable Fashion does not respond to the latest trends (Scheele, 2016). On top of that comes the fact that young people often have limited financial resources, and Fast Fashion chains make it possible for them to wear the latest trends with little money. Remarkably, more than half of young people are more likely to be inspired by friends than online influencers and artists and actors. Among college students, this is even higher with a percentage of 69%. Instagram is seen as the most influential media source to buy clothes as the research results show that 59% of the young people confesses to be influenced by the platform (Emerce, 2021).

It is therefore not surprising that Fast fashion products are quickly and easily adopted by (college) students because first of all wearing trendy and socially visible plays an important role in socializing in this stage of their life and secondly because they have limited financial recourses. (Joung, 2014; Park and Sullivan, 2009).

As this literature study shows. Price is an important factor while buying Fast Fashion. It is even known for it, and it is a factor that appeals mainly to young buyers. In their research Joy et al. (2012) revealed that sustainability in the fashion industry is not a priority in the eyes of young buyers. This means that the young buyers do support the idea of sustainability in general, but do not consider it a requirement. Even though consumers have a positive attitude, the perceived availability of Sustainable Fashion items can act as a barrier in the purchasing process is what this study shows. Also it is found by Scheele (2016) that Young people are very trend-sensitive and therefore are more into the trend following Fast Fashion brands. From this literature study it can therefore be stated that stated that consumers consider price and trend the most while buying fashion.

*H3<sub>0</sub>: Trend is the main trigger for young people (age 16 to 25) to start their search to purchase clothes in general.*

*H3<sub>1</sub>: Trend is not the main trigger for young people (age 16 to 25) to start their search to purchase clothes in general.*

## **2.6 How conscious are Dutch consumers about the amount of money they spent on fashion?**

In the Netherlands, the number of people who decide not to buy a garment because of doubts about sustainability is 12% (Veenhoven, 2019). This shows that people do not fully trust the sustainable production of brands or that there is simply not enough communication about it by the sustainable brands. People value getting accurate and honest information and include this in their buying process. In their research Engel, Kollat and Blackwell (1968) they explain that why obtaining information by consumers is important during the buying process and substantiate this with a five-stage model that explains the decision-making process of consumers, which is still seen as the traditional model of consumer behaviour. The five stages of the model are:

- Need for recognition → Information search → Alternative evaluation → Purchase → And the outcome.

This model suggests that the search for information is one of the most important things when purchasing, so when the quantity of information is insufficient, the decision-making will be made a lot harder (Engel, Kollat and Blackwell, 1968). When Sustainable Fashion brands are not transparent about the level of sustainability in their production and sales chain, consumers will not have confidence in buying the clothes and the popularity of the brands will not increase. From research done by Veenhoven (2019) it is shown that the number of people who decide not to buy a garment because of doubts about sustainability is 12%. People value getting accurate and honest information and include this in their buying process.

As this study shows, Dutch consumers are conscious about the amount they spent on fashion, because they do find the search of information important before buying clothes and also they value accurate and honest information about clothes. When Sustainable Fashion brands are not transparent about the level of sustainability in their production and sales chain, consumers will not have confidence in buying the clothes.

*H4<sub>0</sub>: The willingness to buy Sustainable Fashion is present but is not big enough to win it over the lack of knowledge of Sustainable Fashion.*

*H4<sub>1</sub>: The willingness to buy Sustainable Fashion is present and knowledge about Sustainable Fashion is enough present.*

## **2.7 To what extent does the marketing strategy of Fast Fashion brands differ from Sustainable Fashion brands?**

Fast fashion brands and Sustainable Fashion brands both offer a completely different marketing strategy to their consumers. Where Fast Fashion brands often capitalize on current trends and low prices, Sustainable Fashion brands focus on making it known and clear why they are sustainable. In the case of Fast Fashion, the marketing campaigns are often received with great acclaim and the sale campaigns are fully utilized, while with Sustainable Fashion brands the opposite effect is achieved. From their research results Mcneil and Moore (2015) concluded that participants think that Sustainable Fashion marketing is mostly a gimmick as companies realize there are many neo-hippie liberals in society today. People who have pockets full of money and wanting to make the sustainable purchase only to look good and ethically responsible. Sustainable brands react on this by developing general standards of sustainability to make people feel justified in purchasing their products. They state that Sustainable Fashion marketing should not be done because triggering people to purchase items goes against sustainability in every way, “because purchase is an act of consumption and consumption is the antithesis of sustainability” (Mcneil and Moore, 2015).

Fast Fashion brands respond to current trends and use strategies that focus on speed. An example of a typical Fast Fashion approach is the one of Fast Fashion’s brand: Missguided. They practice ‘near-shoring’ which works like sourcing production of trend pieces close to the company in their production process to increase the speed. As Nitin Passi says, “A key part of our strategy is to be reactive”. “We keep a lot of our buying budget flexible to react to what’s on trend, what we’ve landed, what we’ve maximized and what’s working on social media.” (Maguire, 2019) This way they will be able to provide the trendiest items fastest. Fast Fashion brands are famous for their sale campaigns which are very successful. Young people are sensitive to bargains. A percentage of 69 of young people indicate that discounts and the so-called 'sale' have an influence on their buying behavior (Emerce, 2021).

Fast Fashion marketing and Sustainable Fashion marketing are set up differently and also have different result they conduct. As this literature study shows that the marketing of Fast Fashion brands differs significantly from the marketing of Sustainable Fashion brands because Fast Fashion brands often capitalize on current trends and low prices, while Sustainable Fashion brands focus on making it known and clear why they are sustainable. Fast Fashion marketing campaigns are often received with great acclaim and the sale campaigns are fully utilized, while with Sustainable Fashion brands the opposite effect is achieved.

*H5<sub>0</sub>: Fast Fashion marketing is adopted more quickly and has a more triggering effect than Sustainable Fashion marketing.*

*H5<sub>1</sub>: Fast Fashion marketing is adopted less quickly and does not have a more triggering effect than Sustainable Fashion marketing.*

## **2.8 Key findings**

The conclusion that can be drawn from this literature review, is that substantial research has been done to the success of Fast Fashion and in particular the factors that cause the success of it. When looking at these factors further research mostly has been focused on the advantages the production chain brings, and the successful business model Fast Fashion is. It also can be concluded that substantial research has been done to the Sustainable Fashion chain and the ethical aspects it brings to society. The rapidness and prices with which the Fast Fashion chains introduce and offer their collections encourages young buyers to keep buying. They act as a driving factor for buying and do not pay attention to the consciousness to the consumer's buying behavior is what Joy et al (2012) state in their research and describe as the success and the key driver of Fast Fashion. Sustainability, on the other hand is defined by the value created not only for people and nature but also for the company. Sustainable Fashion should create (more) value for people, planet and profit. And in their research Missimer et al (2017) state that under social sustainability "people are not subject to structural obstacles to health, influence, competence, impartiality, and meaning making" (Missimer et al. 2017b, p.47). From this literature overview it has become clear that 12% of Dutch consumers doubt if the Sustainable Fashion brands are actually adding value for people, planet and profit (Veenhoven, 2019). Consumer buying behaviour is analyzed separately and is therefore split into two possible ways of buying, namely: in-store purchase and online purchase. The physical store has lost its popularity in recent years and will become omnichannel, this term encompasses the provision of several channels where consumers can shop, the function of the store will change from a place where the transaction takes place to a place where attraction takes place, in the future the physical store will probably serve as a display (Stormezand, 2017). This phenomenon is remarkable because research by Van der Steen (2017) shows that 59% of Dutch consumers first research online and then go to a physical store. After that 60% buy the product in the physical store and 40% buy the product online. The buying process of Dutch consumers is not very different from what was expected. Literature study shows that price is an important factor while buying Fast Fashion. It is even known for it, and it is a factor that appeals mainly to young buyers. In fact, as Ilonen et al. (2011) state, it is one of the working forces behind Fast Fashion (Ilonen et al,



2011). Also, it shows that Sustainable Fashion suffers from perceived availability as Fast Fashion takes 66% of the entire market (next to mid-range, premium and luxury clothing) and clothing from chains such as H&M and Zara remains popular among young people for many of the basics in their wardrobe (94%), which makes it is very difficult for sustainable clothing to compete with that (Veenhoven, 2019; Emerce, 2021). It became clear that young people are very trend-sensitive (Scheele, 2016) and Fast Fashion marketing and Sustainable Fashion marketing have other goals with their strategy and therefore interpreted very differently by their target audience. It Shows that young people are sensitive to bargains. A percentage of 69 of young people indicate that discounts and the so-called 'sale' have an influence on their buying behavior (Emerce, 2021). This makes Fast Fashion marketing very successful while Sustainable Marketing is kind of misperceived as they state that Sustainable Fashion marketing should not be done because triggering people to purchase items goes against sustainability in every way, “because purchase is an act of consumption and consumption is the antithesis of sustainability” (Mcneil and Moore, 2015).

**2.9 Conceptual Model**

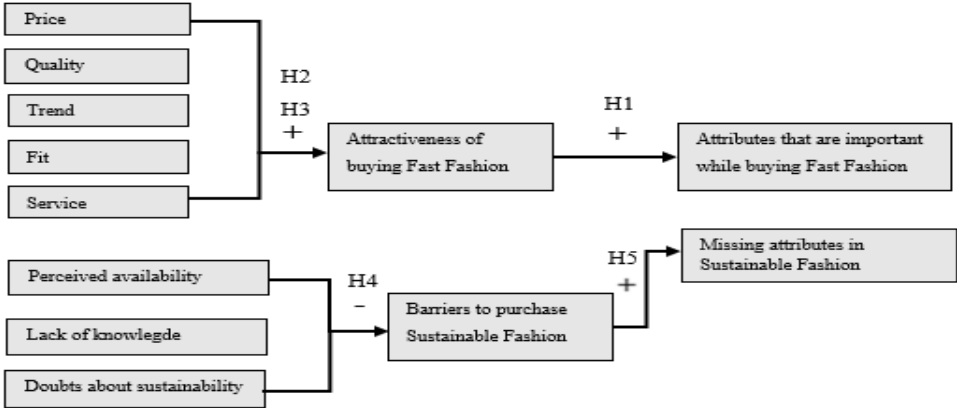


Figure 4: Conceptual model

The dependent variable in this paper is the attractiveness of Fast Fashion. The independent variables of this research will be price, quality, trend, fit and offered services. The independent variables will be dummy variables, which makes the conceptual model look like the one above. The results of the analysis will provide an overview in which attribute is valued the most by respondents while buying Fast Fashion items.

Next to the main topic of this research there will also be done research to what people’s barriers are for buying Sustainable Fashion so the statistical outcome of the first model can be compared to the results of the second topic and from there an advice for Sustainable Fashion brands can be made. The dependent variable is the barrier to buy Sustainable Fashion. The three external

factors: perceived availability, lack of knowledge and doubts about sustainability will be tested on agree or disagree to statistically present the opinions of the participants.

## **Chapter 3. Research Methodology**

### **3.1 Qualitative and Quantitative Research**

Choosing between performing qualitative and quantitative research is important when performing research. With qualitative research you try to find out which things matter, to give a better insight and understanding. On the other hand, quantitative research, tries to explain to what extent these things matter, and also it also comparison of groups or attributes (Malhorta & Birks, 2007).

When insufficient research has taken place one reason to choose for qualitative research is that there is the uncertainty of what the underlying patterns are of what is being researched. Before you start to collect your data, it is essential to know this first. An example of data collection methods in qualitative research is in-depth interviews. One of the advantages of conducting qualitative research through in-depth interviews, is that an interview can capture subtleties of meaning and interpretation that numbers do not convey (Gray, Williamson, Karp, & Dalphin, 2007).

Quantitative research uses numbers to describe what exists. Four types of quantitative research are used: descriptive; correlational to determine relationships; causal comparative to find causality without manipulation of data; and experimental to find causality with manipulation of variables (Malhorta & Birks, 2007). Conducting a survey is one of the conventional methods of quantitative research. A significant benefit of quantitative research is that the results, the collected data, can be translated into a computer where these results can be counted, stored, and manipulated (Gray, Williamson, Karp, & Dalphin, 2007).

In this thesis, the desk research has been performed in the literature study. The literature study helped explaining the concept of this study. After desk research, qualitative research by in-depth interviews has been performed to find out the underlying patterns and opinions on buying Fast Fashion and Sustainable Fashion. Quantitative research has been performed to find out which attributes students from the Erasmus University find important while buying Fast Fashion and which is afterwards translated into a statistical analysis.

## **3.2 Data Collection Method**

### *3.2.1 Qualitative research*

In order to find the underlying patterns and to get insight in the opinion of the focus group on this topic an in-depth interview has been taken from 10 students from the Erasmus University. The in-depth interviews have been conducted from both men and women between the age of 19 and 25 years. All the interviews are done through phone calls. Based on the results of the in-depth interviews and the literature study the survey has been drawn up and the questions will be tailored to the preferences already expressed during the in-depth interviews.

Qualitative research is useful for measuring behaviour, which will be done here. For this research, semi-structured in-depth interviews were conducted. Some examples of the semi structured set-up questions are:

“What is important to you while buying clothes?”

“What do you think of when I say Fast Fashion?”

“Do you ever buy Fast Fashion products? If so, why? If not, why not?” and “How much money do you spent on it?”

“What do you miss about Sustainable Fashion? Or what do you find detrimental about buying it?” and “Do you think this is a generational problem?”

All questions of the interview can be found in Appendix A. The interviews are not done in private. To introduce the sensitivity of the subject, a brief introduction took place prior to shooting in which the subject was presented and before starting the recording, permission was sought. The interviews are recorded, transcribed and placed in Appendix B. this can be seen as the raw data. Because this research has been done in the Netherlands, the language of the interviews is Dutch. The transcripts are translated to English.

### *3.2.2 Quantitative research*

Survey questionnaires can be conducted in four main methods: telephone surveys, personal surveys, mail surveys, and electronic surveys (Malhotra & Birks, 2007). Each form of survey questionnaire has its advantages and disadvantages. Since the main concern for this survey is to find the importance of different attributes on the buying decision of students from the Erasmus University when buying Fast Fashion, which can only be done with the use of numeric data and statistical analysis.

Therefore, the data collection method for this research was a web-based questionnaire. The survey was made using the Conjointly platform and distributed online using social media and by personal connections through WhatsApp groups and e-mail. Since the focus group of this

research is the Students from The Erasmus University the survey has only been sent to students. Friends who were asked to fill in the survey were asked to send it to other students of the Erasmus University to increase the spread emitting of the survey. The survey was built to be self-administrated as respondents participated in the survey without any intervention. For this research the online questionnaire data collection method was chosen because of its ease of data gathering and convenience. This study relied on the data of the focus group and it required a quick way to reach the right focus group and as many relevant data as possible. However, there are also some downsides of web-based questionnaire data gathering as there will be some information asymmetries since the respondents and the researcher are not communicating directly. This information asymmetry may result in lack of clarity, interest and understanding by both respondents and the researcher.

### **3.3 Survey Design**

The survey has been conducted in a design of a conjoint analysis. The survey has been sent out to students from the Erasmus University to find out what the buying process of the students from the Erasmus University for Fast Fashion looks like. While taking the survey they were asked if they buy Fast Fashion pieces since it is an important factor that they do. Next they were asked if they buy Fast Fashion because it is an important factor. After confirming that they buy Fast Fashion, the participants were presented with conjoint analysis cards, where they had to choose between two different Fast Fashion garments that they could possibly buy. A choice had to be made from both cards where a preference could be expressed for one of the cards or a choice could be made for neither option.

The cards showed different options for price, quality, fit, trend and service. Where for price they were to choose; expensive, normal, inexpensive. Price has been chosen as a feature instead of an amount because people had to imagine a clothing piece by their own, since everybody buys other clothing pieces at Fast Fashion stores. For quality the features, good, normal and enough for a few times had been presented in combinations on the cards. Fit has been presented in perfectly fit, good to go and not quite to your liking. To test how trend sensitive the respondents are, trend has been represented by trendy, basic and unique. And last the service which comes along with buying the product is also shown in the card and only existed in two possibilities, good service and bad service, where good service means: good retour and free shipping terms and bad service means the opposite, bad retour policy and no free shipping.

To gain insight in the willingness of people to buy Sustainable Fashion three questions were asked in what extent the given factors provide a barrier to buy Sustainable Fashion. These

questions were conducted with a 1 to 10 rating scale. Where the scale has 10 as a maximum as a denotation as a very high barrier for buying Sustainable Fashion and 1 as its minimum score for acting as a barrier for buying Sustainable Fashion.

Demographic questions of gender, age and educational level were included in the survey. The demographic questions were meant to identify the relationship of demographic indicators to Fast Fashion buying. The survey distribution started on 11 August 2022. The survey was available for people to take until 19 August 2022.

In order to obtain usable results, the survey results of at least 100 respondents will be analysed and processed in a regression in order to be able to accept or reject the hypotheses.

### **3.4 Analysis**

Since this study is quantitative, the results of the survey will be in the form of statistical analysis. The software used to conduct the survey will also be used for the statistical analysis. This means it will be used to determine whether woman prefer to buy Fast Fashion clothes online. It will give insight in if price is the most important attribute for young people (students aged between 16 and 25) during their buying decision while buying Fast Fashion and that trend is the main trigger to start their buying process. Through the in-depth interviews it became clear that the willingness to buy Sustainable Fashion is present only it became clear that a few barriers are causing people from buying it.

### **3.5 Researchers Bias**

During this research, certain researcher biases may occur. One of them may be a confirmation bias, which implies that researchers are able to interpret information in a way that favours their current beliefs (Nelson & McKenzie, 2009). Because the in-depth interviews as well as the survey have been conducted with straight to the point questions it will not be possible to form the answers to favourable answers. Therefore, it may be concluded that confirmation bias is probably highly unlikely in this thesis.

One other possible research bias is the way in which people will consider different interpretations of Fast Fashion and Sustainable Fashion. Therefore, one of the first questions asked during the in-depth interviews but also in the survey this is explained through an introduction prior to the questions; is what people think of when they hear Fast Fashion and Sustainable Fashion. This question helps to see what the general interpretation of participants is of this term. After this question, the definition of Fast Fashion and Sustainable Fashion used in this paper, is given and participants were asked if they understood this and to use this

definition when answering the following questions, so that all participants have the same interpretation when answering the questions.

The research has been designed with full attention to reducing the potential of arising bias. Measures were taken into account while writing the research, designing the survey, and analysing the result. Inputs from the guiding professor and previous works of literatures were very useful to reduce the bias in writing the research. Selection of participants and focused survey distribution to all people who fulfil the sampling criteria were some efforts in minimizing the bias. Data results were processed as it was without any interference, manipulation, or omission.

## **Chapter 4. Field Research Outcome**

### **4.1 In-depth interviews results**

This study looks at what attributes Erasmus University students consider important while buying Fast Fashion. By means of qualitative research in the form of in-depth interviews conducted with 10 students from the Erasmus University, it was mapped out which attributes are most important to them. Based on the attributes mentioned by them and the attributes found during the literature study, a survey in the form of a conjoint analysis has been drawn up. In order to substantiate what the features and levels from the conjoint analysis are based on, the most important results of the in-depth interviews are shown in Table 1.1 in appendix A. The full transcribed in-depth interviews can be found in appendix B.

Table 1 Demographics of respondents in-depth interviews

<b>Demographics of the respondents</b>	
Gender	50% male and 50% female
Age	Between 18 and 25 years old
Education level	University
Institution	Erasmus University Rotterdam
Nationality	Dutch
Regio	Rotterdam, Amsterdam, Utrecht

### **4.2 Survey Reliability**

It is essential to check the reliability and consistency of survey items in order to have reliable data without any bias. The survey was created by using the program Conjoint.ly. The survey has had 261 entries of which only 100 entries are included in the analysis. In the survey, people were screened out when they indicated that they were not students at the Erasmus University in Rotterdam and also when they indicated that they did not buy Fast Fashion items. Because only the results of students from the Erasmus University are usable, a check was asked if they are

studying and what their age is. The Goodness of Fit of the survey results is 63,7% which makes it a medium fit and therefore meaning that the survey items were reliable. The program output of the Goodness of Fit test can be found in Appendix C.

### **4.3 Survey Outcome Raw Data**

The survey was carried out using an online survey Conjoint.ly and distributed using social media and informal connections. The raw data output can be found in Appendix C Respondents data output. The raw data output therefore contains a few the IP-addresses. The survey was shared among informal social contacts. During meetings or study days at the university library, several students participated in the survey using the same phone or laptop. In addition, the survey was also sent to students (friends) who were on vacation together and therefore completed the survey on the same device. For this reason, some of the same IP addresses can be found in the raw data. Based on trust, it was assumed that all students actually participated in the survey.

All respondents were specifically asked if they are currently students at the Erasmus University in Rotterdam. The total response was 261, but 161 answers were disregarded due to incomplete or invalid answers or because people were screened out at question 1 for answering that they are not students from the Erasmus University, or they were screened out at question 7 for answering that they do not buy Fast Fashion items. Therefore, 100 response data will be used in the data analysis.

The respondents consisted of 58 females (58%) and 42 males (42%). The distribution was uneven, which was expected to be caused by several limitations in the conduct of the subject of the survey. The limitations will be discussed further in chapter 5. 86 of respondents were people aged 16 to 25, followed by people in the age range of 26 to 30 with the amount of 11 respondents and only 3 respondents where older than 30 years old.

Another aspect of the survey was their buying behaviour towards Fast Fashion. Respondents were asked how many times they buy Fast Fashion items. 15 of the respondents say they buy 1 time per week Fast Fashion pieces on average. 55 respondents buy 1 time per month on average and 30 respondents buy 1 time per 3 months on average Fast Fashion pieces. Output for the raw data of the survey outcome can be found in Appendix C.

### **4.4 Hypotheses Testing**

#### *4.4.1 Hypotheses 1*

H<sub>10</sub>: Female students prefer to buy Fast Fashion items online.

H<sub>11</sub>: Female students do not prefer to buy Fast Fashion items online.

To answer this hypothesis, the responses from both the in-depth interviews and the survey results were examined. The in-depth interviews clearly show that women prefer buying clothes online. This does not mean that they buy all clothing online but buying online is preferred. During the analysis a segment was added which consists of all the answers delivered by female students. This is called segment 2 and exist of 58 female students. In appendix C Figure 1.5 shows that women buy their Fast Fashion items online as much as they have no preference and buy both online and in store. From the 58 female respondents equally divided 24 and 24 respondents choose “online” and “both”. A binomial distribution can be used to calculate whether the responses are attributable to randomness or preference. From 58 female respondents with probability of 33% per alternative where 24 respondents answered "both", a p-value of 0.04648 or 4% follows. At a significance level of 5%, this implies significance because  $0.04648 < 0.05$ . Therefore additional evidence was found to support the alternative hypothesis.

#### *4.4.2 Hypotheses 2*

H2<sub>0</sub>: For young people (age 16 to 25) price is the most important attribute during their buying decision while buying Fast Fashion clothes.

H2<sub>1</sub>: For young people (age 16 to 25) price is not the most important attribute during their buying decision while buying Fast Fashion clothes.

86 of the respondents were between the ages of 16 and 25. For this group, a segment was created and analyzed which attribute they consider most important while buying Fast Fashion items. As can be seen in Appendix C Figure 1.6, price is not the most important attribute that Erasmus University students between the ages of 16 and 25 consider when buying a Fast Fashion item but fit is the most important attribute. Therefore additional evidence was found to support the alternative hypothesis.

#### *4.4.3 Hypotheses 3*

H3<sub>0</sub>: Trend is the main trigger for young people (age 16 to 25) to start their search to purchase clothes in general.

H3<sub>1</sub>: Trend is not the main trigger for young people (age 16 to 25) to start their search to purchase clothes in general.

The third hypothesis will be substantiated through both the results from qualitative research and the results from the survey. Trend is a recurring factor in a time period. In the in-depth interviews, a large part of the participants indicated that they are triggered by trends to buy Fast Fashion items. Figure 1.7 in Appendix C shows that 57% or 49 of the 86 respondents between the ages of 16 and 25 years old buy Fast Fashion items on average once a week or once a month.



A binomial distribution can be used to calculate whether the responses are attributable to randomness or preference. From 86 respondents with probability of 33% per alternative where 49 respondents answered "1 time per month on average", a p-value of 0.00 or 0% follows. At a significance level of 5%, this implies significance because  $0.0 < 0.05$ . Based on these results, it can be stated that trend is a driver to buy because there will be no immediate need behind the purchases of clothing in this time frame. Therefore no additional evidence was found to support the alternative hypothesis.

#### *4.4.4 Hypotheses 4*

H4<sub>0</sub>: The willingness to buy Sustainable Fashion is present but is not big enough to win it over the lack of knowledge of Sustainable Fashion.

H4<sub>1</sub>: The willingness to buy Sustainable Fashion is present and knowledge about Sustainable Fashion is enough present.

Through the in-depth interviews and the literature study, it became clear that the willingness to buy Sustainable Fashion is present among Erasmus University students. However, it has also become clear from the literature study and the in-depth interviews that the students have difficulty with the perceived availability and that they experience lack of knowledge towards the subject of Sustainable Fashion buying.

During the survey, the respondents were asked to give a mark to what extent the lack of knowledge towards Sustainable Fashion is a barrier to buying Sustainable Fashion. They were asked to give a grade to this barrier. In figure 1.8 of Appendix C the result of this rating can be found. As 6.2 on average is higher than a 5 on a scale of 0 to 10, therefore no additional evidence was found to support the alternative hypothesis.

#### *4.4.5 Hypotheses 5*

H5<sub>0</sub>: Fast Fashion marketing is adopted more quickly and has a more triggering effect than Sustainable Fashion marketing.

H5<sub>1</sub>: Fast Fashion marketing is adopted less quickly and does not have a more triggering effect than Sustainable Fashion marketing.

From the literature study performed during this research it became clear that Fast Fashion marketing is highly successful and also received positively by the public. For Sustainable Fashion this is clearly different and is not received so positively. From the literature study it became clear that people have doubts on whether Sustainable Fashion brands who say they are Sustainable are actually so much Sustainable. It became clear that these doubts of people are reinforced by the marketing they see from Sustainable Fashion brands. The Sustainable Fashion

brands are peddling the sustainability and that is a factor which is not well received by the public. During the survey the students were asked if these doubts about sustainability forms a barrier for them to buy Sustainable Fashion products. In figure 1.9 in Appendix C the rating of this factor is shown. Since the number is again above 5, we can state that: Fast Fashion marketing is adopted more quickly and has a more triggering effect than Sustainable Fashion marketing and therefore no additional evidence was found to support the alternative hypothesis.

#### 4.4 Summary of Key Findings

Hypotheses	Result
H1 <sub>0</sub> : Female students prefer to buy Fast Fashion items online.	Rejected
H2 <sub>0</sub> : For young people (age 16 to 25) price is the most important attribute during their buying decision while buying Fast Fashion clothes.	Rejected
H3 <sub>0</sub> : Trend is the main trigger for young people (age 16 to 25) to start their search to purchase clothes in general.	Accepted
H4 <sub>0</sub> : The willingness to buy Sustainable Fashion is present but is not big enough to win it over the lack of knowledge of Sustainable Fashion.	Accepted
H5 <sub>0</sub> : Fast Fashion marketing is adopted more quickly and has a more triggering effect than Sustainable Fashion marketing.	Accepted

## Chapter 5. Conclusions and Recommendations

### 5.1 Key Findings

#### 5.1.1 Key Findings Literature

Looking back at the literature overview of this study it shows that substantial research has been done to the success of Fast Fashion and in particular the factors that cause the success of it. When looking at these factors further research mostly has been focused on the advantages the production chain brings, and the successful business model Fast Fashion is. The rapidness and prices with which the Fast Fashion chains introduce and offer their collections encourages young buyers to keep buying. Sustainability, on the other hand is defined by the value created not only for people and nature but also for the company. Sustainable Fashion should create (more) value for people, planet and profit. From this literature overview it has become clear that 12% of Dutch consumers doubt if the Sustainable Fashion brands are adding value for people, planet and profit (Veenhoven, 2019). The physical store has lost its popularity in recent years and will become omnichannel. This phenomenon is remarkable because research by Van der Steen (2017) shows that 59% of Dutch consumers first research online and then go to a physical store. Literature study shows that price is an important factor while buying Fast Fashion. It is even known for it, and it is a factor that appeals mainly to young buyers. It became clear that young people are very trend-sensitive (Scheele, 2016) and Fast Fashion marketing

and Sustainable Fashion marketing have other goals with their strategy and therefore interpreted very differently by their target audience. It Shows that young people are sensitive to bargains. A percentage of 69 of young people indicate that discounts and the so-called 'sale' have an influence on their buying behavior (Emerce, 2021). This makes Fast Fashion marketing very successful while Sustainable Marketing is kind of misperceived as they state that Sustainable Fashion marketing should not be done because triggering people to purchase items goes against sustainability in every way, “because purchase is an act of consumption and consumption is the antithesis of sustainability” (Mcneil and Moore, 2015).

### *5.1.2 Key Findings Field Research*

Field research results has been analysed and from the analysis can be concluded that three of the five hypotheses are accepted. The results have shown that female students from the Erasmus University in Rotterdam do not necessarily prefer to shop Fast Fashion items online. Also, it has shown that for young buyers, aged between 16 and 25, price is not the most important attribute while buying Fast Fashion. Results have shown that trend is the main trigger for students to start their purchasing process for clothes. The willingness to buy Sustainable Fashion is present but is not big enough to win it over the lack knowledge the students have towards the subject Sustainable Fashion. And also, the results have shown that Fast Fashion marketing is adopted more quickly and has a more triggering effect than Sustainable Fashion marketing.

## **5.2 Conclusion**

The central research question is:

*What attributes play an important role when students from The Erasmus University want to buy Fast Fashion?*

This research question can be answered after conducting the survey and analyzing the results. As the research findings show is that students from the Erasmus University in Rotterdam buy Fast Fashion items frequently and consider a few attributes important while buying it. The field research analysis shows that the students find fit the most important attribute while buying fast fashion which is remarkable as the literature findings show that young buyers find trend and price the most important characteristics while buying fashion and say that these two factors are the main trigger to choose Fast Fashion. This research shows that price is the second most popular attribute students from the Erasmus University consider important while buying Fast Fashion and it can be concluded that trend is the main trigger for students from the Erasmus University to start the purchasing process.

Students from the Erasmus University are conscious Fast Fashion buyers as all the respondents confirmed they buy Fast Fashion items and know which brands are active on the Dutch market. The analysis gained insight in the consumer buying process and the preferences of the students from the Erasmus University and showed in which extent they buy Fast Fashion online, in-store or shop in both.

On the second hand it has become clear that the willingness to buy Sustainable Fashion is present and most of the participants have a positive attitude towards buying Sustainable Fashion and would recommend and stimulate buying it to their friends and family. However, survey analysis and the literature study show that there are currently three main barriers to buy Sustainable Fashion: perceived availability, lack of knowledge and doubts about sustainability. The conclusion which can be made from the results conducted during this research is that the attributes that play an important role when students want to buy Fast Fashion is that students from the Erasmus University consider price, fit and trend the most important attributes which makes Fast Fashion pieces attractive.

### **5.3 Recommendations**

#### *5.3.1 Recommendations to The Sustainable Fashion Industry*

Concluding from this research results recommendations can be provided to Sustainable Fashion stores in how to make a more successful strategy in selling their clothes and becoming more popular among the focus group. The Sustainable Fashion clothing stores have an important task to perform in making an affordable and sustainable clothing line accessible. They should be more aware of the different types of consumers and focus on their store design, web shops and marketing on that. Therefore a few recommendations can be made for them:

1. This can be done by providing more information in the store about the origin and use of clothing. Since this study found that a large portion of the population indicated that the lack of knowledge was a barrier, it is essential that Sustainable Fashion stores make an effort to be transparent in their level of sustainability. Not only in their store, but also in delivery methods, production process and the origin of materials. They should focus on mouth-to-mouth promotion since it has been indicated that this has more impact on the population and takes away the doubts.
2. Following up on the previous point, they should provide honest and accurate content that shows the better conditions and also comparing with the conditions at Fast Fashion chains. They must demonstrate why they are better and what they do better. They should do this through video or photo content or publish a blog where it can be read and seen.

3. Following up the first and second point. It is very important that they sell the story about their Sustainability. Why? How? For how long? What did they reach? They should tell their narrative and make their brand a lifestyle by informing people on what they want to reach, so they can reach it together if they join.
4. Promoting specific clothing lines, brands or labels within their chain. They can make use of social media. As this study shows that Instagram and TikTok as platforms have quite an impact on the buying behaviour of young adults, Sustainable Fashion brands should make use of these platforms. They should use influencer deals to promote the clothing because this strikes young buyers and creates brand awareness.
5. They should trigger the specific group by offering them specific deals. Not only discounts, but perhaps give them a deal to come back and provide them with longer warranty on the products to prove that they meet the set price and quality and they are worth it.
6. Last but not least they should broaden their collections and supply by increasing the range of affordable alternatives and offering less unsustainable clothing next to their sustainable lines.

If the supply of sustainable clothing relative to non-sustainable clothing increases, the demand for it will automatically increase. And that is what clothing stores, online shops and clothing brands can do together. The consumer, if better informed, will then automatically follow.

To reach the focus group specific recommendations can be made. Since Sustainable fashion is more expensive which is caused of the difference in production and is not a flexible factor which they can change it is recommended to Sustainable Fashion stores to trigger the group of young buyers, students from the Erasmus University, directly with specific campaigns. This group must be persuaded to buy Sustainable Fashion and perhaps the Sustainable Fashion can organise transparency sessions to explain to them why they are Sustainable and why specifically their group should buy their clothes.

1. They should focus on spreading this positive word to mouth advertising through this group, as literature study shows that most of the young Fast Fashion buyers are influenced by their own friends.
2. Also, they can try to launch student discounts because a big group of the students from the Erasmus University do not have enough money to spend it on expensive clothes when they need more than one or two items.

### *5.3.2 Recommendations to Future Researchers*

For future research, it can be suggested to use a broader sample amount and not to limit the group of respondents to the students from the Erasmus University because the results can become rather monotonous, and a broader group can lead to better results. Better sampling and distribution will help to refine the results of the study. Selecting appropriate and balanced samples should incur better result in future research.

Future researchers should measure consumer behaviour with more metrics. This study only measures indirect consumer behaviour by examining the frequency of buying Fast Fashion and the preference of buying online or in-store or both. Other metrics can be introduced, such as consumer preference and consumer purchase decision. The issue of sustainability becomes more of a concern every year. It is predicted that more research regarding the topic of this will be conducted in the future.

### **5.4 Research Limitations**

The first limitation of this research is the sample size. This study used 100 respondents to base the results on, however, this is not enough for a representative sample of the Dutch population. Also, the male/female ratio was not representative for the Dutch population as there were more female students involved in filling in the survey than male students. Therefore, when repeating this study, it would be better to use a bigger sample size and make sure the gender ratio is also representative. The survey used English, which may cause information asymmetry as it is not the primary language of most of the students from the Erasmus University and especially not the students who were approached for participating in this study. The view of people who do not understand or have some issues participating in a survey in English might be excluded from this survey. The survey was distributed informally, using personal connections and social media, which may account for uneven distribution of samples.

Not only the sample had limitations, but the results of this study too have some limitations. One thing is the sensitivity of this topic Fast Fashion can be considered “bad” and not buying Sustainable items can also be considered “bad”. What is mentioned earlier, is that this may cause incorrect results. Lots of consumers do not like to openly talk about or some are even ashamed to talk about these topics and possibly will not reveal their true attitudes towards ethical issues. They might respond with answers which are not 100% fair. Another limitation is that this paper is made by only one person and therefore it is not possible to make sure that this way of coding would have been used by multiple researchers

### **5.5 Reflection own work**

Whenever I did research I never did a very broad qualitative research part. While conducting this research I learned how to conduct interviews, something which I have never done before. Also it taught me to work with a big amount of data and to conduct and analyze a conjoint analysis. Connecting all the different types of research from, literature study to qualitative and quantitative research has been a very useful for conducting future research done by me. The knowledge I gained by doing this research will stay with me in the future and during my as a Master student.

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## Appendix A – In-depth interview format

### Interview Format

This document has been prepared to provide a guideline for the questions that may be asked during the in-depth interviews. The language of the interviews will be Dutch, as this will only be conducted with Dutch students at Erasmus University. It consists of several mandatory questions that an in-depth interview should meet and in addition it contains the questions that will have to guide the content of the interview in the desired direction.

### Questions:

1. Today's date: .....
2. What is your name?
3. What is your date of birth?
4. Male/female/other?
5. What do you do in daily life?
6. Are you studying at Erasmus University?
7. What study are you following?
8. What year are you in?
9. Do you also work in addition to your studies?
10. Do you work full time/part time?
11. Do you earn below modal, modal, or above modal income?
12. What is important to you while buying clothes? Consider:
  - I. Appearance
  - II. Quality
  - III. Price
  - IV. Comfortable
  - V. Fabric
13. What do you think of when I say Fast Fashion?

Definition: Fast fashion is the phenomenon in which consumers consume fashion. There is a culture that is characterized by a high degree of clothing consumption, faster turnover, faster consumption and faster disposal, or 'disposable clothing'.

Brands: Pull and Bear, H&M, Forever21, Bershka, ZARA, Primark, C&A, Mango, Stradivarius

  - I. Which stores?
  - II. What price?
  - III. What kind of quality?
  - IV. How often do you buy this?
  - V. Do you see Fast Fashion in this way as well?
14. What do you think of when talking about Sustainable Fashion?

Definition: Sustainable fashion is an all-encompassing term that describes products, processes, activities and actors that strive for a carbon neutral fashion industry, based on equality, social justice, animal welfare and ecological integrity.

Brands: Adidas, Levi's, Patagonia, TOMS, (ZARA), Kings of Indigo, Nudie Jeans, Veja, Filippa K, Alchemist,

- I. What Shops?
  - II. What price?
  - III. What kind of quality?
15. Do you ever buy Fast Fashion products?
- I. Why do/don't you?
  - II. How often?
  - III. How much money do you spend on this?
  - IV. Do you buy this online or in a store?
16. Do you ever buy Sustainable Fashion?
- I. Why do/don't you?
  - II. How often?
  - III. How much money do you spend on this?
  - IV. Do you buy this online or in a store?
17. What do you find attractive about buying Fast Fashion?
- I. Price?
  - II. Return policy?
  - III. Store? Fixture? Distance? Online store?
  - IV. Marketing?
  - V. Social media?
18. What does Fast Fashion have that Sustainable Fashion does not have?
19. Are you aware of how much money you spend on clothes?
20. How much money do you spend on clothes on average per month?
21. What does that depend on?
22. Are you sensitive to trends?
23. Do you like to wear new clothes often yourself?
24. Are you influential in buying new clothes?
25. What do you miss about Sustainable Fashion? Or what do you find detrimental about buying it?
26. Would you find Sustainable Fashion buying behavior positive? Would you encourage it?
27. What do Sustainable Fashion brands need to do to convince you to buy?
28. Do you think this is a generational problem?
29. Do you hear from your fellow students that they are buying Fast Fashion more?

I. If so, what is the reason for this?

Table 1.1: Most common answers in-depth interviews

Question asked	Most common answers
What is important to you while buying clothes?	How it fits; if I like it; if it is worth the price; the quality of the clothes; what it looks like
What do you think of when I say Fast Fashion?	Low prices; inferior quality; trendy; children who have been working on it; low salary
Which stores do you link to Fast Fashion?	H&M, ZARA, Primark, Pull&Bear
How often do you buy Fast Fashion?	Once a month; once in the three months; on average, every week
Do you buy Fast Fashion online or in store?	Online; In-store; First online orientating and then in store buying
What do you find attractive about buying Fast Fashion?	Low price; trendy items; broad collection; moving along with the trend; return policy
What do you think of when talking about Sustainable Fashion?	Fair production; less emissions; more expensive; better quality; not always better quality
How often do you buy Sustainable Fashion?	Not that much; actually never; I have bought it a few times
What does Fast Fashion have that Sustainable Fashion does not have?	Low prices; trendy items
Are you sensitive to trends?	Yes; No
Are you aware of how much money you spend on clothes?	Yes, I am aware of much money I spend on clothes
Do you like to wear new clothes often yourself?	Yes, I like to buy new clothes because I like fashion; no most of the time I buy clothes because I need new clothes
What do you miss about Sustainable Fashion? Or what do you find detrimental about buying it?	I miss low prices; brand-awareness is not that big; the offer is not big enough; offer is not broad enough; collection is not trendy or nice; transparency about how sustainable they are
Would you find Sustainable Fashion buying behavior positive? Would you encourage it?	Yes definitely, yes but only if they are truly sustainable and are transparent about it
What do Sustainable Fashion brands need to do to convince you to buy?	Become more known; more social media attention; offer more items; become trendier; show that they actually do better; provide good service and work on mouth-to-mouth advertising; give student discounts
Do you think this is a generational problem?	Yes, I think it is a generational problem
Do you hear from your fellow students that they are buying fast Fashion more? And what is the reason for this?	Yes, most of them suffer the same problem which is limited financial resources to buy expensive clothes; Yes, mostly because of the price but also because people in this generation are very fashion conscious and trend sensitive

## **Appendix B – In-depth interviews transcribed**

### **Interview 1 – (Ying Ying Chen)**

Interviewer: First I will ask you if it's ok that this interview will be recorded, and I will ask you some general questions? So, what is your name?

Participant: Ying Ying Chen

Interviewer: Then I will make sure the date of this interview, which is 23 June 2022. Then next, what is your birthdate?

Participant: 13 March 1996

Interviewer: Where were you born?

Participant: In Utrecht.

Interviewer: What is your gender?

Participant: Woman.

Interviewer: What do you do in your daily life?

Participant: Mostly work, sports with friends. Or do you mean if I am also a student?

Interviewer: Yes, you are also a student at the Erasmus University?

Participant: Yes.

Interviewer: And what do you study at the Erasmus University?

Participant: A Fiscal Economics course, a Master Indirect Taxation.

Interviewer: And besides your studies you work, do you work full time or part time?

Participant: Full time, in the sense of being an entrepreneur, so I am flexible in planning my own days and times. It depends per week.

Interviewer: Do you earn below average, above average or above average income?

Participant: Above modal.

Interviewer: Now we're going to continue with the questions that are more focused on the topic of my thesis, which is Fast Fashion. What is important to you while buying Fast Fashion?

Participant: Basically, actually the quality ratio I think is very important. So, I don't mind paying a little more for clothes as long as the quality is better.

Interviewer: So, when you go to the store you go there with the thought of price-quality ratio is important and you are not influenced by appearance or whether it is comfortable or the fabric?

Participant: Yes, it does, it depends on what exactly you are looking for. I think also a little bit of trend. Whether it's comfortable.

Interviewer: But the most important thing we can say is: price-quality ratio?

Participant: Yes.

Interviewer: And if you buy a cheap product, do you mind that it is of inferior quality?

Participant: Yes, then I know for myself that I can handle less and that it is of poorer quality. I would not want to pay much for that. That's why I think it's fine to just buy a top of which I know: this is nice for a party, but the quality is not top notch.

Interviewer: That you accept that you will just wear one.

Participant: Yes, for example.

Interviewer: And what do you think of when I say Fast Fashion? What is the first thing that comes to mind?

Participant: Clothing with a short lifespan. Child labor, at least in low-wage countries. Trends.

Interviewer: And which stores do you think of, for example?

Participant: H&M, ZARA, Bershka, Stradivarius, mainly the larger chains.

Interviewer: Do you also associate that with the price-quality ratio?

Participant: Yes, maybe.

Interviewer: What kind of price-quality ratio do you think of when you think of Fast Fashion?

Participant: Mainly very cheap clothing, of which you know that after a few times wear it is no longer beautiful. But that's fine, because then you can quickly buy something else. Or things you know will soon go out of fashion, but you know you will pay less for them and next season I will wear something else anyway. It's just clothes with a short lifespan actually.

Interviewer: And the quality is automatically lower as well?

Participant: Well, no, not necessarily, but that's the association I have with it.

Interviewer: How often do you buy fast fashion?

Participant: On average, I think I order something every week. I also send a lot of them back, but I do order something every week.

Interviewer: And how do you buy this? Online or in the store?

Participant: Online.

Interviewer: That's easy to order? And how much money do you spend on that?

Participant: Hard to say, but per month: € 100, - to € 200, -. If I look at clothes, shoes and lingerie, I think I spend around this amount on fast fashion items.

Interviewer: What do you think of when I ask you about the other side of fashion, about Sustainable Fashion?

Participant: Secondhand clothes, clothes that are repaired, clothes with sustainable fabrics.

Interviewer: In my thesis I use the following definition for Sustainable Fashion: Sustainable fashion is an all-encompassing term that describes products, processes, activities and actors that strive for a carbon neutral fashion industry, based on equality, social justice, animal welfare and ecological integrity.

Participant: Fair wages I would add to that.

Interviewer: What brands do you think of when you think of Sustainable Fashion brands?

Participant: I really only think of nu-in as a Sustainable Fashion brand where you can buy sustainable clothing. Filippa K I think is also sustainable and The Frankie Shop. Veja is too. But you do have a lot



of brands these days that have a sustainable offshoot, because I know H&M has that too. I also know that when you order from NA-KD that they also have a heading with sustainable clothing. Only I don't know what they all mean by sustainable.

Interviewer: This is true, these brands are currently working a lot on sustainability and have also established a sustainably produced line that strives to make their products more "sustainable" in terms of production, sales and transportation. And when you think of Sustainable Fashion, what do you think of in terms of price and quality?

Participant: What I often see is that you really do pay a lot more for the clothing and the clothing itself often does not have to be better in terms of quality?

Interviewer: So, you think the quality of ZARA or Primark is the same as Levi's?

Participant: No, not Primark, it's just that I don't know many sustainable brands and the ones I do know are generally very expensive. I think it's because of the brand name that it's so much more expensive. But I do think that if you're talking about sustainable clothing, that the price is generally higher.

Interviewer: Yes, that's the case and that's what it's generally known for. This is also because it is more expensive to produce. But do you find it attractive to buy sustainable clothing, does it appeal to you? That you think to yourself, it is produced fairly; with accessible wages and carbon neutral? What do you find important that you think; it costs more, maybe the quality is not even better, but I want to buy sustainable clothing?

Participant: Yes, I think it's important that it's just a nice piece of clothing, because what I often see is a very basic piece of clothing and you pay 4 times the price that you can get at ZARA.

Interviewer: So, if I understand correctly, price is a very important factor?

Participant: Yes, it is.

Interviewer: And if you include it in your purchasing process, then you let the price count more than the fact that it was produced sustainably?

Participant: Yes.

Interviewer: Do you ever buy from one of these brands?

Participant: Yes, I did. At nu-in and The Frankie Shop.

Interviewer: And how often do you buy things there?

Participant: I only bought from both twice.

Interviewer: How much money do you spend there?

Participant: In total? I think over all those times something like € 500, -.

Interviewer: So, there is no regularity in your purchases of sustainable brands?

Participant: No, there is no regularity.

Interviewer: Do you buy that online or in the store?

Participant: Veja shoes in the store. At nu-in online and at The Frankie Shop also online.

Interviewer: And then looking at Fast Fashion again, so what do you find attractive when buying Fast Fashion? Thinking about the service that you get with it. Does that count in your decision?

Participant: What exactly do you mean by service? Do you mean return policy then?

Interviewer: Return policy, store layout, distance, whether you can reach him quickly, webshop.

Participant: Yes, I think an online shop is important and a return policy is important too. For example, that you get your money back and not a gift card.

Interviewer: Free return policy as well, or is that not important to you?

Participant: To be perfectly honest, yes. It's not that I really consciously look for it or select it, but I think that's more because with most stores I order from I already know that they have a free return policy. But it's not something I actively look for.

Interviewer: No, it's not that you actively select for it? But maybe when I hear it subconsciously, because you already know that some chains offer it, but if you were to order from a new chain, it's not that you start looking for it?

Participant: Well, I always look at the return costs, because if they are very high, then I automatically order more because I know I will have to send back a lot.

Interviewer: And what do you think of the distance to the store?

Participant: Yes, when I order something, I don't want to have to travel to the other side of the country to return it.

Interviewer: So, the distance to the store also counts, it is something that makes it attractive and that you take into account during your decision. And what do you think of the marketing of Fast Fashion? Do you feel like it grabs me? What do you like about it, what triggers you?

Participant: Can you give an example of a brand that has done a lot of marketing? From Fast Fashion?

Interviewer: ZARA

Participant: I think ZARA does a very smart job by having a new collection every week, I think you keep looking at the collection. An item of clothing that was no longer for sale this week, for example, you go and see if it has been replenished and then you find a new collection that makes you think: oh, go and look at that.

Interviewer: And social media?

Participant: Plays a very big role, I've been away from social media for a while and I always thought I'm not sensitive to advertising or influencers, but I noticed during the period that I had no social media I started buying a lot less, because I was much less concerned with it.

Interviewer: Do you think what we just discussed about Fast Fashion, the factors and attributes that make you personally attracted to buy, are missing in Sustainable Fashion?

Participant: Yes, I do think more so indeed. I struggle to think of which brands are sustainable. And for example, a The Frankie Shop and now-in that is also nowhere. It is only online. And I think many sustainable brands are still too unknown.

Interviewer: They are not yet known enough in the market, actually they are too small players? But apart from that you think it's missing from Sustainable Fashion?

Participant: Yes, because I think that if there was a sustainable brand that had set up a really good marketing campaign, it would be much more memorable.

Interviewer: But Levi's, for example, has done this and is actually a very well-known sustainable fashion brand.

Participant: Yes, that's right, I realize that now. I hadn't made that link before.

Interviewer: But now that you know that, would you buy your pants at Levi's? Despite the fact that it is considerably more expensive here?

Participant: To be perfectly honest, no.

Interviewer: Is it because it is more expensive? Or do you have experience with the pants?

Participant: No yes, I think that's it, I'm not familiar with the brand so it's less likely to go and look there.

Interviewer: So actually, you feel a certain connection with the Fast Fashion brands.

Participant: Yes, exactly.

Interviewer: So, do you consider yourself a loyal customer? Because you are clearly someone who returns to those brands?

Participant: I am definitely a loyal customer of Fast Fashion.

Interviewer: Are you aware of how much you spend on clothes?

Participant: No to be very honest not.

Interviewer: Ok, so it's not like you think, I already spent € 200, let's not buy more?

Participant: No, that's mainly because of Klarna.

Interviewer: Are you sensitive to trends?

Participant: No, that's not so bad.

Interviewer: But you do appreciate that ZARA releases a new collection in quick succession, but it's not like you think I should and would buy something?

Participant: No.

Interviewer: Do you like new clothes?

Participant: But what do you mean by a trend? Because I think my style is pretty basic and I won't change my style that quickly, so I buy the things I like.

Interviewer: No, in this case I see a trend more of in it goes fast. By that I mean the turnover rate of a collection. Every time a new collection is dropped, it doesn't have to be your style, but of course there is a new trend behind it.

Participant: Yes, in that case I am indeed a trend buyer, and I am triggered by the new collections.

Interviewer: Are you influenced when you buy new clothes? For example, by your environment?

Participant: No, not necessarily because of my environment. But I do notice that certain fashion accounts show certain items of clothing with an article number on Instagram, I am sensitive to that. Then I think, oh yes, let's have a look, because this is really nice.

Interviewer: So social media is coming back after all? Because it's what triggers you to buy, but it's not what you take with you during the buying process.

Participant: No exactly.

Interviewer: We've found that you don't necessarily buy a lot of sustainable clothing yourself, but do you think it's a good development overall? Would you encourage it?

Participant: I think I would stimulate it. I don't see any negative sides to it if it's better for the environment, animal welfare and if people are paid more fairly. And if they can produce nice clothes at an attractive price, then yes why not?

Interviewer: You just mentioned it a little bit, but what do you think the Sustainable Fashion brands have to do to convince you that you will buy? That you want the sustainable product just as much as the comparable product from ZARA?

Participant: Going along with trends, just nice basic pieces that you can wear for a long time for a lower price. I've looked on one of those apps where you have all these Sustainable brands and there you pay for a blazer € 250, - and I find that really expensive. So maybe these are items that go with the trend, and you can wear for a long time, that don't get boring, then I'm willing to go for it. I think it also plays a role that when certain sustainable brands are on social media a lot, they can create brand awareness.

Interviewer: But don't you want to have new products very quickly? The turnover rate, so to speak?

Participant: No, not even that per se.

Interviewer: But the price?

Participant: Yes.

Interviewer: But with Sustainable Fashion the price-quality ratio is different/higher, so it lasts longer. But is it still a trigger for you that the price has to come down and you would buy it?

Participant: I think it has to do with the fact that you want more variety in your closet. With Fast Fashion it's also not that I throw away the garments quickly, but your closet keeps expanding. It also has to do with wanting to keep having choices.

Interviewer: You just want to keep variety? But that comes with a lower price?

Participant: Yes, because if you buy a € 250 blazer that lasts longer, you can buy four blazers from ZARA that will last you for years despite being less beautiful, but it's not like an old blazer goes out with a new one.

Interviewer: And do you think that these factors that you're dealing with, that this is a generational problem?

Participant: Ugh.

Interviewer: That mainly we have something like we want to be able to return cheap, fast, varied and fast.

Participant: Yes, I think the problem does tend to be bigger in our generation than the generation above us yes. And I think the generation below us has it even worse.

Interviewer: Do you think the generations above us care more about Sustainable Fashion and buying it?

Participant: Sustainable I don't know necessarily because I think they are generally less impressionable than our generation. But I don't know if they have a choice between a sustainable brand and a ZARA that they will choose the sustainable brand, just because it is sustainable. I don't think so, to be perfectly honest.

Interviewer: Do you hear that your fellow students buy a lot of fast fashion?

Participant: Yes, also.

Interviewer: What's the reason for that?

Participant: Name recognition, price, less to spend.

### **Interview 2 – (Juno Meerburg)**

Interviewer: So do you agree with this conversation being recorded and used for the content of my thesis?

Participant: Yes

Interviewer: Okay fine. Then first I'll start with some general questions like, what's your name?

Participant: My name is Juno.

Interviewer: And your last name?

Participant: Meerburg

Interviewer: And what's your date of birth?

Participant: 25 May 1997.

Interviewer: Are you a man, a woman or something else?

Participant: Woman

Interviewer: Okay, and what do you do in daily life?

Participant: I am a full time student, a master's student.

Interviewer: Okay you are a student, so you study at the Erasmus University. That's top and what study are you following? Which master?

Participant: Strategic Management, at the Rotterdam School of Management.

Interviewer: Okay, and do you work in addition to your studies?

Participant: Yes, I have a side job.

Interviewer: And where?

Participant: At the Bagels and Beans in Rotterdam. About 16 hours a week.

Interviewer: Well, then we'll move on to the questions which are really related to my thesis. And then I start with the question: what is important to you when buying clothes?

Participant: For me it's important, it's changed a bit since the last two years, but I think it's important that I buy clothes that are not seasonal, say trend related, so that you can wear it several years, and for the rest I always try to take into account that they have more sustainable labels, so I must say, not always,

but I do try to look if a clothing brand for example has a line that is more sustainable that I would buy it than nothing at all.

Interviewer: Okay, interesting. So actually for you sustainability is an important factor when buying clothes.

Participant: Yes, no, but You have to, yes.

Interviewer: Did you say yes? It's something that you really take into account in your buying decision?

Participant: Yes, but it's something that I've been working on a little bit in the last two years. But before that, when I was younger, I didn't think about it as much.

Interviewer: Yes, and what do you think about appearance or price quality for example? Are those also important factors for you or do you say that they matter less to you?

Participant: Well, of course I think prices are important, because I have to be able to afford them, but lately I've been leaning more towards spending a little more on an item and then maybe thinking a little longer about it, okay, you really need this and can I wear it a lot, but hopefully it will be of better quality and it will last longer than when you buy a cheaper shirt, for example, and you wash it three times and it's already completely bad and out of shape.

Interviewer: Yes, exactly. So if I understand correctly, it's actually a bit of fast fashion, which is my subject. That you try to avoid it a little bit, or I don't want to say avoid it, but make less use of it?

Participant: I am indeed trying to make more conscious choices in terms of fast fashion and eventually my goal is to avoid such brands in the long run. Because, yes, one thing as you get older and also because of social media, where you see that everyone always buys all kinds of things and then you automatically start to think about what Everyone buys at the Zara. And then you think: where does it all come from and then I think it's not quite right.

Interviewer: Because if I say to you, fast fashion, what do you think of?

Participant: Then I think of brands, like Zara, H&M and Primark. Those are actually the first things that come to mind when you say fast fashion. And if I think about it a bit longer than of course the working conditions and low wages, things like that. But it is mainly the fact that large quantities are produced at a low price.

Interviewer: Yes, and then you also automatically think of low prices of the garments themselves and the quality.

Participant: Yes, but I have to say that sometimes I think fast fashion is kind of pushed all the way to low prices, but sometimes I also have the idea that around some bigger brands and some more expensive brands, people don't quite realize that they also come from the same countries and are often made in the same factories. Perhaps of a slightly better quality, but that doesn't necessarily mean that the conditions are better.

Interviewer: Yes exactly, it's still not known and people are not aware of anything more that even those brands just produce badly. It's a bit of a grey area.

Participant: I think that a Tommy Hilfiger, for example, or a Ralph Lauren, or something like that, are worn by a lot of people our age.

Interviewer: Okay, but you also buy solid fashion products and how often do you do this?

Participant: Well, that happens to be something that I kind of introduced for myself this year, is that I actually don't want to buy more than one piece of clothing new per month, so for example from a fast fashion brand like at the HM or something. I really try to limit it to a small piece a month and anything that I would like to buy extra, that I'll go more second hand for example and see what's out there and so that second hand does really fall under another category of sustainable for me.

Interviewer: Okay. So you actually buy, if I understand correctly, at least one new fast fashion garment per month, at most?

Participant: Yes, and that doesn't include underwear, because I see that as an Essential.

Interviewer: This is actually also included.

Participant: Yes, it is. I happened to buy underwear at H&M the other day, and then you actually think of Juun this is also just not good what you're buying. Yes, But that's for the next phase.

Interviewer: I have exactly the same thing. I sometimes buy, you know in Rosada at the Calvin Klein store and now you're saying this about Polo Ralph Lauren, I think: yes Calvin Klein really doesn't produce much better. It's really not sustainable. I just pay a lot more.

Participant: Exactly.

Interviewer: And the quality is probably also much better.

Participant: I mean I don't deny that at all.

Interviewer: But yes, you see Fast Fashion, so also really in that way. I have a definition, but in the sense that it is not actually produced in a fair way and that there is therefore a lot of bad packaging, how do you say footprint, low wages, etc.?

Participant: Yes, just that it is really made in gigantic quantities, so that there is a huge demand, but it is, there is also a huge supply produced, yes.

Interviewer: Yes, that's right. And what do you think when I talk about sustainable fashion?

Participant: Well, I personally think of smaller companies, smaller brands. Those that are a bit local, and with local, for example, if I look at Europe, I mean local, so something is produced in Europe, even though it may not be very local because we live in the Netherlands, but with more sustainable brands, I think for example of items that are produced locally and where something of recycled material or more sustainable material is used, so for example, I think you have something of 100% organic cotton, you also have more and more clothing based on bamboo, which is a lot more sustainable, but I'm not sure if it's true. Or at all that for example that denim is recycled from old things. That's what I think about.

Interviewer: Yes exactly and what stores do you think of? What brands?

Participant: I can very much think of and I don't think very many people know that, but that's someone I've been following for a long time she, is from England. And, she's kind of our age. Her name is Grace Beverly. And, she's founded a number of brands, including her clothing sportswear brand, which is

called Tala. And she really strives for Sustainable Sportswear and that's now slowly expanding to some more timeless items so also what you can wear as a dress. She just happened to release a whole line the other day, bit Skins similar such kind of dresses and shirts and stuff that so can be worn In leisure, but on the floor to work and stuff and when I think of Sustainable fashion I actually think of her mostly.

Interviewer: Ok.

Participant: Okay, I think she is very open and transparent in that kind of materials from which is made and why that is better compared to other materials, for example cotton or something like that and jobs is more environmentally friendly and cola and I think a lot is made in Europe itself.

Interviewer: Yes, that does sound like a real sustainable brand as really a brand that brings change. Okay well interesting I don't know this.

Participant: They are very active on Instagram and there brands are also just on Instagram. But of course they also just have a website and stuff. Where you can order, but yeah. That they are a bit of an example for me in terms of Sustainable brand building as it were.

Interviewer: Yes, because yes, of course what I am actually researching with my thesis is precisely. These kinds of girls or women who just set up such a Sustainable brand, which is really super smart. Yes, they are of course not yet seen so much in the market, or generally known as Sustainable brands that they are actually not as well-known as the Fast Fashion chains where everyone buys masses of clothes.

Participant: Exactly, that's really the case

Interviewer: Yes, and so yes, to that extent I do indeed want to write an advice to those Sustainable brands, how they can make themselves visible in the market and how they can trigger our generation to buy. Because there are really some better known Sustainable brands, also those that you might know too, because you now mention this girl. But do you know of any others?

Participant: And then I have to think carefully.

Interviewer: Is it also possible that you don't know?

Participant: I know for example that is really a bit of an upcoming trend, that is say every Fast Fashion or well every major brand now has a conscious or Sustainable line. Say, you know for example that he is quite actively working on it and I do believe that they really want to see a change in their business, but probably if you say so I know.

Interviewer: Well, you have ZARA and H&M anyway. Those indeed have conscious lines or those that live long collections, but maybe a couple of brands that are well known is Veja sneakers.

Participant: Oh yes those.

Interviewer: Filippa K.

Participant: Oh, I don't know that one.

Interviewer: Oh and Toms, those little shoes.

Participant: Oh yes, I know that one. Yes, I know that too, yes.

Interviewer: Yes Ying talked about the Franky SHOP. And Levi's for example.



Participant: Oh yes, of course.

Interviewer: So there are say really some. Well, there are quite a few brands that are very consciously working on it and are doing something about it. But they just don't have the brand awareness yet.

Participant: Yes, but I think it's natural when you say it like that, for example, Levi's and so on, you think, yes, that, I can also very well place that they are working on sustainability because these products can last a long time if it's good and I think they recycle quite a lot of their old jeans. Yes, so yes, it should all be technically possible, but especially for a brand like Levi's, if I don't think about it, because they already have a fairly high price for their jeans anyway, so whether that price gets any higher, yes, that's probably less of a barrier for people to continue buying.

Interviewer: But, because what do you think of when we talk about price in sustainable fashion?

Participant: Well, for example, let's say for a shirt or just a basic item that you can buy at Zara or at H&M for maybe a tenner, would I be able to buy a more sustainable brand, I would think, okay, that would cost maybe €30. Yes, so that's really a lot more yes, but keeping in mind that okay it is produced in a sustainable way, sustainable materials and assuming that it is beautiful for a long time. Yes, I think that's also important, say with sustainable clothing or products they are not only produced in a sustainable way, but it must also last, because otherwise it is still not sustainable.

Interviewer: No, yes, that's right, and do you really expect a better quality?

Participant: Yes.

Interviewer: And do you find this also things that you take into account in your purchase decision?

Participant: Yes, but I have to say that if I were to look at my closet, I would not go and say, oh yes, I bought this from a very sustainable brand. Tala is a brand where I have stuff and reasonably know, but otherwise I have never really ordered from brands which I consciously knew were sustainable. But I try to last longer with my clothes, so I buy less often. So you see that automatically as something more sustainable than a kind.

Interviewer: But it's indeed about that brand in any case.

Participant: Well, yes, but good. On the other hand, I think of I'm not yes, also sometimes, but if I look at my clothes closet. Then there are also things in it that I bought at H&M that I still wear after 6 years, so yes.

Interviewer: Yes, because you ask for that quality on purpose, because many people automatically think that sustainable fashion has much better quality than fast fashion, but even things you buy at those fast fashion chains are sometimes of really good quality. Yes, I also have stuff from Zara that I just bought 6 years ago and I still wear it.

Participant: Exactly exactly. Yes, the quality. Look, sometimes you have those things that you think of what you have on twice and they have all those little pills on them.

Interviewer: I think so, too bad.

Participant: Also just basic shirts, of which I think, I've had this one for so long and I still wear it with a lot of pleasure and it literally cost me 15 Euros or so.

Interviewer: Yes, exactly, but these products are like, you've worn them twice and they don't fit at all. Or, it has all those little pills on it. But do you also mind if you have bought it at Fast Fashion?

Participant: Yes, I do think it's a shame, yes? I think it's more because I can also be a bit stingy at times. Of oh yeah that could have been better spent on it otherwise or spend a little more money for something that I more often. Would wear than I now again you know that you have a few of those items lying around that you then wear a few times and then no longer beautiful.

Interviewer: Yes no, yes okay, but clear. Let's see, when you buy fast fashion, do you buy it online or do you buy it in a store?

Participant: If I look a little bit at the last year I think I did order more Online. Than actually bought In the store, I have to be honest. I'm not someone who buys a lot of clothes at all. And if I order something I do have that I look, of do you really need this? And look, I always do okay I can possibly return it in the store so that it is then delivered to my home, but that I do not have to send it back to return.

Interviewer: If you look at fast fashion, do you find it important at the front so during the purchase process? What you said about the distance to a store actually being quite important in your decision, or a return policy, or whether you can buy it online or not, are those things that you really actively select.

Participant: Stores there you just have a lot less items, as opposed to yes online where you can order literally anything. So yes, for me I think it's important that, yes. That if I want to order, I can indeed return it in the store. That they still have a return policy, how to make it, how quickly it is delivered, for example, I think that is important. But also shipping costs, things like that. Yes.

Interviewer: Yes, and what do you find attractive? You're not really a big fan of buying Fast Fashion, but what do you find attractive about it that you say, "Oh yes, I'd rather buy from a Fast Fashion chain? Where does that come from?

Participant: Those are, I think, more. Of those yes items you buy, so for example give the fact that I had a party at Jorn's work last week. And then think of: Oh, shit, I have to have a nice dress, while I have enough dresses hanging on the wall, but then I think, well, let's go to H&M and see what they have and maybe it's a little bit of a trend, what's going on right now. These are often things that I buy at a Fast Fashion and then maybe something that costs less.

Interviewer: No exactly, and then I also think while you're buying that, then you probably do take into account that bad delivery or Maybe free delivery. Or.

Participant: Yes or the image, If it's not if it's not nice that you can return it for free or, for example In the store or so. That it doesn't cost me too much money to, say bring it back. As bad as that sounds. Yes yes, and that you can also deliver it quickly often.

Interviewer: Okay, and what do you think? Do you find the marketing that fast fashion uses? Do you find that attractive as well? Are you taken in by that?

Participant: Things that I see on TV or on?

Interviewer: Yes, social media as well. Both, in what way are you triggered by Fast Fashion to go buy that you think? Oh yeah, let's see again.

Participant: Yeah, I know it's maybe most through Instagram ads anyway and I don't know how they do it, but that then for example at H&M that you go into an ad like that, and then you just know you do see those things in the colours that you like. And then, oh, well, let's see what they have, but I have to say, really for me in the point that I see an ad and an actual buy that, that's a very big threshold for me, hear I'm not someone who if I see something nice on my ad that I'm going to buy it. Then it's more like I'm triggered to open the app than actually order something.

Interviewer: Yes, I think that's what they're trying to do: get you to open your app and actually order something.

Participant: Well, that really almost never happens.

Interviewer: Okay, interesting. But look at those things that we're saying now, because I think you're also saying that even though you're not really a big fan that you can argue that fast fashion just addresses certain factors very well, that which make People really triggered to buy. Yeah, and those are price, right? Well, return policy and all that, but with sustainable fashion it's often different. And what do you think Sustainable fashion Brands what's missing, say in their service, that might make you less likely to buy from them. Less likely to buy for those occasional clothes as well.

Participant: I think, maybe look, for me it's now, I'm a student, so for me money is pretty important. I just can't afford to buy expensive items yet, that's just a given. I do think when I'm working later and I'm pretty much indeed aware of fashion and things like that when I have a little more to make up my mind, that I would switch more quickly. Also for casual wear, but maybe a little more expensive, but with you can wear more often what's sustainably produced. So That's in terms of price, because. It's very easy to say the price should come down, but then you actually take away the whole idea behind sustainable items, because often there is not even much profit on it because it's just produced in an expensive way. And, that's myself I actually have a little with such shipping about a return order or so as a sustainable brand I personally do not think you can sell yourself if you say: yes, all returns are free, because that is also part of emissions and a sustainable brand and what Fast Fashion stores do very well or well actually bad is that you can continue to order and you can continue to return it without paying extra for it. Which is of course crazy in that area. Yes I personally think that we as humans should rather shift our view than that they should adapt things. What would perhaps help is if Sustainable Fashion brands in their marketing, for example, really make a rock-hard comparison with ZARA and then maybe mention the brand itself, but that really shows that okay, we do this and they do this, this is better, because what we do is more sustainable and that's why you pay extra for it.

Participant: This is perhaps an area where they can pay attention. To teach, as it were, about the difference between real Fast Fashion and Sustainable Fashion and then also bring in the factors of prices and return policy, which not enough people really think about. Somewhere yes, but also not or so much. Yes and I find that quite crazy actually that people might not think about that. That could perhaps be something of a marketing strategy, that is really young people on that return policy, because I think that especially that contributes so much to the return of your order as it were that you only have the idea of

oh, I can return a top for free. While a delivery van actually has to drive twice for that, so to speak, which is perhaps a sustainable brand and not entirely, because you still have to decide, okay, what are these products made of and so on? But I've been kind of an activist trying to not only promote the fast fashion industry, but also to promote sustainability, because that's literally the term that's being used everywhere these days.

Interviewer: Yes, and somehow it's not quite clear either. It doesn't reach people well enough. Or I think people are indeed not aware enough of how polluting the normal course of events is then.

Participant: Exactly.

Interviewer: Because there's really a kind of gap in why people don't necessarily want to buy sustainably.

Participant: A sustainable way is produced because often say well, okay, Maybe not really a bigger People like a sweet house or so, But it is often also just in layouts. Large quantities provoked than for example a shirt from the H&M, so then automatically works that way. Well once that price also goes up, because you take less and I myself am therefore willing to later when I earn a little more, but that's purely also income and I understand it from very large part of society, that that's just not going on. Problem As it were to solve of offering sustainable products for every income group of society. That's just a very big problem, and that we don't really know any different and it's almost impossible to do otherwise because of the system we've created of as low a purchase price as possible and therefore for as low a price as possible. Also selling or something.

Interviewer: Yes, but it's also really a thing and that's also why I'm doing the research for the students at Erasmus University, because we just have less to spend. So, actually you, I don't want to say you are forced to buy fast fashion, but yes, for us there is just less of a range to buy sustainable, because we just don't really have the financial means for that yet.

Interviewer: But I do have a question in between. But are you, for example, influential in buying new clothes?

Participant: Yes, I think I would be naïve if I said. No, I'm not, because I spend enough time every day on my phone on social media, so yes 100% yes.

Interviewer: Would you recommend Sustainable fashion to other People though? Would you encourage it?

Participant: I would encourage it. But anyway, I'm also well maybe a little hypocritical myself because I'm not really quite into that area myself which I would like to be more, but I'm also going a little bit more towards it now. Yes, but I am especially a little, for example with Jorn or so, that I sometimes see that he is ordering and that I say to him, yes, don't order it, you know?

Interviewer: And do you think that this is actually the problem I was just talking about, just what we buy unconsciously and in any case not being aware that more durable is better. Do you think that's a generational problem?

Participant: Yes 100%, I think our generation even though we should be more aware of it of our buying behaviour in all areas, say I think we really still a very large contribution to the fast fashion industry and

that's purely what we have created on social media and marketing and there is so well responded to yes that literally Everyone, say our generation too, but if you look a bit to the say the next generation so those girls who are now 14, 15 16 that I am a bit afraid that the next generation. Yes, that's just the generation that is constantly filled with nice things of this you must buy and this and that. And that all these influencers who say oh yes, use my code and so yes, that the buying behaviour is so much stimulated yes.

Interviewer: And, we are, I think, one of the first generations that are really very sensitive to it. But indeed generations after us. I also think that they will certainly carry it on.

Participant: Yes, because we are kind of the generation that experienced the rise of Instagram, so We are actually the first generation. Who was young when Instagram was introduced and the next generation that Instagram was there by then when they got say their first smartphone. Well, and this of course developed so fast that also that marketing knows how to capitalize on it so well. All the data has been collected that companies and brands realize what kind of influence they can have there, that I think that yes, the buying behaviour is so much stimulated to make sure that our generation and the next generation, yes that yes, I do worry about it a little bit sometimes.

Interviewer: Yes I do too, I think, I didn't ask my question indeed also for people between I definitely think that it is namely a generational problem with us and the next generation is. This is my concluding question, do you hear from fellow students at Erasmus University that they buy a lot of fixed version as well?

Participant: This yes and no, I think with my master's and with my subject that I have chosen, say an elective. I'm really kind of in that Sustainability corner though. Yes, I do really have a bit of my elective almost yes, it's all so to speak adapted to that. So maybe a little less people there. We'll be a little more conscious so for example, I now had a course where we had to develop an Impact Point and two groups had indeed a fast fashion industry. So it does play out. But, I think if you look at how I look at friends of mine, my really direct environment of fellow students that it plays much less?

Interviewer: Yes that sustainable side plays less? They are much more focused on fast fashion.

Participant: Yes.

Interviewer: Okay, clearly. Wait, I have another question, why do you think those people who choose Fast Fashion do so?

Participant: I think not necessarily a factor to mention, But it's natural environment, so You're stimulated by each other. Yes by social media, I mean, let's be honest about it generally girls of our age are on it. I'm only talking about the girls, so to speak, who are on social media a lot, so I see a lot of things passing by, like, "Oh, I like it, and this and that, and that is forwarded on. Yes and also just what you grew up with or something, I mean, let's be honest almost everyone I think grew up with that you used to go to H&M with your moms. And for the spring and summer could choose some new.

### **Interview 3 – (Lisette van Noort)**

Interviewer: Okay, do you agree to this being recorded and used for the content of these.

Participant: Yes.

Interviewer: Then I'm going to ask you some general questions first and then I'll start with: what's your name?

Participant: Lisette.

Interviewer: And your last name is van Noort, okay, and what is your date of birth?

Participant: August 17, 1998.

Interviewer: And are you a woman, a man, or are you different?

Participant: Woman.

Interviewer: And what do you do in daily life?

Participant: Student.

Interviewer: Okay, and are you studying at Erasmus University? Which study are you following?

Participant: Yes, Matser data science and marketing analytics.

Interviewer: Okay, and do you work in addition to your studies?

Participant: Yes.

Interviewer: Part time or full time?

Participant: Part time.

Interviewer: And where do you work?

Participant: Student assistant at ESE.

Interviewer: Well, I didn't know that at all.

Participant: You didn't know that?

Participant: No, I thought that you knew, by the way, I think.

Participant: Just recently.

Interviewer: Yes, okay, and well, I guess you earn below average income then?

Participant: Yes, unfortunately.

Interviewer: Okay, then we'll move on from here to the questions which are really more related to my thesis and then I'll start with the question: what is important to you when buying clothes? Where do you think?

Participant: I mainly look to see if something looks nice.

Interviewer: Okay and nothing else. Those are really the two things you take into account in your head decision of okay, price should be today, the yes then.

Participant: And whether I'm going to wear it at all. If I think I doubt, I won't, but.

Interviewer: Yes, okay, the effectiveness. And what do you think of when I say Fast Fashion?

Participant: Shops like the H&M and the C&A, and so on with just clothes that you wear now and probably won't next year that are produced, say, in very large quantities, are in for a while and then are no longer, little or less worn.

Interviewer: And the stores you mention H&m and the Zara?

Participant: Yes, things like Bershka, Stradivarius.

Interviewer: The big fashion chains yes, okay, and what? What do you think about in terms of price?

Participant: In general yet.

Interviewer: Yes, of Fast Fashion, so to speak: what kind of price do you associate with that?

Participant: Yes, of course that depends on what kind of clothing it is, but with Fast Fashion it is mostly cheaper stuff. And if you go more to luxury brands, then of course more expensive.

Interviewer: Yes, and what about the quality?

Participant: That is often already less in fast fashion than luxury brands, so to speak.

Interviewer: And you also buy from regular brands, yes, actually almost only okay, so how often do you buy from them?

Participant: Well, I hope not very much clothing, I think once per.

Interviewer: Okay, but that's not much, no, and how much do you spend on that?

Participant: And I spend around 250 euros or so.

Interviewer: Okay, and are you aware of that or are you very conscious of how much you spend on clothes?

Participant: Well, I walk consciously, not too often clothes, but once I'm soaking, then I see all nice things and then I buy it all and then I think: okay.

Interviewer: Then you go completely wild, no, okay, but beforehand you do. So I make sure I don't go shopping too often. And what do you think about when I talk about Sustainable Fashion?

Participant: Clothes that last longer and that you wear more often than Fast Fashion, so to speak, and that are perhaps also produced more sustainably.

Interviewer: Yes, and what do you mean by sustainably produced?

Participant: Maybe a little less harmful substances, for example.

Interviewer: Yes, clearly, and which ones? Which stores do you know, on which brands?

Participant: I really wouldn't know, yes, I know H&M has a sustainable line, but whether it's really very sustainable, I don't know.

Interviewer: Well, you do have really sustainable brand. Yes, you know the brand Patagonia.

Participant: I've seen that pass by, it turns out that those people who use it still have a guarantee after 30 years.

Interviewer: I didn't know that. Okay: Well, Patagonia, yes, they are really just very, very durable, Levi's too oh yes, Toms of those shoes I don't know if you know that, but Nudie jeans.

Participant: I don't know them.

Interviewer: Veja sneakers.

Participant: Do I know something?

Interviewer: Filippa K.

Participant: I don't think so either.

Interviewer: No-yes, I understand, I couldn't either. All could really very little actually too. But what do you think about in terms of price and quality when you think about sustainable fashion.

Participant: Yes, what I just said, that you really get a lifetime warranty on that, so I think the quality is just really better there. Because and if it's bad, if that really just breaks down, then it's just fixed. That of course is so durable but then buying new ones and I've had some angles on live is, yes, it just stays beautiful for a long time, yes, yes, just know where in general, because of course so durable, but then I'm less likely to buy something new.

Interviewer: Yes and the price? What do you think about that?

Participant: Often of the brands that they that I knew, those are expensive, in my opinion as in more expensive than the ankles where at step could.

Interviewer: Yes, at the Fast Fashion it takes then probably two years. But yes, yes, that's also really okay, then we'll go back to Fast Fashion, if you buy that, do you buy it in the store or online.

Participant: Occasionally online, but mostly to store.

Interviewer: Okay, and why then more often in the store? Do you find it attractive?

Participant: Yes, I think I often don't know what I want, so then I just go to the store. Do I like the fact that you can try on everything and compare it and see what it looks like?

Interviewer: Yes, you're not into returns and things like that.

Participant: Yes, I must say that I always find it a bit much trouble. I forget that when I order something, I also forget to return the package and then you have to deal with the clothes.

Interviewer: Yes, that's true, and at them Sustainable Fashion you did sell something, or I think you just said at the Levi's a pair of pants or something.

Participant: Yes, pants from Levi's, that's it actually.

Interviewer: And did you buy them in the store or in line?

Participant: No, I have yes, I had that was in the period also always wore a black skinny, so I tried those on once in the store and then I knew the size. I had then and then I think just ordered online.

Interviewer: Oh so she did order something several times at.

Participant: Yes, because I wore it every day for a year, and then it was broken and then I ordered exactly the same new one.

Interviewer: Okay, and how much money do you think you spent on that? Yes?

Participant: Per year or?

Interviewer: I don't think you buy Sustainable Fashion regularly, so just total?

Participant: So then it's something like 100 euros. That's how the pants are, I think.

Interviewer: Yes, that's right, yes, something like that, okay, once a year and with Fast Fashion you would just have to buy about once every two months and then you spend 100 to 150 euros.

Participant: Yes, something like that maybe even less by the way I would tell you that under that 150.

Interviewer: Okay, what kind of clothes do you buy then? Mainly? Just shirts and or really everything?

Participant: Really all kinds of things. Everything I come across and think: this is nice.



Interviewer: Also lingerie and shoes.

Participant: No, shoes somewhere else. Oh. I do have a Sustainable brand anyway that I buy often or where he buys often. I think Dr. Martins is also pretty Sustainable.

Interviewer: Yes, yes, I think they really are. Yes, oh isn't it work, what is very much for sale with them!

Participant: True, but of course it is. I once bought one pair, I think six or seven years ago, and I still have them and I have one other pair. Those things do last mega long.

Interviewer: Yes, yes, that's right, yes, that's really good quality, but also really expensive. Yes, they are.

Participant: I don't buy shoes very often and when I do, it's usually from a more expensive brand, because I, I don't know, I just find that more chilling. The price that that's pretty cheap, yeah, that just, and that everything is just in, so to speak.

Interviewer: Okay, and also the service. Do you find it good at Fast Fashion?

Participant: No, yes, just normal, but I also think that you can't really expect that with such companies.

Interviewer: And do you think it's important that, when you buy steady cardigans, that you have a good return policy? Or yes, that the store is close by?

Participant: Yes, yes, in principle, but I usually just go to stand. That's where everything is.

Interviewer: Yes, exactly, but that's it. It's nice that you, the Han and things like that, they're also on every corner, in every city they could be found.

Participant: Yes, that's right, I like it when it's all together, so to speak, that you don't literally have to go through the whole city to go to different stores. So in that respect.

Interviewer: Because you really have to drive or go specifically, because that store is only there.

Participant: So I'm less likely to go there.

Interviewer: Yes, and do you also think it's important that they have an online shop?

Participant: Yes, not necessarily because I don't shop online very much. Yes, it is convenient. Once in a while, when you run out of a size, you think you should check the website to see if they have any sizes bigger or smaller, but I don't necessarily think it's a very hard requirement.

Interviewer: That's not something. I know, t, isn't something that makes you go buy regular verse, say, but it's not a trigger for you.

Participant: No, not necessarily.

Interviewer: And the marketing that they use? Do you get caught by that? Are you like, oh? Yes, that triggers me to buy?

Participant: No, not really, because I feel, yes, I never really see many advertisements and I also don't really follow accounts from certain brands or so.

Interviewer: So they're not via social media either, say that you see it?

Participant: No, not necessarily of a specific brand. You just see someone wearing something and think oh, that looks nice. I want something like that but not that. I think oh. I mean now specifically to that store, because there they have this and this.

Interviewer: Okay, so you actually really have a whole. How do you say that in the intrinsic incentive that makes you buy clothes, really comes from yourself.

Participant: So especially when I walk in the store I think. I think that also saves me a lot of money.

Interviewer: Well, that's why, because otherwise you're really, you walk, no, that's really how you walk constantly, somewhere you walk in such a store, but also for example with marketing. What fixed version does focus very naturally on, yes, on the trans of today. They play very well on that and they really go along with every trend, which is why it is also called fixed version. The turnover rate is just super-fast do you find that something that is attractive? Does that make you like? Okay, I'll just go to the Zara because they probably have that little thing that I want or they're going to have it or.

Participant: Yes, I think that it always makes it more attractive, because it indeed responds to what is in now and so on, so that makes it more attractive.

Interviewer: But for you it still is. The main thing is just that it's actually that it's just cheap. That's the incentive to buy from Fast Fashion, yes, and then also not, and then also on the other hand not to buy from Sustainable Fashion.

Participant: Yes, that it is often more expensive and I am still a certain student with a job on the side, but that doesn't earn me so much that I can buy expensive things and I'd rather spend my money on other things, that's also how it is.

Interviewer: Yes, that makes sense. Money is such a one a very big factor and I'm kind of trying to figure out now what everyone really thinks is so, important. To Fast Fashion that it but you, you are then also very different, because you are therefore not triggered by, for example, that marketing or trend. Yes, how do you say that? That people, that you see something passing by and then you really think oh, but I what I want, this you know, those are really external stimuli. It's really funny that you are very different.

Participant: No, exactly.

Interviewer: But now that we're talking about Fast Fashion, that's clear to you. You find Fast Fashion more attractive than Sustainable Fashion and that's mainly because of the price. But what does Fast Fashion have that Sustainable Fashion doesn't have in your eyes. And then, price is probably one of those things, that it's just that it's cheaper. But other things that you say of yes, that's why I'm just really less drawn to fixed version to the bricks.

Participant: Yes, I think it's just a little bit more in line with the trends, so to speak.

Interviewer: Yes, so that they have to produce more, maybe faster.

Participant: Yes, yes, I don't know, I have the feeling that the more sustainable stores, that they keep more of their own, that it changes less or so that they have more of a yes, their designs, that all is more in the same line, so to speak, and that with Fast Fashion, they can just go any way they want in terms of the clothes they produce.

Interviewer: Yes, it's much less diverse at an effects. Yes, yes, but that does make it more unique.

Participant: Yes, I don't know, I don't necessarily give a lot of rebranding or anything, so for me it doesn't add a lot.

Interviewer: No, and in general you really do see yourself as a brand person.

Participant: No.

Interviewer: Well okay, and you also don't really, really want new clothes. Then say: are you more someone who really yes, how do you say purposefully? Do, yes, do buy clothes on purpose or do you buy them when you really need them?

Participant: Yes, yes, already, I don't know, so good is more with me. Sometimes I just think: I don't have anything nice left and I just want to buy new things. And then, yes, I literally just go to town and buy what I see. But it's not that I think, gosh, yes, I don't know that you just said that, but who, for example, very consciously that she only wants to buy Max certain number of things per year. I don't necessarily have that.

Interviewer: Oh yes.

Participant: No, but I also don't have that I think. I need something new every day.

Interviewer: No, the trigger to buy you is just less!

Participant: Yes, that's more, just that sometimes I think: I really don't have anything nice, but to put on, I want something new.

Interviewer: Yeah, yeah, so you're not so much influenced for each of new clothes. That's a really good and you have to be really happy with that and that will then be more. Yeah, I have that very, very much more than not having anything anymore. But what would you recommend don't know if you can answer. But what would you recommend for sustainable Brands to grab the group, say like us so the students of Erasmus University who just generally have less to spend, on that and so well they go cooking stone ball, that we might want to spend just a little bit more money for a t-shirt or whatever? How do you think they could best address that? How would they convince you?

Participant: Yes, perhaps with specific students, a discount, I think that's always good, like: yes, your brand is already expensive and students are not the ones who have a lot of money, so then you make it more attractive, I think.

Interviewer: Yes, that was really for a while.

Participant: Yes, I think that was mainly.

Interviewer: And came marketing, or so you think, how? How could they achieve that?

Participant: Yeah, so I'm pretty hard to reach, because I don't really follow accounts like that, or anything.

Interviewer: No, so then they should try a lot, yes, then they should try in another way, so then maybe we flyers or make themselves more visible in the city.

Participant: Yes, I think we rather make ourselves more visible in the city. Participant: Indeed.

Interviewer: Yes.

Participant: First I think a little bit that I think, yes, that's a little bit of nonsense if you're so sustainable then and then you do start handing out flyers.

Interviewer: Yes, this is just a dumb example of me not thinking about it.

Participant: No, I think I would say: yes, just more visibility in the city or something.

Interviewer: Yes, exactly.

Participant: And make sure that they are in the city, where all the other stores are.

Interviewer: Yes.

Participant: So you don't have to go somewhere else just because they're not in the centre of Rotterdam, but you can go there, yes, okay, everything in the ham is for me, but in a manner of speaking you have to go specially from Alexander, yes, where I don't think many students go.

Interviewer: Yes, so they just have to place themselves very tactically actually. And then also in the places where we as students of Erasmus University come. Or online, but yes, that's less for you, because you don't go online that much.

Participant: No, exactly.

Interviewer: And buying Sustainable Fashion: is that something you would stimulate?

Participant: Yes, it is. I also think that if I would have more money, when I work later, that I would pay more attention to that. Because yes, actually it doesn't make any sense, all those fast phases, but well, I don't have much of a choice now. I would like to pay more attention to that.

Interviewer: Yes, yes, that was three, because it's indeed more just, we just have the resources. We students just now as natural university students just have the means, not to very consciously buy clothes at Sustainable Fashion.

Participant: No exactly, because for the zel for the money that I can then buy one garment there, I can buy it at a at a cheaper store.

Interviewer: Yes.

Participant: And I know it's expensive, in terms of sustainability not quite okay and in terms of probably working conditions of those people and stuff, but I also don't have the money to really hear that now to change.

Interviewer: No, so yes, price is just the main factor. Yeah, yeah, and do you have an idea? Or do you have an idea that what we're discussing now say that price, that that's a generational thing, that we can buy less at petrified brans yes, because I do think in itself we want it.

Participant: Yes, I think that well, I think so that people do want it more now, because it does retain more awareness. But I don't know if we have a lot less money than students in other years. So I don't know if that's really Perse just our generation. I rather think that, yeah, just in general door.

Interviewer: Yes.

Participant: And if you have a feeling, his study, in addition to work can be really tough, so many people do not or do little, so you automatically have less money.

Interviewer: Yes, you're just limited the things you can spend. Yes, that's true and around you, say among your fellow students, you also hear that they buy more fixed version.

Participant: Yes, think, yes, for you also that most people who.

Interviewer: Are you aware of that, that they buy sustainable?

Participant: You still for the rest not very many people.

Interviewer: I honestly didn't know. Well, I really thought, I just thought that I bought a lot of things at, just not cheaper.

Participant: No, June is the one who is now org of the, well very before she has been once at the thrift store, but she can't buy many new clothes in any case.

Interviewer: Well I think it's a really good thing too, you know, because yes, tis so just angry you I on oh, I had with Juun about that, you know, then I buy a body at the Zara that costs 10 euros and basically, I have a black body and that's just enough, you know, I can just wear it and instead of black body I just want to have five in different colours. That doesn't make any sense, say. But we also came to the conclusion that you can have a lot more than you can probably also make more conscious choices.

Participant: Yes, exactly.

Interviewer: So I understand you and just call me what do you think the main reason is, also among fellow students that they buy more solid verses.

Participant: Yes, I would really say budget and yes trend.

Interviewer: Yes, that people are especially sensitive to trends.

Participant: Yes, I really think so. Yes, and just the people you see around you at uni, for example.

Interviewer: Yes, comparing them with each other, well okay, good, really get all new insight again. That's really nice.

#### **Interview 4 – (Bas van Middelkoop)**

Interviewer: Do you think it's okay that this is recorded and used in my thesis?

Participant: Yes, of course.

Interviewer: Okay, then I'll start with some general questions.

Interviewer: And, that is, what is your name?

Participant: Bas van Middelkoop.

Interviewer: Also, what's your date of birth.

Participant: 5 February 1998

Interviewer: And, are you man woman or are you different?

Participant: I am a man.

Interviewer: Okay, and what do you do in daily life?

Participant: I am still a student. At the Erasmus University and now following a pre-master and next year a master in addition.

Interviewer: Do you also work?

Participant: Yes, 3 days a week.

Interviewer: And what kind of work do you do?

Participant: Webshop and I work for a start up in Blue City, so I have a job there.

Interviewer: Okay, so you also work part time?

Participant: Yes

Interviewer: And, this is a more personal question, but do you earn below average income or above average income and you don't have to answer it.

Participant: Below modal income.

Interviewer: Okay, now we'll move on to the questions that are a little bit more towards me in thesis topic. And then I start with a question, what is important to you when buying clothes what do you think about?

Participant: I think the most important thing is that it's good actually. But then more in the sense that it suits me, otherwise I don't buy it, but it is logical, I think. But besides that, I also think it's important that it's not too expensive, so I don't spend that much money on stuff. I'm just not that materialistic, so if she looks good anyway, then it doesn't matter to me that it doesn't have to be expensive I think it's fine if it's shirts of € 5. To be honest, I'd rather have the same kind of item that's not as nice than spend € 100 or so.

Interviewer: And the quality is also important to you?

Participant: Yes quality is important to me, but I have to say that the clothes I wear, yes, I can't go wrong, I think, if I buy, say, shirts for € 10 and it breaks down after a year, that's acceptable and I think, yes, with € 10 it's not so bad.

Interviewer: Yes exactly, I can't expect more of it.

Participant: No, exactly, with pants I do have this problem sometimes, I spend a little more money on them because I find it irritating that they deteriorate after wearing them a few times. And that the wash is completely gone.

Interviewer: I understand.

Participant: But that's not so bad either.

Interviewer: Okay, so what do you think of when I say fast fashion?

Participant: I think easily produced, in any case cheap, produced, cheap clothes.

Interviewer: And do you know a few brands to name?

Participant: Yes a little bit the big chains, I think the H&M, maybe the Bershka, the Pull&Bear. These are a bit the biggest, I think?

Interviewer: And you also buy clothes at Fast Fashion chains?

Participant: Yes, quite often.

Interviewer: And, how often do you buy that?

Participant: 3 times a year or so, in total usually. I just go and buy a lot at once.

Interviewer: Okay, but then also with those fast fashion chains.

Participant: Yes, not always. I've had quite often our right vacation Abroad. Or such a clothing buy. Which is also sometimes at Zara.

Interviewer: And how much money do you think you spend on that?

Participant: Maybe € 400 per year or so?

Interviewer: What do you think of when I talk about Sustainable Fashion, is there something that comes to mind?

Participant: Also sustainable would think is well, if it is made in a responsible way? Yes, no. I think that's an important thing about sustainability though. And the material, that would occur to me, despite for example that which is mentioned just now that it's not so fast that what you often associate with clothing is that it's made on starvation wages for children and then for a sport, so I think that's the most important thing.

Interviewer: Yes it is. And what thing stores do you think of When we talk about Sustainable fashion and then mainly do? Yes, If you If you know bigger chains.

Participant: The names you mean?

Interviewer: When you walk through Rotterdam In the city, do you have any idea which stores produce sustainably?

Participant: Yes, I know that the H&M does or has tried to do that. And they do advertise it. But then I always wonder how it is possible that the clothing shop sells those clothes whether it is sustainable? But now it does not mean that something cheap is automatically not sustainable. Of course it doesn't make sense, but I know that they are working on it, because I've literally never heard of ZARA selling sustainable clothing.

Interviewer: Yes, so they do it by accident.

Participant: Oh that's right. Well then maybe they should communicate that better to customers.

Interviewer: Yes, yes, That's exactly what my thesis is also about that they do that poorly, but you do have real brands. I'll just mention a few examples that you might be familiar with. Adidas does have really serious, sustainable production. Patagonia too, but I don't know if you know those?

Participant: Yes. Only what I have then is, say those brands I don't associate as Fast Fashion as in, say Fast Fashion personal associates with some cheap clothes and so on.

Interviewer: Yes no, that's also true because that's not Patagonia either.

Participant: Yes and it is that Adidas is not very expensive, but I don't associate them with sustainability either. They could also price their product a bit higher.

Interviewer: Yes well, That is also exactly. Yes, That's actually. Are you already in sort of my next question, because those brands that I'm listing now, those are indeed not Fast Fashion. The fast forgotten ones are really those pool and again what you also listed those brands and precisely Sustainable fashion, those are those brands that I just listed. And yes, in general they are a bit more expensive in terms of price and that was also my question: what kind of price do you associate with that and what kind of quality with say, those Fast or Sustainable fashion brands and their clothing?

Participant: Well, in terms of price, of course, a product like for example shoes, I find it normal prices to actually pay € 100 or a little more than € 100 for a pair of shoes. Yes and with jeans around € 70 or € 80, something like that and t-shirts for example a simple one that you are around 30 years 40 euros. Those are the kind of prices I would associate with that and that I would also be willing to pay.

Interviewer: Okay, so would I be willing to pay it?

Participant: Yes, I think so. Yes. But it's just more that it's not special. It's not unique or anything. The only thing that is special is that only they offer it. Because when I need a black t-shirt, I wouldn't want to pay that much more for it and I don't care if it's from Tommy Hilfiger or from a private label H&M.

Interviewer: Yes, unless then maybe it's a really good quality? Or, do you then? Also still like no?

Participant: Yes, I think that's maybe a little too common for that, so then maybe there's another product, like shoes, where I would have that?

Interviewer: Yes, then you just have more for it.

Participant: Yes, because I know that shoes last longer than the same shoes from H&M, for example, if they looked exactly the same, only twice as cheap.

Interviewer: Yes, the quality is just less?

Participant: Yes, it just depends on the object, I think.

Interviewer: Yes, okay, clearly, and if we go back to Fast Fashion, do you buy it online more often or do you buy it in the store?

Participant: Always in the store. But that has more to do with the fact that I have quite a problem with fitting clothes and also have to fit more and more, so I don't always fit everything. For example, with pants my thighs don't fit 9 times out of 10. So yes, I can send everything back. And shirts is very variable. Sometimes I need an XL and sometimes not an L. That usually depends on the brand or the store. So that's pretty tricky, so I've done it quite often. Yes then a few times of course not mentioned, that's no use to me either, so.

Interviewer: Yes and, it is not interesting to you that when a Fast Fashion brand says, well, you can return it free of charge or you can possibly pay for it later that you are not triggered by that to go and buy it.

Participant: I actually never have.

Interviewer: If that's the case online?

Participant: Well, not in my case, but if I were to buy online, yes.

Interviewer: Then you would take it into account in your decision?

Participant: Yes, I would take it into account in my decision, but that's just purely because in my case the fit is difficult. And so 9 times out of 10 I have to send it back. In the case that it will probably not fit, then it's a bit of a waste if I have to pay for the return 9 times and then at the 10th time finally have something that does fit. Then I might as well go to the store.

Interviewer: Yes, certainly. But you've clearly bought from fast fashion, but have you ever bought from a sustainable brand? And then from one of the brands I just mentioned, which are clearly more sustainable. Or other brands of which you say, yes, they are also 100% sustainable.

Participant: Yes, well, anyway, Adidas, the ones you just mentioned, and Nike, the big sportswear brands.

Interviewer: Do you also notice that a lot of sustainable brands are just not that well known. Or it's just not so clear that they produce sustainably or are sustainable. But what is really attractive to you while buying fast fashion, so you say I'd rather go to ZARA or H&M? Instead of buying pants at Levi's?

Participant: Price, very simply put, yes, look if you sometimes want something very unique or you want to stand out or I can do it, then once understandable that you will look for something, which is more expensive, then you probably also have more for it over, I think. But I think it's just the hardest thing to do also in terms of sustainability. I think with everything is with sustainability is more expensive. Fast Fashion is just cheaper than the other, and I think for a lot of people and also for me just yeah, that just makes it more attractive.

Interviewer: Yes, That's just a deciding factor.

Participant: Yes, and especially if you live in a country that is prosperous, for example, so you don't really get that it's bad.

Interviewer: Do you also like the fact that stores like H&M and so on are almost on every corner. That you can get a sweater or something in no time or return it.

Participant: That doesn't really matter to me, because I don't store very often. So if I go shopping, I go to a specific city and then I just go there all day, and then yes, I look a little targeted.

Interviewer: And the marketing that fast fashion uses. Are you like yes, that that grabs me. I think it does quite a bit. I see an H&M commercial passing by, or a ZARA commercial, or I don't know what else, and that triggers me.



Participant: Yes, I have more too. That's funny, I've seen more Instagram for example a pick-me-up and I see things pass by that are well priced, but also just look nice for a price, so I do indeed want it.

Interviewer: Okay, so Instagram social media is really a factor that plays into that, probably.

Participant: I am not easily triggered by it. It's honestly, just a little bit that with me at least that you know those stores. So that's where you go faster. It's more, maybe that's also a kind of indirect marketing so. That's just common knowledge. But it's not that I'm triggered by the commercials they make or anything, so more the name recognition.

Interviewer: Yeah, That's very common. And so do you notice that those sustainable brands that don't have that, or do you believe that they really do have that less, name recognition and so on?

Participant: If you look at the brands that are just coming up, she thinks that they do have real name recognition. But I think. That those then at the same time are also known for just being a little bit more expensive than those other brands. So then maybe you should really focus more marketing on that they are unique products. If indeed we as customers actually find that interesting. I would give him that it's sustainably produced, so what you just said, I'm not aware of that Patagonia and Adidas a and things like that are very intentional about nature and producing their products and I also don't know how big, that market is of customers who have that as well. Who also wonder what the difference is. So that they are more likely to be persuaded to pay twice as much for a product of theirs.

Interviewer: No, they have to define themselves more as sustainable brands. That's think this is the problem anyway of those brands. They just need to position themselves even better In the market. And that yes perhaps because at the moment they are still pretty much placed out of the market, because you are really literally thrown to death with the Fast Fashion chains and store. Actually it's just baked into it what you also indicate. We are actually very loyal customers who shop at fast fashion chains.

Participant: Of market, yes in terms of price and in terms of target group.

Interviewer: Yes and that's well, that's exactly why I also do research on the students of Erasmus University. Because we would think yes, if we would buy clothes more consciously, we would be able to afford it. Only we would have to buy much less clothing. Or would we have to pay more for it, but we're actually exactly the Target Group of those of those sustainable brands that so can't really set foot in our group.

Participant: Well, you know what's difficult, I think, is that a lot of students and young people want to be very conscious of the environment and they want to be sustainable, but at the same time these people are simply a group that has less money than older generations. Yes, so people in their 40s and 50s do have money. But you also know and you just notice that sustainability and circularity and things like that are less important among these people and they are much more important among the youth. But students who earn, say, a few € 100 per month and are living away from home, for example, are not going to spend hundreds of dollars on clothes because they are sustainable, even though they might want to.

Interviewer: No, that's right. No, we just don't have the means.

Participant: Yes exactly, you don't have the means to achieve that goal?

Interviewer: No, and there are also groups within that, because there are also students or people who could afford it, but consciously choose not to.

Participant: Yes, I can imagine that.

Interviewer: Those who just really want a lot of clothes. Those are mainly girls, but they are also there, there is really a kind of split in two, but you think so you agree with me that it is a generation thing?

Participant: Yes, it certainly is. But that just has more to do with sustainability than with clothing, I think.

Interviewer: Yes, and price is just an important factor in that. So you are aware of how much money you spend on clothes?

Participant: Yes, but I think it's not much, but I don't know the exact amount, because it could also be that unconsciously it's much more than I think. But that's also because if, for example, I go to town once and I see something, then I just buy it because I only go twice a year anyway.

Interviewer: And would you if you would think if you were more conscious of sustainable, but you would focus? Would you then go and buy from those sustainable brands?

Participant: That I would find sustainability more important than I find it now?

Interviewer: Yes? And then we're talking for a moment not about those resources, say those financial resources, because there are also really a lot of sustainable brands that just offer for a normal price. And what I just said, you know, if you then start buying more consciously, so just fewer items or buy a black shirt that will last five years instead of two years. Would you then be willing to buy from sustainable brands?

Participant: Yes, I think so. But then maybe I would buy less clothes.

Interviewer: Yes, so then you automatically go down in your numbers.

Participant: Yes. I already said that if it lasts longer I'm willing to buy less for a higher price. And I would then automatically buy less.

Interviewer: Well I just mentioned two things, but what do you miss with sustainable fashion brands that fast fashion brands do have?

Participant: I think you have to have something unique that makes it attractive to buy. Look, I can simply say that you have to make it cheap, because that's what makes it attractive, but I also understand that that's very difficult, so I think you have to come up with something in between and make it attractive enough for people to pay more for it. I wonder if that is only sustainability at the moment I don't think so, because otherwise it would have worked already. I think in that sense a scarce product could work that it is therefore unique and not everyone can have it how the real luxury brands do.

Interviewer: It's a marketing strategy then, isn't it?

Participant: That's just hearsay I think. But they actually create a demand for something that you might initially say is not affordable. But they manage to do it in such a way that people by miracles sometimes have thousands of dollars left per item. Look, and then I'm not saying that otherwise you should price your product so high that there and create a new Louis Vuitton, because of course it should also just stay a little bit normal. Yes, but I think that's more as an example of you have to offer the unique.

Interviewer: Yes, there just has to be a unique factor to it.

Participant: Yes then there has to be. There has to be a reason that people would want to pay more for it. In addition to being sustainable, unless at some point there is such a shift that sustainability becomes so important that it becomes automatic. But I have a feeling that at the moment it hasn't reached that point yet.

Interviewer: No, and you think they could achieve that with a certain marketing strategy, for example, just like what you just said, scarcity or.

Participant: If I were a company and I'm dealing with the fact that I don't sell enough numbers because it's too expensive to produce, then I would indeed create a kind of scarce product, so that I can throw the prices up, so that I can charge more per product. So that I can compensate for a production cost, for example.

Interviewer: And yes That's really one of my last questions, because you've answered most of it I just talk, but do you hear from your fellow students that they also buy more Fast Fashion.

Participant: Well, When I look around my study not, but I think that's more because of the type of people that study there. But when I look at my group of friends, they do buy a lot, so almost all of them.

Interviewer: Yes, and why do they buy fast fashion?

Participant: Yes, cheap. It's just cheaper.

### **Interview 5 – (Jeffrey Brouws)**

Interviewer: Then I'm going to start with the question: are you okay with this being recorded and used for my thesis?

Participant: Yes.

Interviewer: And what is your name and what is your date of birth?

Participant: Jeffrey Brouws. October 9, 1998.

Interviewer: And you're a man, I suppose.

Participant: Yes, man.

Interviewer: Okay, and what do you do in daily life?

Participant: I study philosophy at the Erasmus University and work.

Interviewer: Philosophy. I thought business administration. I knew you were doing business administration. That's why I was wondering what year you were in.

Participant: Yes, no, business studies last year and now philosophy.

Interviewer: Okay, and which one are you in your first year.

Participant: So it's a kind of double degree, I'm in my second year.

Interviewer: Oh yeah, chill, okay, second year philosophy, okay, clear. And, in addition to your studies, you also have work, full or part time?

Participant: Yes full time, I'm working full time.

Interviewer: Okay, that's pretty intense actually.

Participant: Quite so, but philosophy is kind of easy.

Interviewer: And well, then we move on to the questions that go a bit more in the direction of my subject. Then I start with the question: what is important to you when you buy clothes? What do you think about then?

Participant: Yes, just any clothes, no matter what?

Interviewer: Yes, just yes, no, doesn't matter. When you buy clothes, what do you think is the most important thing that you say, but you make your decision on?

Participant: Mostly it's important that it matches what I already have, but it's not that you just go out when you buy clothes, but that you know what you can do with what I've already bought.

Interviewer: And, if you think about. Well, appearance, so do you think quality is important?

Participant: Not too expensive either.

Interviewer: Yes.

Participant: Also, I don't buy something at the Primark because that yes, I don't know, I think that's too cheap. But I wouldn't buy a shirt for a hundred euros either. Quality too, because that's true. If you buy something at the Primark, then yes, it is broken after two weeks and that's not good.

Interviewer: Okay so it is important that it lasts longer and what do you think of when I say: Fast Fashion?

Participant: As opposed to sustainable clothing, so something that doesn't last long and something that is very cheap.

Interviewer: Yes, and which stores do you think of?

Participant: H&M and Primark.

Interviewer: And do you know more?

Participant: No not really

Interviewer: Well, what really are Fast Fashion brands, is Pull&Bear.

Participant: Cheap.

Interviewer: Yes, you automatically do think, so at a lower price. And the quality?

Participant: Not good either. I have so many clothes from Pull&Bear for example. When it comes to buys or so and those yes, that starts in to two starts really two more months become a little bad. Yes, that there is a hole in it or something.

Interviewer: Yes, that's true, but you do buy from fixed version brands?

Participant: Yes, at the Pull&Bear.

Interviewer: Okay, and how often do you buy that?

Participant: I think two or three times a year or so, then I usually buy pants or something. Those are there yes, are not the best pants but they are fine.

Interviewer: But what do you think of when I say Sustainable Fashion?

Participant: Yes, for me personally it is something that lasts longer than a year and something you wear every week. Well, not that it breaks down quickly, anyway.

Interviewer: And the price?

Participant: Yes, the price is more expensive and the quality is better.

Interviewer: Yes.

Participant: And yes, I think many brands and stores nowadays have to go along with the sustainable trend?

Interviewer: And which brands are you thinking of? Which stores?

Participant: I think that, yes, perhaps a little bit of the also some specific stores. Maybe you can name maybe a network, yes, know who was maybe, yes, has come again, is difficult. Yeah, for example, he can get a lot of clothes at the Woeii, we'll last a little longer. But that's not really a big store.

Interviewer: Yes.

Participant: Yes, and with those brands I also believe that they really produce more sustainably.

Interviewer: Yes, yes, I understand, they are indeed, they will probably, let me say, produce more honestly.

Participant: But those are also Levi's?

Interviewer: And Patagonia and so on, you know.

Participant: Those are also clothes that I know.

Interviewer: Yes, that's nice, because I think Polo Ralph Lauren and Calvin Klein and Tommy Hilfiger and so on are not necessarily better quality actually, yes they do deliver better quality. But it's not necessarily more sustainable or anything.

Participant: That's right. Yes, maybe it works a bit like that.

Interviewer: Yes, sustainable is also really, say produced in a fair way and sustainable as in carbon, neutral and social justice well all that!

Participant: Yes, not necessarily sustainable in that it lasts.

Interviewer: Well, that's where a lot of people make mistakes.

Participant: Yes, because I kind of assumed that they would.

Interviewer: Yes, well, I understand that.

Participant: No.

Interviewer: So it's not that it's really fair, that it's a fair production, but have you ever bought something from one of these brands, that I just listed with sustainable brands, that you're really sure of that? Yeah, that's really like that just like that Patagonia you know, that's really like that sweeping something bought.

Participant: No not with the ones you just listed.

Interviewer: Okay, really?

Participant: Do you have a little bit more brands?

Interviewer: Yes, Nudie Jeans I don't know if you know that?

Participant: Adidas?

Interviewer: Yes, adidas in itself, but Adidas has certain lines I think that are more sustainable.

Participant: Yes, they do have a lot of adidas, but yes, that is difficult. I have a lot of Adidas, the ones with the little plant on them, but that doesn't necessarily mean Sustainable.

Interviewer: Yes, yes, I think that adidas, I think the last few years all of a sudden is all about sustainable production and so on. But they haven't done that for a very, very long time.

Participant: But with the Fast Fashion Chains the Pull & Bear and so on. When you buy that, do you buy there in the store or online?

Participant: No, I always buy in the store. I never buy anything, I never order anything online in terms of clothing?

Interviewer: Then what do you find attractive? Say about those stores, that you go there, that you go there constantly and or that you buy the pants. Let me put it this way: what makes you buy your pants at Pull&Bear and not at a Levi's.

Participant: Well, I say Levi's is a little bit expensive. Everything around it, including the marketing and I know, the pants are just great, but I think it's a bit of a waste to spend so much money on them.

Interviewer: Yes, you think price is a very important factor.

Participant: Yes, exactly it is an important factor, with Pull & Wear you know it looks nice and fits well.

Interviewer: Yes, that's nice and cheap. And yes, the quality is less, but you don't care about that, you just take it anyway.

Participant: Exactly, that's what I take and that's what I'll take at the Primark or something if you go there, then, I don't know, it's all so basic, you can't really shop nicely or something, that's what I find.

Interviewer: Yes, that's also a bit of the yes, how do you say that? Unique? Not necessarily unique, but trendy.

Participant: Yes.

Interviewer: Primark tries very hard to keep up with the trend.

Participant: You have enough choice. So at Primark it's mostly standard shirts and at Pull & Bear, I think you can buy more unusual things. I am not really trend sensitive, I just have a kind of style you like.

Interviewer: And do you think it's important that at Pull&Bear, because, yes, Pull&Bear doesn't have a new trend every time, but of course they do very quickly drop a new collection or something that makes you say, yes, there is a new pair of pants. Then I like to buy the new pants again. How much money do you spend on fixed version, yes per year or per month, how often you buy, say?

Participant: I think maybe 300 per month or so. This also includes shoes, which is often more expensive.

Interviewer: Yes, exactly, shoes are often more expensive.

Participant: Sports clothes. Is that also part of Fast Fashion?

Interviewer: Yes, that depends a bit on what kind of sportswear because with sportswear you have many different types. You have Fast Fashion that is bought really cheaply, if you buy sportswear at H&M or something like that, then it is Fast Fashion of course, but I think a brand like Nike is more directional, more sustainable as well.

Participant: And often a bit more expensive. Not that that's bad, but it is more expensive.

Interviewer: Well, that's also a tricky area, because many of those brands you just pay for the brand.

Participant: Yes, exactly.

Interviewer: And not necessarily because we are so much better.

Participant: No.

Interviewer: And what do you find attractive? I actually just asked that too. But what do you find attractive about buying Fast Fashion and then more if you also look at the service, so for example maybe it's easier to return or that the stores are easy to reach or online shop.

Participant: I think it's just easy if it's a little close by and that you see that, for example, there are also certain brand shoes that I liked and that you could only buy in Amsterdam. But then, yes, you have to go all the way to Amsterdam. Yes, you have to go all the way there is not convenient or so. That's also important to me. You just have to be able to buy it quickly.

Interviewer: That you can get to the store quickly, that it's just around the corner, so to speak.

Participant: Yes, exactly.

Interviewer: And price is also an important factor I think?

Participant: Yes, the price and yes, an assortment I like it when it's a bit wider!

Interviewer: Okay, yes, that is a wide range, that you just have a lot of choice. Yes, and then unique products. Or do you say as long as it's a little bit plain yes, trend trendy. Nice is Semi basic.

Participant: Well, I think it's so cool if they sell some sort of separate things, then you can't see that everywhere, so to speak.

Interviewer: And what do you think of the marketing of Fast version? Yes, that, that grabs me, that certainly makes me want to buy.

Participant: Yes, for example, advertising is just on TVs.

Interviewer: Yeah, or yeah, on TV or social-media or really in town can also just be name recognition that you think of oh. Yeah, I just think that's a chill store, so I just always go there.

Participant: That depends a bit on the brand, just like Nike, who has a lot of suits, they are kind of funky. And I think: if a. If a store really starts marketing on price, then yes, I always drop out.

Interviewer: Oh so okay, that you actually think that prices are an important factor, that it's cheap, but they shouldn't go out of their way to sell it.

Participant: They shouldn't be too cheap, yes, that's what I mean. So for example, I don't go to Primark because that says: yes, I'm not going to buy a four euro t-shirt.

Interviewer: Okay, yes. Yeah, so then you kind of stick to those other, Fast Fashion things, okay, obviously. And well, it's kind of common knowledge and that's why I did the research. That fast fashion is just more successful than sustainable fashion and that has to do with a lot of things. But what do you think? What do you think that fast fashion has, what sustainable fashion doesn't have, why they stay in the background and can't catch our group, especially our group, our age group?

Participant: Yes, I think, I know that that they are just a lot cheaper, yes is sometimes. That our group doesn't really have the money to pay more.

Interviewer: And do you think our group is conscious with our money, are you conscious with your money?

Participant: Yes I do handle money consciously, but I don't think our age group does.

Interviewer: And say in it and specifically in the area of clothing.

Participant: I don't think so either no.

Interviewer: Okay.

Participant: Yeah, that's a lot of young people in any sense. If we see something, they think, ah I do too and yes, they don't really think about it or anything.

Interviewer: No, because in principle, yes, there are many people who, of course, could buy more durable clothing. That's not so far out of the market that you can't buy it. But I think there are a lot of people who are not consciously aware of the fact that they could buy just one t-shirt instead of five.

Participant: And I think a lack of knowledge. I knew that as well, because I wouldn't know which brands produce sustainable and which brands don't.

Interviewer: No. Yes, well, it's a good thing you said that, because I also think that many of the sustainable brands do not indicate enough what they actually do more sustainably. That's in a lot of things, of course, and just, yes, we are, it's not made very clear to us.

Participant: Well, I think that oh, yes, and I also think if you walk in the city, that there is a bit of a skewed distribution between those stores. So I think 80 percent is fixed version, 20 percent that's not, maybe also.

Interviewer: Yeah. No right you're really thrown to death with Fast Fashion, so then it's automatically more attractive and easier to go there instead of going to those sustainable brands. Yes, and what is usually your trigger to buy clothes? Do you buy clothes because you have to, that you just need to replace them, or are you like? Well, I do like to buy things once in a while.

Participant: Well, usually I and I really need it when I go to town or something, to buy clothes, and also when everything is finished or something, or when things are broken or something. But if I go with: yes, sometimes you go with friends to a school for drinks, that's it and then I take it with me, but those are often not big purchases.

Interviewer: Yes, and so are you, do you think, influenced in buying new clothes?

Participant: Well no not really.

Interviewer: Okay and well, you're also more of a fan of Fast Fashion if I hear it like that.

Participant: Yes, I didn't know that, but I think so.

Interviewer: But sustainable fashion. Would you encourage that? With other people you find it positive, so to speak.

Participant: Definitely positive!

Interviewer: Okay, and the negative aspects are crowding out the positive aspects, or are there too few positive aspects?

Interviewer: Yes, no, right, yes, the price is just higher. So yes, but that's not necessarily negative either, because the quality is often better. But yes, actually we were talking a little bit about that just now: what. What do you think is kind of a summing up go? Am I going here? What do you think is missing from Sustainable Fashion? So what you don't miss with Fast Fashion just that just a little bit ago about the fact that you're actually being thrown to death with Fast Fashion stores. What do you think the problem is?

Participant: A bit of marketing? Indeed, yes, I think that it is not well communicated. Then you also said, yes, it's not really hot to target. So that you say, yes, that's fairly produced at fair wages and difficult to reach a large target group.

Interviewer: Yeah, and that's yeah, sure, and but what do you think? What would you say then of okay if a Sustainable brand in this way, so would marketing you were trying to target, they might be successful. Can you name that? Do you think you can?



Participant: Well, I think they should not target too much on the fact that they are sustainable, but more the target group, so more our generation. And then look at what we do find important.

Interviewer: Yes.

Participant: Our generation finds that increasingly important. But yes, I don't know, yes, with us, it's not that big of a deal.

Interviewer: Yes, with our generation it just stagnates, of course. We are sort of all vegan and all woke and everything.

Participant: Yes, exactly.

Interviewer: Yes, yes, that's certainly true, that's also one of my questions. You think that. Do you think that this is a generational problem, that this hangs, so to speak, in our generation and the generations below us, or?

Participant: Well, that yes, that in itself could also, I think I have so that it is less per year, of course.

Interviewer: That they buy less sustainable or more precisely.

Participant: That you become more sustainable every year.

Interviewer: Yes. And what do you think it's due to?

Participant: Well, the generation before us, they are just like if you compare our generation before us with the generation after us, they were raised with very different ideals, you can also see for example in the school system we get Sustainable subjects and that's all becoming more and more.

Interviewer: No-yes, while the generation before us has more to spend, so they could buy.

Participant: Yes, that's right, but they just haven't had as much education about it and therefore don't see the importance of it.

Interviewer: Yes, they know, they just don't know enough about it.

Participant: Exactly.

Interviewer: Well, I think that's also true. And if you look at your fellow students, I don't know if you have much contact with them, but if you ask your fellow students what they buy, for example, in clothes or things, do you notice that they buy a lot of fast fashion?

Participant: Most of them do. But yes, I also have friends who buy a lot of second-hand clothes or things like that, who are really into it. But I think most of them do buy fast fashion. Yeah.

Interviewer: But the university students, okay, and they also buy second hand sometimes. So where do they buy that? Vinted and stuff for sure?

Participant: Yes there.

Interviewer: Yes, do you really have them?

Participant: Not really, yes, some friends, who will be more serious, you talk about it sometimes, but those, no, not every day, those are real.

Interviewer: Bit with the world problem! And say those students, who are so also Fast Fashion, what is the reason for that? What is their trigger to buy that? Do you know that too?

Participant: Did the guys who do that know? Those do happen to be students with some kind of wealthier parents, who buy this a lot. That does really stand out. They get rooms here, their parents pay for them. And then those parents are also entrepreneurs. And then, yes, they are still working on it.

Interviewer: Yes, with fast fashion or sustainable.

Participant: Sustainable Fashion.

Interviewer: Yes, yes, of course they have more to spend I think.

Participant: Yes, they also have more to spend.

Interviewer: Yes, no and especially, say the people who buy fast fashion and therefore cheaper fashion.

Do you know what causes that?

Participant: I, I think they just don't have that much to spend.

Interviewer: No, so then it would be because they just then, because it is also cheap, so to speak.

Participant: Yes, I think so.

### **Interview 6 – (Emma Verdaasdonk)**

Interviewer: I'm going to start it like this. Yes, and then I'm going to ask you, are you okay with this being recorded and used for my thesis?

Participant: Yes.

Interviewer: Yes okay, then I'm going to start off with some general questions first. Like, what's your name?

Participant: Emma Verdaasdonk.

Interviewer: What's your date of birth?

Participant: August 24, 2001.

Interviewer: And are you man woman or something else?

Participant: I am a woman.

Interviewer: Okay, and what do you do in daily life?

Participant: I study at Erasmus, and I study business administration.

Interviewer: Okay and what year?

Participant: Now third year of the bachelor.

Interviewer: Of the bachelor. Okay nice and do you work in addition to your studies?

Participant: Yes, now I do. Recently I also work as a freelancer.

Interviewer: Oh, how nice. And what do you do as a freelancer?

Participant: That's through an app and then you can do all kinds of jobs, so I worked in a clothing store by chance. I've been at business fair conferences; a bit of catering and hospitality is really all kinds of things.

Interviewer: Sort of paper minds or something, or what's that called?

Participant: Yes, well, it's through young ones.

Interviewer: Super fun and do you do that part time or full time?

Participant: Part time.

Interviewer: Okay, so then I assume that you earn below average income.

Participant: Yes.

Interviewer: Okay, then I've asked my general question, can we move on to the questions that go a little bit more towards my thesis topic? Then I'll start with the question, what is important to you while buying clothes?

Participant: Is this only Fast Fashion or all clothing?

Interviewer: No, just all just clothes, say if you go to buy clothes and you think of okay I it already starts just of do you think I just want to buy nice clothes or do you think of I have to get some, because I just have no clothes left. What are you thinking about?

Participant: Well, with me it's not that I think: I must have something. Because I also have, I think, too many clothes. More because I just like it so much and I just love fashion and looking nice. And so well what do I find important, because where I look often on the sites, I find easy. But then going to the store in real life often is, and then I find it very important that when I have ordered or bought it, and I try it on that it fits well, as in that it is not too small or too tight, in a strange place is wrong or well, that you do not have that in any case in addition, I find it important that the fabric is good quality. Of course, that's not always the case with Fast Fashion but that it doesn't wrinkle when you sit down or that you can wash it properly. I think that's very important that you can just grow it in the wash, yes.

Interviewer: So, quality is high for you? If I hear it all, and do you think price is an important factor as well?

Participant: Actually, not so much as in that it doesn't really matter to me. If I sometimes have to buy more expensive clothes, but I think it's important that the price-quality ratio is good, so I don't want to pay a lot of money for something that is actually just very bad and that I could find much cheaper elsewhere, but if it's good quality I don't mind paying more money for it.

Interviewer: And, if I ask you, what comes to mind when you think of Fast Fashion?

Participant: Well, then actually the 2 big brands come to mind the Zara and the H&M. I think there are other brands as well, but they are of course so big and well known that a lot of people shop there. And yes, that that the collection just really changes mega much that they have mega many choices. And that it is not so expensive.

Interviewer: Yes, so price.

Participant: Yes.

Interviewer: The quick turnover, so to speak, those are things that come to mind, and in addition ZARA and H&M, do you know more stores?

Participant: No, I would say that stores like the Costes and the Cotton club.

Interviewer: Yes, and I think you also said that at least it's cheaper. If that you must think about that too, right away the price. And if you think about quality?

Participant: Yes, that it is really a lot less, of course.

Interviewer: And do you buy fixed fashion.

Participant: Yes, I buy a lot of clothes at the Zara.

Interviewer: How often?

Participant: I would say every month.

Interviewer: And do you have any idea how much you spend on that? Every month?

Participant: Yes, you can say that every month I buy a garment between € 30 and € 40.

Interviewer: Okay, clear. And do you buy that online or in the store?

Participant: Both, but I think more often online.

Interviewer: And what do you think about when we talk about sustainable fashion?

Participant: Then, I think we're talking about brands that are overly concerned with Sustainability and with the environment so be it now a lot of clothing brands that are working with recycled materials and with their CO two print and so on. I think that falls under Sustainable Fashion.

Interviewer: And then you know any brands or stores?

Participant: No, actually, at least not that I can mention.

Interviewer: So, you never buy anything, you think? Consciously, so to speak.

Participant: No, I don't think so.

Interviewer: Yes, you have quite a few it is quite a few well-known brands that participate, you know, because you have for example Levi's. I don't know, or have you?

Participant: I haven't.

Interviewer: No? And Veja sneakers?

Participant: Oh yes.

Interviewer: Filippa K. Do you know those names or?

Participant: Yes, I know those names, but I don't have anything of those.

Interviewer: No, okay, clear and what do you think of when you talk about sustainable fashion, what do you think of in terms of price and quality?

Participant: Well, in any case, a bit more expensive. I also think that the quality is often better, but I don't think it always has to be that way.

Interviewer: And why do you think they are more expensive, and the quality is better?

Participant: Well of course they can't produce as fast. Are just busy, just have a whole other mission where of course they do incur a lot more cost. But I think because they also put more time into it that the quality is also better, because they also want to produce a good product and they don't necessarily have to do it as quickly and as cheaply as possible.

Interviewer: No yes, right and it also must last longer, so. But I want to ask how much you spend, but you don't buy from Sustainable fashion?

Participant: No.

Interviewer: That's clear. And if you go back to Fast Fashion, what do you find attractive about Fast Fashion?

Participant: Well, mainly because they have a lot of choice. Often things that are nice, because I think it's because many people have it, so I think you want it.

Interviewer: They go along with trends.

Participant: Yes, they go along with trends and then I think you are triggered to buy it? And yes, it is so expensive, like you think, oh I need a nice top for this, then I would go to a store like this again to look for something that is much more expensive.

Interviewer: Yes, and do you mind that the quality is a bit less, so that it doesn't last as long, that you buy a top for an evening and that it can be written off afterwards?

Participant: No, I don't think about it badly enough like and I do think about it and I do try to pay attention to what I said, to materials that don't get dirty, or that don't get dirty and have to be thrown away immediately, but I'm not so concerned about it that I don't buy there anymore for that reason. No, yes, it is attractive, I think.

Interviewer: Yes, yes, and what do you think of the service they offer? Is that also a trigger for you to buy from them? Think for example of return policy and online shopping, the store and its interior.

Participant: Yes, of course, everything is well organized and indeed, you can order large quantities and just put them in a box and send them back if they are not good, I literally just did it this week. So yes, I think that is a plus, because I also like the fact that you have a store in every city that you can go to?

Participant: You also often see that there are fewer Sustainable brands, right? Or do they have just the things?

Interviewer: No, accessibility is an important factor for you.

Participant: Yes.

Interviewer: And, just like return policy, do you select the stores for that as well.

Participant: No, we always check before ordering if they have a good return policy, but I have to say that with more and more brands it's self-evident, so I don't necessarily select on that.

Interviewer: Do you think it is important to have free shipping and returns?

Participant: Yes, it is.

Interviewer: Yes, those are things that you consider when you decide to buy, oh, yes: do I want to do it or not?

Interviewer: And the online shop, do you find that very important?

Participant: But I also have the idea that especially almost all brands are well organized and look good and that you can easily contact him. Yes, there is a lot of difference between Fast Fashion and other fashion.

Interviewer: Well, so you do find that service also important that you can indeed contact the party? In order to, I don't know, report complaints or something.

Participant: Yes.

Interviewer: And the marketing that Fast Fashion offers. Do you ever have something like that? Do you ever stop and think oh yes, this one really catches me if you think about, well, Fast Fashion campaigns in themselves are not very, not very striking or popular, but social media and things like that.

Participant: Yes, not really? I don't really follow those kinds of companies on social media either and even if the campaigns have, I don't really notice very much the only marketing yes, what I just said that works for me is if other people have it too, or that I see it on the street that I think of oh, That's nice, but not necessarily a commercials or signs or posters or social media campaigns. That would I don't think in any case.

Interviewer: Well, you are trend-sensitive.

Participant: Yes I think so.

Interviewer: Well yes, and do you think so for example? I personally have the marketing that for example Zara uses nowadays with their products.

Interviewer: That also has a little bit to do with Sustainability, that they produce only limited numbers of their products. Is that something that triggers you to buy that you're like? If I don't buy it now, it will be sold out in a month.

Participant: No, I don't think so. No, I don't think so. I do buy quite a lot, but I can easily get over it if I don't have something, because then I can say to myself, okay, I already have enough clothes, so I don't necessarily have to have it.

Interviewer: Ok and well, what do you think that Sustainable Brands should do? Yes, I don't want to say that they are doing something wrong, but that they are missing something.

Participant: Yes, that is yes, those brands, so to speak. No, I don't think so. I think they're doing what they say that they're just doing it really well. And it's maybe the only thing I can think of, is that for people who have a little less income or a little less money it might be harder to reach and then still go to Fast Fashion more easily because it's just cheaper so, but yeah, I thought it's hard to offer that for less money. Maybe for in the future that they can also make some cheaper options?

Interviewer: Yes, so then say price is an important factor, do you think? With which they could reach the audience. And well, you say that yourself of course price is an important factor. They just make better or better quality, and the process is just more expensive to make it and it's abundantly clear that those Sustainable brands that are just less well placed in the market right now. Because you, yeah, you don't buy there. I hardly buy there either and what do you think? That say those Sustainable brands could

do to reach us so also. Even though they can't lower their prices. They can't do the same as Fast Fashion, but what could they do to trigger us to do it to make a more conscious choice?

Participant: Well, despite the fact that I just said that it didn't trigger me that much, but I think that on social media they should just try really hard to use influencers through that to give that image of oh, everyone is wearing this and this is a trend, and they're buying this to kind of create the attention for it and then the more people will wear it, the more people will wear it, so to speak.

Interviewer: Actually, they just must, don't they, must go along with the trend?

Participant: Yes

Interviewer: Do you think they should go along with the trend in terms of the collection? In terms of how the pieces look, or just that they should try to produce more, for example, or drop a collection more often?

Participant: No, I don't think so, because then you go a bit in the same direction as Fast Fashion and you don't want that, because that makes them different. Maybe that's also a positive point that they are just a little more exclusive, because yes, they have fewer articles, they have a new collection less often, so gone is gone and that they really shouldn't change that, that that is a positive point. But indeed, maybe then look at those other brands to see what kind of items they make, like indeed being trendier in more than using those colours that are in now or making the same kind of dress as what people don't wear, that kind of thing.

Interviewer: Yeah, so they just need to become trendier.

Interviewer: How much money do you spend per month on clothes at all?

Participant: It is confronting. I think € 200 to € 250.

Interviewer: Okay, so you don't spend that just on Fast Fashion because that's less. But you spend that on clothes, shoes, lingerie, say everything indeed.

Participant: Yes

Interviewer: Okay, and do you consider yourself a conscious buyer of clothing?

Participant: Yes, usually.

Interviewer: You think about your choice to buy? And then you make a conscious choice. Okay, choose fast fashion and not something that is made sustainably.

Participant: Yes, I do know what I'm doing.

Interviewer: And do you think our generation does too?

Participant: I think more and more, but not everyone. I think a lot of people are also very happy with the fact that it exists, yes. So that they just always go for that anyway, But I do think that there's more and more awareness of what it's better to buy and what not to buy, so there's more and more disclosure of what happened to the clothes when you send them back. Or how the remaining clothing is produced and how it is done in the factories in China and Taiwan, so I think more and more people are becoming aware of that. Yes.

Interviewer: And do you think that people, even though they are becoming aware of it, still don't spend that much money on it?

Participant: Do you think that there are people who can't buy Sustainable brands?

Interviewer: Yes, that they would like to, but that it's just not possible yet? Because, well, you don't really buy Sustainable Fashion either, but suppose you could, or you could encourage people to do so. Would you do it then?

Participant: Yes, yes, I wouldn't know why not, but for example the brands you just mentioned are not necessarily things I know well, Levi's. But I don't think those other brands are necessarily things I would buy. But those other brands I don't necessarily think of. Oh, they have really nice things that I want to buy

Interviewer: So, if a sustainable brand has a name like wow, that's cool, you must have that. Yes, then they've done well, because then everyone wants to buy from them.

Participant: Sustainable brands better promote, would be super nice if people choose that, but there are still affected. And they haven't necessarily then made their own choice is more Because that's then promoted, that it's that it's to do good and to make green choices. That would then probably be the reason and not Because People then intrinsically want to do that. That's obviously not true for everyone but some people are intrinsically, very much engaged.

Interviewer: Yes, and I think in our generation there are quite a few people who have that incentive for example. Yes, I see for example you and I see for that. I would prefer to buy sustainable too, but yes, I also just like choices in my closet and just nice trend things. And yes, you miss that.

Participant: Yes, that's true.

Interviewer: Just a little bit with those sustainable brands and they don't grab me their marketing strategies don't grab me as much as the Zara.

Participant: No right, it's also maybe that people who are now very interested in this environment people counted better for the world of, it doesn't apply to Everyone, but that he still has a different clothing style.

Interviewer: That's really. That's just a thing with Sustainable fashion. It's just a little bit more alternative all around. Yeah, and That's, That's kind of a shame, But that's also. Yes, it's also logical Because of course, they just want to produce some sort of basics. You see that a lot now.

Participant: Yes, and that's also the customer target group.

Interviewer: Who then finds it attractive, yes, that's right. And I think they would also like to reach the entire target group, but that it's just not possible yet because of a limited collection and so, yes, and if you speak for example to fellow students at the Erasmus University, do you also have the idea that they are dealing with these same struggles? That they, for example, might want to buy, but that they either can't. Or that the supply is simply not good enough.



Participant: Yes it's not that I have conversations about that very often, but I do think there are a lot of people I know who would like to make more conscious choices.

Interviewer: And do you think price is an important factor in that they just don't have enough to spend?

Participant: Yes, because as a student you don't always have that much to spend, so I think that plays a role.

Interviewer: And how do you think Sustainable brands can reach so precisely our group who are not actually those yes who have too little to spend and. What, what can they do to make them more attractive?

Participant: Yes, of course it would be good to make their products a bit cheaper, but I don't know if that would be possible to still cover their costs, so I don't really know how they could bring their prices down.

Interviewer: And some external things, say outside of the price. Think about campaigns or social media discounts, student discounts or.

Participant: Yes, well anyway indeed social media marketing campaigns. I think that would be a good thing to focus on and to understand what reaches people and what people find interesting and what not. Student discounts would indeed be super good.

Interviewer: Would you be triggered by that?

Participant: Yes, I think so actually.

### **Interview 7 – (Chen Chen Chao)**

Interviewer: Okay, I'm going to start first with. Are you okay with this interview being recorded and used for my thesis?

Participant: Yes.

Interviewer: Is good, okay, fine and what is your name?

Participant: Chen Chen Chao

Interviewer: And what's your age?

Participant: I am 24.

Interviewer: And, are you a male, female or different?

Participant: I am a woman.

Interviewer: And what do you do In daily life?

Participant: I am a student, but I also just started working.

Interviewer: You are a student and what do you study?

Participant: I study Master Accounting and Auditing at the Erasmus University.

Interviewer: And how often do you work besides your studies?

Participant: 4 days In the week.

Interviewer: 4 days Oh, you work 4 days.

Participant: Yes and Friday is study, but because I have study the whole week next week I now work also on Friday.

Interviewer: And, this is a somewhat personal question and you don't have to answer it, but do you earn below average, average or above average income.

Participant: Below

Interviewer: Okay well, let's move on to the questions that have a little more to do with my thesis and then I'll start with a question what is important to you when buying clothes? What do you pay attention to or base your buying decisions on?

Participant: Where I base my buying decisions well, anyway if I can make multiple outfits with it, so not that I buy something that really only goes with a certain pair of pants or something. So say all my clothes. That should just be possible and match that the quality is just okay well now I expect from fast fashion not very high quality, but always just look at all the seams and stitching. If it's all just right of course. Yes, price is very important.

Interviewer: Simply when you buy something what you then find important?

Participant: Then I also pay attention to the quality of the fabric, whether or not it shines through, or if it doesn't feel very cheap and wrinkles easily. Yes, and price is also still an important factor.

Interviewer: And do you find that, yes, then I assume that you find it important if it has a somewhat lower price than it is more attractive?

Participant: Always a deal score, right?

Interviewer: Always scoring a discount. Yeah, no, that I'm exactly the same, you know. And when we talk about fast fashion, what do you think of?

Participant: Then I think, yes the H&M and ZARA and child labour and yet many cheap prices, yes. And yes just every week a new collection.

Interviewer: Yes okay so quick circulation low prices. And, what do you think about when you think about quality?

Participant: Varies greatly, because, for example, yes, the normal collection of fast fashion is of course simply low quality. Yes, but you also have premium collections in between and then you really notice that they are better put together and that the fabrics are better, but in general the quality is low.

Interviewer: And well, you already mentioned a few stores at H&M and ZARA. Are these also stores where you buy yourself?

Participant: I did stop buying clothes at H&M but at ZARA I still buy clothes.

Interviewer: Okay and why did you stop at H&M?

Participant: I don't know, it doesn't appeal to me anymore. Yes, I do not really know. Yes, the clothes don't attract me anymore.

Interviewer: No, okay, just no fun, no nice collection and stuff?

Participant: Yes, I think so. Yes, the designs just don't appeal to me anymore.

Interviewer: Yes, it's not strange, because H&M is real. Yes, it is more basic and so on. Yes, I have that too. I hardly ever shop at H&M.

Participant: I used to do it a lot but not anymore. No, I haven't opened that app in a long time.

Interviewer: Well, there coincidentally when we were talking on Monday we were talking about Eef's sports trousers.

Participant: Oh yes.

Interviewer: That's from H&M and then I thought, oh well, maybe I'll order that one too, but actually I never bought anything else there.

Participant: It is mainly just a bit of the same look or the Bijenkorf.

Interviewer: Yes, okay, ZARA is really fast fashion. Yes Bijenkorf yes not necessarily.

Participant: Not really, no, but that's where I go when I want better clothes.

Interviewer: Yes exactly.

Participant: Also for work some better quality clothes.

Interviewer: Yes I understand. Yes and how often do you buy at fast fashion?

Participant: Yes, I really hope not very often clothes, so I think once every 2 or 3 months?

Interviewer: Oh, wow, that's not much.

Participant: No, I really don't buy clothes that much.

Interviewer: Okay and how much do you spend on that?

Participant: Really a different story. Then it's about, what will it be € 300 or so?

Interviewer: Oh so you're actually more like a shopper who goes less often, but then spends a lot.

Participant: Yes, ok.

Interviewer: And do you then in between not or another question, how do you go, how do you buy? Do you do that online or do you do that in the store?

Participant: Online.

Interviewer: Online okay, so you have, but you don't have like. Oh, I'll just look in between.

Participant: Yes.

Interviewer: Now if we look at the other side, what do you think about When we talk about Sustainable fashion?

Participant: Well, then I think yes just an ethical. That people get paid enough to be able to live off the raw materials that are used for the clothing, say for the fabric that it is produced in an ethical way. That the farmers for example get enough money for cotton.

Interviewer: Yes, okay, and what brands are you thinking of?

Participant: Then I think even yes Everlane I do not know if you know that brand of Kenya Addons so called, she is online.

Interviewer: No, I know.

Participant: Yes bit that kind of brands it. Coming up a bit more now.

Interviewer: On yes exactly and where do you buy from those brands yourself.

Participant: From everlane family has just not here yet, but that's because those prices are much higher. And, I think that also goes more in the direction of the designer.

Interviewer: Yes, so what you say, I also want to ask what you think about when we talk about price?

Participant: Generally speaking it's higher, but that's also logical, because the price you pay at Zara and H&M are actually just unrealistic prices, because it's actually far too cheap.

Interviewer: But okay and what do you think about in terms of quality when we talk about sustainable fashion?

Participant: Also better, because they just pay more attention to that. It has to be manufactured. With fast fashion everything has to be put together as quickly as possible. Yes, both are Sustainable fashion, then it's produced very simply, for example, by people who can work more quietly and put more love into their work, yes.

Interviewer: Yes, that's true, that's true. And how often do you buy from these kinds of brands?

Participant: I think once or twice a year.

Interviewer: Okay, and do you spend a lot of money on them?

Participant: I think, well. No, but if I buy something there, then it's some more expensive pieces and I don't buy very much, but I think I spend about €200 or €300 or so.

Interviewer: Bit similar to fast fashion then actually.

Participant: Yes.

Interviewer: Okay clearly. What do you find attractive about buying fast fashion? Why? Because you just said yourself, I would buy a lot more durable if I had the money, but it seems to me that fast fashion is also very attractive. And what is that for you? Just say it personally.

Participant: Yes, well, fast fashion is more the trend. Yes. So the collections that come out, yes, they are more in line with the trends that are going on at that moment. Yes, sometimes you just need something for an event or something like that so you only wear it once or twice at the most, then I buy it more from fast fashion. Than with something that is Sustainable, because if I buy something from a Sustainable brand, then I just know that I am going to wear it often.

Interviewer: Yes, but does that have to do with the fact that you buy fast fashion because you might find a more suitable product there, a nicer one or something?

Participant: Yes, say if you look a bit to the trends then yes, but it could also of well what plays a big role game just mainly the price, yes.

Interviewer: That's just lower. Yes, okay, and if you look at fast fashion, for example, the service they offer, return policy or stores, the accessibility of the stores, do you think that's important?

Participant: Well, return policy anyway, because I am someone who just leaves a lot in the shopping basket and just so I can try it on at home and then send it back. Just say what I do not want, so the door policy I do important, but the store itself, that makes me not so much because I do a lot of online shopping.

Interviewer: Okay, but you don't think it's important that you can return it to the store or something.

Participant: I never make use of that.

Interviewer: Okay, and the marketing that fast fashion uses. Do you ever feel like you've caught yourself? Like oh, this is catching on. This makes me buy or want to buy.

Participant: Well, no, or I never consciously noticed but I don't really see very many advertisements of ZARA passing by.

Interviewer: No, no, no, that's right. ZARA is indeed a different thing, but ZARA, for example, has again as a kind of marketing strategy is that they just produce less nowadays. So you just have fewer numbers of an article available.

Participant: Oh, I didn't even know that!

Interviewer: If we look, say, at fast fashion, what do you think of sustainable fashion brands that are kind of emerging now? So what are they still missing to actually reach our target market?

Participant: Let's think. Yes tricky yes. But it is. It's just that you see that people don't really wear much yet, so you often see someone wearing something nice and then you are like, "Oh, where is that from? And people say never mention a Sustainable brand. More the not much sees.

Interviewer: Yes, well, it say more of where I want to go. It's also a very difficult question, but what I want to achieve is that we are of course, like a zara or something. You do buy things at the Zara. In one way or another, ZARA does it very cleverly, that they really know how to reach us and that they know exactly where to offer their products, which appeals to us, and that's why they are so successful.

Participant: I think that's because they just make so many different kinds of clothes, which are also often very trend-sensitive. And if you can do that? Yes, that appeals to us, because we see that coming back from influencers who are wearing something, for example, but that is from a designer, which we would not be able to buy, but that yes, lets make a cheap version of such a garment.

Interviewer: Yes, exactly, so you say that it is really in that trend.

Participant: Yes, I think really just those trends. Because I saw that also sometimes, for example, was the Top of Jacques now and everyone liked it. And then suddenly ZARA also had say exactly the same top, yes. So yes, then everyone went and bought it, so that's a trend.

Interviewer: That's really one thing, but don't you think that it's also really based on price, for example?

Participant: No, I don't either. Because she makes a cheaper version of everything. Yes, so everyone goes off on that than for a designer brand that first came up with that design. Yes, and just like Sustainable brands don't have a lot of brand awareness yet, they have to build it up anyway, but do you think it could also be because they are less visible?

Interviewer: In the cities, there are mainly few physical stores.

Participant: Yes, that too. Yes, maybe they should invest in billboards, something like that on the street because now you don't really see them and you hear about them through the grapevine or something like that, or you come across them by chance and you think, oh, how nice, but I don't really experience much marketing.

Interviewer: What do you miss? Say in your own buying decisions or at least your own buying process. What do you miss about sustainable fashion brands or what do you find disadvantageous about buying them?

Participant: Yes, they're just not that trendy, but that's logical, because trends pass so quickly.

Interviewer: Yes, that's really difficult.

Participant: It's not really feasible. Because they produce sustainable.

Interviewer: Okay, so trend is for you a really important factor in it.

Participant: As in?

Interviewer: Well, that you are also influenced by trends, so you think, oh trend, oh, I want this right away, how nice, but also by others, because of it.

Participant: Well, if a trend appeals to me then yes. I'm not going to buy every trend.

Interviewer: No, because that would be a shame if you bought a trend piece that is just more expensive than at Zara. Yes, okay, and are you aware of how much money you spend, say, on clothes?

Participant: No, not always.

Interviewer: Do you think you could be more conscious about that?

Participant: Whether I can be more conscious with it? I'm just very sensitive to sales when ZARA has a sale. Yes, I have not participated this time but normally, I'm always going to look through it and then I see there of oh, this is so cheap, I really cannot let it

Interviewer: Do you find say a Sustainable fashion buying behaviour. Do you think that is? A positive development in society? Would you encourage it?

Participant: Yes, I would encourage it. I think it's good that it's coming up a bit more now and that more attention is being drawn to it.

Interviewer: Do you think so? Say what actually? What we also discuss a bit, just those points that yes that just make it a bit harder to buy the Sustainable fashion. So still those trends, but also the price. And that it's a generational thing that really plays a role in our generation, mainly?

Participant: I think so, because there is often. The younger people who want to follow trends. I think older people buy more timeless things and of course older people who have been working longer. They have more money, so they could also just buy more expensive items.

Interviewer: Yes, and if you say that, but around you your fellow students, But I'm actually also curious about your colleagues If you talk to them or If you hear them talk about fashion, do you hear that they also buy a lot of fast fashion or at least buy fast fashion for the same reasons.

Participant: Female colleagues I don't have many of those, but they buy a bit the same as I do.

Participant: A bit of a mix as well, but I don't have many female colleagues. And male colleagues, they don't really buy much solid fashion.

Interviewer: No, that's right. Men are less of them anyway.

Participant: Yes, that's right.

Interviewer: But if you look at your, then at your fellow students. You hear that they do buy a lot of fast fashion, also for the same reasons, so to speak. So that they just have less to spend. Or that they're just going to run limits.

Participant: Yes yes, really, but everyone I know buys clothes at ZARA, because it's just cheaper.

Interviewer: Yes so actually just a bit of a forced situation for many people.

### **Interview 8 – (Levi Suiker)**

Interviewer: Then I'll start by asking: do you think it's okay for this to be recorded for my thesis and be used okay, top, what's your name?

Participant: Life sugar.

Interviewer: Okay, and what is your date of birth?

Participant: 23 March 2002

Interviewer: And are you male-female or male otherwise?

Participant: I am a man.

Interviewer: Okay, and what do you do in daily life?

Participant: Studying.

Interviewer: Okay, and do you also study at the Erasmus University?

Participant: Yes, I study economics and business economics.

Interviewer: And what year are you?

Participant: Year 3 Bachelor.

Interviewer: And besides your studies you also work?

Participant: Yes. I have a side job in special education, I give tutoring.

Interviewer: Oh, how nice!

Participant: Yes.

Interviewer: And you do that part time.

Participant: Yes, 1 or 2 days a week.

Interviewer: Okay, so I guess you also earn below average income?

Participant: Yes.

Interviewer: Okay, well, at least I've had my general question. Then we go on to the questions that really have more to do with my thesis topic and I don't know what else I said, what my thesis topic is, but it's Fast Fashion.

Participant: Ok is good.

Interviewer: Well, then I'll start with the question: what is important to you when buying clothes?

Participant: First of all, of course, how it looks, yes, how it suits me, the fabric I think is also important, especially just I like a bit of elastic, say that it just sits well. Linen or something, and yes, price of course.

Interviewer: Ok.

Participant: Brand too, but it doesn't have to be very thick. For example, clothes with the brand very thickly printed on them. I don't need that, but I also like a subtle brand.

Interviewer: Okay, you are a little bit brand oriented.

Participant: Yes, you say it with your brand just slap. Yes, yes, look, I can be very pious and say: I also care very much what these people earn, have bought this kind. But the moment I buy it, that I would rather it be cheap, than that those people have it good or something.

Interviewer: Yes, exactly, it is important that you indeed of what do you find important while buying what do you pay attention?

Participant: To see them like that, then I think it's sad, but eventually I think so too.

Interviewer: Okay, clear, and what do you think of when I say: Fast Fashion.

Participant: To produce clothes even faster.

Interviewer: Okay, and which stores do you think of, for example?

Participant: The cheaper stores like Primark or H&M, ZARA or Zeeman, if they still exist.

Interviewer: Yes, they exist, and what kind of prices are you thinking of?

Participant: Which one do you mean?

Interviewer: Yes, just, when you think of Fast Fashion do you think that it is sold at a very high price?

Participant: No.

Interviewer: Okay, and the quality high or low?

Participant: Yes, average.

Interviewer: Okay, not bad, so to speak.

Participant: Well not very bad, but also not very good.

Interviewer: And do you ever buy fast fashion or at those kinds of chains?

Participant: Yes, occasionally.

Interviewer: Where do you buy then?

Participant: At ZARA or Pull and Bear.

Interviewer: And how much do you spend on that?

Participant: Do you mean per month or per year?

Interviewer: Well, yes, per month, it depends how often you buy, if you say: I buy once a year then per year.

Participant: Take something like 200 € every 3 months.

Interviewer: Okay, okay, clear. And if we are going to look on the other side, what do you think of when we talk about precisely Sustainable Fashion.

Participant: That such a product is what in terms of quality went on with yourself best, but a lot more expensive, to make it yes, just with premium and Pricing that they call it.

Interviewer: Okay, so more expensive, but not necessarily better in terms of quality. Okay, and what stores do you think of then or brands?

Participant: Yes, I wouldn't know those so quickly.



Interviewer: Yes, there are a few brands that are really very intentional about being sustainable. I don't know if you know Patagonia, for example. And Toms shoes.

Participant: Okay, yes.

Participant: And Nudie Jeans, I don't know if you're familiar with them.

Participant: Yes, I know them.

Interviewer: Levi's too.

Participant: Yes, of course.

Interviewer: Yes, well, those are quite a few brands that are really conscious of sustainability.

Participant: But it's just a trend that every company wants to say, sure, so you're less aware of it.

Interviewer: Well, the ones I'm mentioning now happen to prove that they are working sustainably.

What you also say, they are really working on it.

Participant: Yes, now you also have ZARA and H&M who have introduced a kind of sustainable line, but it is still doubtful whether that is more sustainable, you know.

Interviewer: Yes.

Interviewer: Those names I just mentioned are sustainable, but do you ever buy from these brands or other sustainable brands.

Participant: Yes, especially at Levi's.

Interviewer: Okay.

Participant: Yes.

Interviewer: And how much do you spend on that?

Participant: Yes, I think when I buy something there it's more expensive. And that's usually something like two or three hundred euros per year.

Interviewer: Okay, and do you buy that in line or in a store?

Participant: Mostly online.

Interviewer: Okay.

Participant: I'm really an online shopper though. Participant: Yeah, because it's easy.

Interviewer: Yes, and if we go back again, say to that Fast Fashion so well, examples, H&M, ZARA, Pull and Bear, what you buy there so say. What is attractive for you to buy there, to buy the products you buy there?

Participant: Is that mainly for the price, I think. I need something quickly. Or there's a theme party in a different colour. But also, of those sometimes of neat suits, everything they have or so.

Interviewer: Yes.

Participant: What if I need a very specific colour for a wedding and I don't have that colour. Then I'll go there once for that.

Interviewer: Yes, so then, yes, it's just easy that they have a very wide assortment.

Participant: Yes, he just cheap case.

Interviewer: And just cheap, okay, clear and do you like the fact that they, that they are everywhere in the neighbourhood, so that the accessibility is great?

Participant: Yes, that they are in the city, say with a store, so yes, then they basically have everything.

Interviewer: Yes, but more of that the physical store, that you can get to it quickly, or do you find that that's just available to buy online? Still?

Participant: No, I don't think that's important, because even wouldn't be Physical easy but to reach, they also buy it online.

Interviewer: Okay, and if you think about return policy or something like that, is that also a thing that you consider in your head decision.

Participant: Yes, of course, look. If I'm going to return it, I do try to do that for free.

Interviewer: Okay, and it's not like you're selective on that say selective or yes, yes.

Participant: No, but if I like something and it is paid to return it, I think twice before I try it.

Interviewer: Yes, exactly, so the threshold is just lower when it's free?

Participant: Yes.

Interviewer: Okay, and the marketing of Fast Fashion do you ever find yourself confronted with that, that you're like, oh? Yes, that actually gets me.

Participant: Yes, God, the whole sustainability thing.

Interviewer: Yes.

Participant: I always think: the first early days of a company is to make a profit and if they think that's important, say, then they would also do that without advertising it, so I'm always a little critical.

Interviewer: So, you think that if they advertise that they are kind of selling out or something?

Participant: They then actually, yes, they should not do.

Interviewer: Okay, so that wouldn't necessarily be positive for you? Doesn't give you an incentive to buy?

Participant: No, no positive incentive.

Interviewer: Okay, so that's also not something that encourages you to buy from Sustainable Fashion?

Participant: Exactly.

Interviewer: And with Fast Fashion in particular, so let's say they try to reach you by saying, look, we have some very nice stuff, come and buy it. Would you be sensitive to that? Is that something that grabs you?

Participant: The fact that they advertise that they are working on sustainability? Because then not.

Interviewer: And just busy, so just the pure what they do, so not focused on sustainability, right.

Participant: No, I don't think so, but usually look, maybe so, because look, when I see an advertisement, it still sticks. But it's not like they say, "Oh, come now," that I think I should have it right away.

Interviewer: No, okay, you're just not very, very influential in buying clothes.

Participant: No.

Interviewer: Are you going to buy more because you think, oh yes, I need it. Or are you also a kind of trend buyer who thinks, I just have the family to buy something nice.

Participant: Yes.

Participant: Usually the quality is better, not compared to the price, because it's usually just more margin on just quality requirement better and I usually find it a little bit too neat too.

Interviewer: Okay, yes, so also just probably you mean even more. Also, quality in how it sits so is not with the lifespan it lasts?

Participant: No.

Interviewer: Okay, and do you sometimes have things at Sustainable Fashion brands, which we just talked about, that you miss?

Participant: I just miss the fact that yes, they make stylish clothes. And the fact that they are sustainable. If they really, where it would already be very different.

Interviewer: Yes.

Participant: That they no longer act and that I then hear through the grapevine that they still do something about it? No, that they don't really advertise it, I say.

Interviewer: Oh, so you would be more, much more sensitive to word of mouth.

Participant: Well, if that word of mouth doesn't come directly from them, say, not if it's part of marketing.

Interviewer: No, exactly, so that you, you must hear from your fellow students, of oh, yes, it is sustainable, nice and good.

Participant: Yes, exactly and I must hear that from them because they have really experienced it that way.

Interviewer: Okay, well, that's clear and are you aware of how much money you spend on clothes?

Participant: Yes, I think so.

Interviewer: And how much do you spend on clothes per month or so?

Participant: And now it's less than before, so I think about a hundred euros a month.

Interviewer: Okay, okay, and if I look again, say my topic of course of my thesis is: what attributes do students of Mr. Asus University find important while buying Fast Fashion and so what they miss?

With Sustainable Fashion, do you, do you have any idea why we thus buy less Sustainable Fashion from students and are more likely to buy solid cardigans? What do you think the reason for that is?

Participant: With the price, I think.

Interviewer: Okay, and is that also something you hear from your fellow students, for example? If so, they are all kind of the same in it.

Participant: Fellow students or friends do go to that store instead of Sustainable Fashion because they are cheap and I agree with them because I wouldn't pay that more expensive for the Sustainable clothing either where you know, it doesn't end up with that organization at all.

Interviewer: Yes, exactly, so actually, if I hear it a little bit, then you have a bit of a problem with the fact that those brands who think they are Sustainable are not transparent enough and how sustainable they are.

Participant: Yes, that's true, so there are two things: they are too showy and that creates a kind of suspicion, which makes people think: yes, are they doing this just to get that extra margin? Or are they really using this money to be sustainable?

Interviewer: Okay, well, that's a whole different perspective on sustainability. And do you think that's also a bit of a generational thing? Or say that our generation just buys less sustainable, for these reasons mainly than on price?

Participant: From companies that they go along with the trend of sustainability and environment, and things like that.

Interviewer: Yes, that they want to sell it in a sustainable way.

Participant: Yes, and I think for all times is to get something cheap.

Interviewer: Yes, yes, but so if you look at our generation, at our fellow students as well who would therefore rather choose Fast Fashion, do you think that's a generational thing, that maybe we care less or so to buy sustainably.

Participant: Big influence of that is, is it news and such that that nowadays? Yes, people do become more and more aware that not everything that is said to them is true, say, but also with advertising and things like that to come. Look used to be of course what you get a charity, which was a scandal, that they didn't really use the money, for which they said they would then of course that didn't really hit the deck whereas now it comes right the news and all those people have gone crazy.

Interviewer: Okay, yes, so that precisely because of that, what you also say, they would be less likely to buy expensive ones, because it hasn't been well demonstrated yet that they are sustainable.

Participant: Yes.

Interviewer: Okay, nice and yes, so you stand a little bit. Now I have said a question you stand. Would you find Sustainable Fashion buying behaviour positive, and would you encourage it? So, if I hear you like that, not actually.

Participant: Yes, look, even if it were so, even if it were really what it says there? Well, of course.

Only. Yes, whether it really is so, that's where I see the criticism, so to speak.

Interviewer: Yes, so if I can put it a little like that, then you would give the following advice: do more to prove that you really are such a Sustainable.

Participant: Yes.

Interviewer: And give other things less attention, like ads or that kind of thing.

Participant: Indeed, yes.

Interviewer: Okay and yes, and so if they did produce very sustainably and that's just obvious and you believe it, would you encourage it?

Participant: Does that come up, then I would be more likely. Yes, I would be more likely to buy something right away.

### **Interview 9 – (Sven Groen)**

Interviewer: Do you like the fact that this word is included and used for the content of my thesis?

Participant: Yes definitely.

Interviewer: And what is your name?

Participant: Sven Groen.

Interviewer: Okay, and what is your date of birth?

Participant: 7 April 1999.

Interviewer: And, are you a man, a woman or are you different?

Participant: I am a man.

Interviewer: And what do you do in daily life?

Participant: At the moment I'm still studying. I do have a side job. But I work there 2 or 3 times a week.

Interviewer: What do you study?

Participant: I study economics and business economics. And I'm now in my third year.

Interviewer: And where do you work besides your studies?

Participant: I work in a nursing home. Well, sort of the catering part of the nursing home, where, say, every evening and afternoon they cook for the elderly. And then I'm in the rinse kitchen the dishes.

Interviewer: Oh how nice and funny. And then you do the part-time, you just said.

Participant: Yes that's right.

Interviewer: Well, then we'll go on. These were kind of the general questions, but then we'll move on to the questions that really do go a little bit more towards my thesis topic. The content of that, then I'll start with the question, what is important to you while buying clothes? Just clothing in general, so to speak.

Participant: Yes I, I look, of course, I think most if you find it a nice product when I look at my own clothes, then I like to have some colour in my clothes. So I'm not someone who only has white or only has black, so I do have it often colours and I really like pattern to my clothes. So how it looks is most important to me. Then as a second would also be the fabric. Yes, I think that's also important, because I notice that certain fabrics are just more comfortable, so then I tend to buy that again.

Interviewer: Must be comfortable.

Participant: Then say that one. Yes, okay, and what else do I look for? Yes, the price as well. I'm not really a brand junkie or anything like that I have to have a brand for everything but if I see a nice shirt or polo for 3 times the price. As I know a lot, for Tommie or a Ralph Lauren POLO then I am also satisfied. So brand is unimportant to me in that regard. But price is. I don't feel like spending 80 or 100 euros on a piece of clothing, so to speak, especially if it's t shirts or polos.

Interviewer: No, exactly, but do you think the price-quality ratio is important too?

Participant: Yes, if I notice that certain clothes are better. Yes well, really good clothes can also be brands if they are on sale and such a brand is on sale, then I am more inclined to buy it because I know

that the quality is always good and better than the lesser known brands, at least often, so that is indeed important.

Interviewer: And when I say fast fashion, what do you think of?

Participant: Well, to be perfectly honest, I hadn't heard of it before you started recording the whole interview. You briefly mentioned what it was, but now I know that these are, say, the simpler stores where you just go shopping?

Interviewer: Yes, and which stores' names do you know? Do you have an image of it now?

Participant: I think things like Zara, Jack & Jones, maybe?

Interviewer: Yes right.

Participant: Beehive or no?

Interviewer: Well no, Bijenkorf not really. Yes meet the Pull & Bear, the H&M and the Primark.

Participant: C&A then.

Interviewer: And When we talk about these stores, these brands what do you think about? For example, So these are fast fashion brands. But then what do you think When we talk about price?

Participant: I think the average price here is a lot lower than the larger brands, I think everyone can afford it.

Interviewer: Yes, and the quality?

Participant: Yes, it's difficult to say, on the one hand you would say that because you pay less, the quality should be less. But yes, it doesn't always have to be that way. But yes, you are inclined to say that it will be slightly lower quality than the big brands, but this, I'm not saying it's bad quality?

Interviewer: No that no, that okay and do you yourself ever buy from these brands? Do you ever buy fast fashion yourself.

Participant: Yes, I must admit. I don't necessarily buy a lot of these brands or these clothes stores, but often the simple things like socks, underpants, say really shirts with no print and so on, and shorts often too, because with shorts I don't necessarily have the idea that it really has to be a brand for me, that I don't know, I buy a lot more of it, or so on than with the long pants, which are also a bit cheaper, so then I change more in those so I often buy shorts at these kinds of stores.

Interviewer: Okay, and how often do you buy here?

Participant: Oh, that's hard to say. Me, I'm the kind of person who, when he goes shopping, is ready for at least a few months. Or until the seasons change. Think, I don't know how much product I buy then, but yes, I think in terms of shorts I can buy two or three per season and then when the weather starts to be nice.

Interviewer: Yes, so you might buy clothes two or three times a year.

Participant: Yes, at those kinds of stores. Yes, okay, then it's just about these things or these items I might need a little more of in the coming period, then I immediately get 5 pieces of certain things and then I'm good for a while of course.

Interviewer: Yes, and how much money do you spend on that? Do you have any idea?

Participant: I'm just thinking? I think between 50 and 100.

Interviewer: Okay, each time you go?

Participant: Yes, sometimes it is more but oh I think on average between 50 and 100.

Interviewer: okay. Yes and do you buy online or do you really go to the store?

Participant: I do go to the store, I hardly ever order clothes online actually.

Interviewer: Okay, so do you also find it attractive, say fast fashion, the stores and just the way of buying there.

Participant: Yes, yes, I do. I find it. A tricky question I usually find it a little more crowded In the stores. And it feels a little smaller or something, because it's all so lumped together at most, but somehow I always just get by in those stores, so I do always feel just fine. It's not as if I'm like, "I don't look good," or "I don't feel good.

Interviewer: Okay and When we talk about fixed station, what do you think? What is the biggest trigger for you to buy there?

Participant: Yes, for me it's more like when I go to a store like that, I need simple clothes, so I feel like I need to get some, so I just think. Well, you can get some nice products for a reasonable price and I think I'm really sort of finding the really nice clothes and I find the clothes where I think, well, that's just fine. But if I look at a certain item of clothing and I think, well, I just can't find it in that kind of store, so I think better, low price, but also kind of the convenience of yes, this is just clothing in which I can walk around just fine, but it is not necessarily clothing in which I would go out for dinner or something?

Interviewer: Yes, okay, maybe that's because of what they have to offer?

Participant: Yes, that is great.

Interviewer: Yes, okay, so those are things that make it attractive for you?

Participant: Yes, because it's easy, you walk in, and they have everything, and it's all for a good price so then you think, yes, that's all top.

Interviewer: Yes yes, of course. And now we've had say fast fashion. Now I don't know if you have the same opinion about that, but now you have another side of course Sustainable fashion, sustainable brands, sustainable stores. Who produce differently and what do you think of when I say that, sustainable fashion?

Participant: Yes, I only think of Patagonia, that's the only thing that comes to mind, but I think that's more online.

Interviewer: Yes, that's not just online. But that's a good one. That's a brand that sells sustainable clothing. That's right, but does the term mean anything to you?

Participant: No, that doesn't say much. I don't necessarily, I don't know them? I can't name the companies or stores in Rotterdam or the neighbourhood.

Interviewer: No, not yet. That's kind of the thing too, they're just not that well known yet and they need to become better known. But yes, that's still a bit of a thing, but there are other places besides Patagonia, so nothing else comes to mind, so to speak.

Participant: No, apart from Patagonia, no.

Interviewer: Well, you still have Levi's, which is quite sustainable.

Participant: Okay, so I didn't know that.

Interviewer: But you still have some brands, but yes, do you also buy from sustainable fashion brands or not at all?

Participant: No, well, maybe I do because I don't know that they are like that, but I, I don't do it consciously. No, and if I, because I did research Patagonia then for example Patagonia is really ridiculously expensive. It may be Sustainable, but I wouldn't want to spend that for it, because they just charge between €300 or €500 for a jacket there. Well that, I think with my student life and my side job is too expensive. I think that's just a waste of money. And although it is really important that they have more clothes like that, like Patagonia make, but yes, as long as the price is really that high it won't be him?

Interviewer: No, well, those are indeed questions that I want to ask, because it's not for nothing that I'm targeting the students of the Erasmus University, because they generally have less to spend. But do you think that this is a trigger for you to buy fast fashion and not sustainable fashion because it is actually more expensive?

Participant: Yes simple say yes, because like I said, usually When I go into those stores is for convenience fast. Well, maybe not that fast, but just that you go there for a low price and get your things and then leave again and that actually disappears when the price gets much higher, because then I think the whole idea of going there is actually gone, because then you automatically get fewer items when it gets more expensive.

Interviewer: Yes, that's right.

Participant: You don't want to walk away with a bill of €300 or €400. If you think you're going to pay €100.

Interviewer: Yes, that's just not possible, so to speak. In some cases people just can't afford it.

Participant: No, exactly. No, yes, I think those are also the customers of Fast Fashion. I think they have to deal with it more.

Interviewer: Yes, yes, I think so. So if we talk about Sustainable Fashion, what do you think they could do to make them more attractive to us? There are also Sustainable brands that just produce something more expensive. Not like € 500 for a piece of clothing, but a little cheaper and we could, for example, if we had more to spare for a piece of clothing and didn't want to buy as many pieces, we could buy more consciously and choose a slightly more sustainable brand.

Participant: Sure, I think so, yes.



Interviewer: What can they do to convince us of that? Let's say to make us go through that process of becoming aware?

Participant: It should be known in any case what kind of clothing is made sustainably and I can imagine that in the t-Shirts or such like all put on such a chipie but that is then just too small. That's just not. Yeah, you read over it. Or then you don't see it when you say for example it's very Sustainable. Well then, as far as I'm concerned they should make some kind of advertising that they are Sustainable, that they really show everyone: We are Sustainable and maybe more Sustainable than certain competitors. Because if you go to a store like that and also just see on the windows hanging of yes Sustainable, I don't know 100% recyclable or where say certain fabric that just breaks down easily and such yes or how it's made. It just has to become more known among people because otherwise they don't know about it.

Interviewer: You actually have to be thrown out with it.

Participant: Not to that extent either.

Interviewer: But look, let's say they're killing you with the fact that they are Sustainable, is that a trigger for you to suddenly spend € 200, or I don't know how expensive a pair of Levi's pants is, to spend € 120 instead of buying three pairs at Pull & Bear for € 40.

Participant: Well, not necessarily immediately, but it is a first step that I know. And yes, to go further into the question, yes, what can they do to make it, say, really known, yes, I think that's difficult for them too. But in any case, they must first show their brand that they are so green, so to speak.

Interviewer: Yes, okay, it just has to be known.

Participant: It really has to be known. And after that you can always try to lower the prices a little bit, so to speak, in order to accommodate your consumer more.

Interviewer: And do you see yourself as a conscious buyer, are you conscious of what you spend on clothes?

Participant: No, not really. I don't want to call me that no, because I already for example then indeed don't know of certain brands whether they are sustainable or not. So I'm not aware of it.

Interviewer: Do you think that's quite a problem within our generation that several people suffer from it?

Participant: In terms of clothing? Maybe, but I do notice that my generation lives in a green world, with things like food, it's often clear on the packaging whether it's sustainable or not and so on and so you can try to live greener, because it's visible and I have less of that with clothing. Yes I don't think it necessarily has to do with unfamiliarity in our generation. I think it has more to do with the products of real clothes, maybe if you would put on the rack that everything on this rack is sustainable, then it would already be mentioned that you are in the sustainable corner of the store or something like that?

Interviewer: Yes, then it is already clear?

Participant: Then it's at least clear that everything that's hanging there is a good thing, so to speak, because I don't even think I really want it. Only yes, as long as it doesn't necessarily make the price difference that much they should know.

Interviewer: Would you encourage it?

Participant: I have with food, I try at least we as a family are really trying here and there more and more new organic things. Yes, in terms of eaters we really do try to become more green, thought, but yes, so that also succeeds somewhat, but also again like say a bunch of tomatoes. Normally they cost € 1 and they are organic they cost € 5, then again it is like yes, you pay 5 times as much now you know, so then it is a bit too crazy, but as long as indeed the price is not that much that you pay at most double as just € 1, then you think of well, that's fine because in terms of taste it is, say for me, not different enough from each other. And that's what I'm afraid of with clothing, that it's also the case that, say, on the outside it looks similar, and maybe in terms of fabric and feel it's all a bit the same, but that one shirt is, say, twice as expensive. Because it is durable, while you don't see or feel much of it.

Interviewer: Yes no, yes right. They are also not very distinctive in that sense or so you would like it more if they were original. Or how do you say make unique garments? Would you find that more attractive?

Participant: Yes tricky yes I do like a bit of a challenging clothing style, but any clothing can be made in such a way that it's unique so I don't think that Sustainable, say in that vein can be their own unique.

Interviewer: It wouldn't be a trigger for you?

Participant: No yes no.

Interviewer: Well okay.

Participant: And, because it's purely, just because I think that all clothes say on that to be in their own way kind of unique because yes in every store you walk into, you see different clothes the so yes, whether that's system or not, It's always different.

Interviewer: Well yes it is. You have a point there! And now that we're talking like this, say about that Sustainable clothing that maybe that's also a generational thing of ours. I think that in our generation it's very important that people want to buy clothes, but maybe they just don't have the means. For example, do you hear from your peers that they buy from fast fashion brands at an H&M or a ZARA for price reasons. Do you think it plays a role among your fellow students?

Participant: Yes I don't hear it but it will undoubtedly play a role. Because I see when I go out with my friends to do something, we're always really kind of neatly dressed or just or should the clothes be on and sometimes? Do you think of those clothes of well, that was bought there or the like it's obviously hard to see or something. But I think everyone gets their stuff from there, especially if you're still a student, but that's not a problem, is it?

Interviewer: No, certainly not, but do you think it has to do with price or what do you think it is about, price or supply?

Participant: Yes, especially the price, I think, for students the price is a very important factor because, well, you often don't have too much to spend and, you still need certain types of clothing where you can't always have a brand, because otherwise your closet will soon consist of 5 shirts from your pants and then the rest will be empty and the stuffing will be, I guess, for a lower price. Just got it from those other things, so to speak. I think almost all students have a little bit of that and maybe the prouder ones don't. But yes, those are also priorities of certain People. Of course. If you only want branded clothes and you have little money, yes, you can buy a few pieces of branded clothes and do nothing for the rest of the month or you can buy a branded clothes, a few pieces. Some simpler clothes and you're going to do a few more fun things in the month. Yeah, It's kind of the trade-off, what people want and don't want what gives them the most utility, say.

Interviewer: Yes, that's right and that also has a bit to do with that yes with those conscious choices that we were also talking about that I also asked about, so to speak. Some people make a more conscious choice to go for sustainable and more expensive and others just for fast fashion and cheap I think.

Participant: Yes, I still kind of. I'm not really into buying well-known brands anyway, because they're well-known brands. But if those kinds of brands do indeed become Sustainable, then it kind of justifies in my mind that they are more expensive as well. And then I think Patagonia is a real exception, because they are too far above, but if you would say to me that Tommy Hilfiger or Ralph Lauren everywhere is really Sustainable with the making and the fabrics and such, then I am more inclined to think, well, the price they ask I find justified, because that goes for polo's I think to € 80 or so. Then I think it's right, of course I can't buy all of it, but I still think that maybe I'll buy one, you know?

Interviewer: So that's also a bit to do with brand recognition I think?

Participant: Yes, I think so. But that's also the kind of better known brands, if they are also known for being, say, Sustainable. Yes, then everyone knows it too.

Interviewer: Yes, and that's not really the case yet, they don't dare, they can't put their finger on it 100%. We are Sustainable, that's just not them. But that is a bit of a trap.

Participant: No, exactly, and they probably want to, but then the price will probably go up again for those kinds of brands and so that's their own decision that they don't want to, because they probably have a loyal customer base now.

Interviewer: Yes, well, the same goes for fast fashion, because they too just have a loyal customer base that doesn't resent the fact that they don't produce sustainably at all.

Participant: Yes, but what I said, they can try then, because stores are big. You can just create a corner though where there is all the Sustainable. Of clothing that you then say, but then can't exhibit, but yes, that's where you sacrifice so to speak.

Interviewer: Yes definitely.

## **Interview 10 – (Tom Wolterbeek Muller)**

Interviewer: Are we going to start, then I'm going to start with the question of: do you like this as the ear recorded for my thesis?

Participant: Good.

Interviewer: Your name.

Participant: Tom Wolterbeek Muller.

Interviewer: Okay, and how old are you?

Participant: 23.

Interviewer: And what do you do in daily life?

Participant: In terms of study?

Interviewer: Yes, just yes, study, are you still studying?

Participant: Economics and business economics and I'm now writing a thesis also and further, yes, I have worked a while at GGD the Corona things. That research and at vaccination sites.

Interviewer: Okay so and you're not working at the moment, so you're just doing full time studies?

Participant: Yes, now sometimes in the evening.

Interviewer: Okay, so then I assume that you also earn below average income?

Participant: So I think so, actually, yes, it is also and I don't know exactly what that is, but it.

Interviewer: Yes, I think it's something like 36,000 these days. Okay, then, at least I've had the general questions. Then we'll move on to the questions that are really important for my thesis. Yes no, by the way, it is also important: What is your date of birth or did I already ask that?

Participant: No, that's two November 1998.

Interviewer: And you are a man?

Participant: Yes.

Interviewer: Okay, but what is important to you while buying clothes? What do you think about?

Participant: What I think about, yes, I start with looking if you like something or find something beautiful. Actually and I think that after that I look most at the price, I don't think, yes, I think, when you, yes, when you walk in the store, you look. If you see something nice hanging. Then of course you look at what you like first and then you look at the price. The fit or looks nice, fits or whatever. Yeah.

Interviewer: Okay, so is price important and quality, do you feel it or something?

Participant: Yes, well, I, I'm well, I do like for example if you have a kind of so kind of good quality or a fine fabric, and if you don't have a too kind of could, which is very thin and in the yellow case that out of that can, but with your thick fabric and that you have an idea that doesn't just tear out if you've washed it twice.

Interviewer: Yes, so price-quality is also a really important ratio?

Participant: Yes, I think so, yes, well, that depends, yes, yes, of course, because sometimes you have, it depends a bit on what you want to buy, because I think, if I buy jeans or something, yes, I just want them to be as good as possible and as beautiful as possible at the same time. And that doesn't bother me.

Yes, what I do notice is actually but for example, if you like a kind of nice sweater, I find that different, because then I think: maybe look a little more at, what is the brand or do I like it? Then, and then you still have a little bit to put down that it is more expensive, because just certain garments of certain brands are just more expensive then.

Interviewer: Yeah, yeah, right. And then when you think, say about buying clothes. And when I ask you what do you think of when I say: Fast Fashion, does that bring something to mind?

Participant: I think of H&M and Primark.

Interviewer: Okay, clearly. And well, you think of the H&M and the Primark and what do you think of when you think of Fast Fashion in combination with price?

Participant: Yes well ok.

Interviewer: Okay and quality?

Participant: Yes, quality is either bad or just okay.

Interviewer: Yes, exactly, you wouldn't associate it with good quality.

Participant: With that kind of stuff sometimes there is good quality, because for example the other day I bought one of those thick T-shirts at H&M, and it was good quality. But in general, you kind of assume that it's not too good.

Interviewer: But yes, and so you also just said you bought a shirt at h&m, so you do buy from Fast Fashion?

Participant: Yes.

Interviewer: So what stores do you hope to shop at?

Participant: Never anything at the Primark actually?

Interviewer: No.

Participant: Out of principle and further to him so it is at Pull&Bear also in itself. And I have bought things in the past at, I think, Bershka and ZARA.

Interviewer: Okay, but, do you spend a lot there too or is that not so bad?

Participant: No. I prefer to spend as little as possible at those kinds of stores and then I buy the basics and then I try for really nice things I want to spend a little more money, so you can buy other things more fun.

Interviewer: Okay, and what do you mean by nicer things? What brand do you buy then?

Participant: Yes, I have for example skate brands like Para and Stut and things like that, I find that more fun to spend money on. That's where it goes in, those in, those don't follow more of those of those just those nice brands, which yes, those are with you and have a little better quality, and.

Interviewer: And then when we think, or when we talk about Sustainable Fashion? Does anything come to mind?

Participant: Well, I just said I don't. But then I actually think immediately of Patagonia or something like that.

Interviewer: Yes, that's right, that's the best known.

Participant: And further, yes, I have the idea that most of the lines you have at H&M seem to be sustainable.

Interviewer: Yes.

Participant: But I spoke to someone who worked at H&M the other day and he said that the sustainable lines may be labelled sustainable if a certain percentage of the fabric is made of sustainable materials, and that's really only a few percent that is sustainable, 1% or a few percent of all the fabric that is used, is not really bad, but is a bit of greenwashing.

Interviewer: Yes, well, that's also, yes, that's relevant to my, to my research, because this is also exactly what I find in literature: that a lot of people sort of distrust the, the sustainability of that kind of brands and therefore don't buy it.

Participant: Yes, I am also when I see the H&M says sustainable. Usually, of course, you kind of wonder how sustainable and fast actually gets. Yes.

Interviewer: Yes, yes, they do have that a little bit against it. But when you think of Sustainable Fashion, what do you think of in terms of price?

Participant: Unconsciously, more expensive I guess. I wouldn't think what if sustainable is more expensive than Fast Fashion, but I don't know, do you think for example that that is also sustainable.

Interviewer: Is that what sustainable is?

Participant: Second hand clothing

Interviewer: Yes, is that sustainable anyway? But that's not what I do research on. So that, yes, that, that's a bit outside my focus area, so to speak.

Participant: In general that or if you, if you but if you also have a new clothes, then they took I call, you do assume that for sustainable things, that you pay a premium for it.

Interviewer: Yes, exactly, and in terms of quality you think it's also better.

Participant: You hope so yes I assume so, because I don't really know what very sustainable clothing brands are, but I know from everyone that buys a small piece from Patagonia, or so that that's slightly more sustainable than if you feel those kind of materials too.

Interviewer: Yeah, well that's what I'm wondering too. At least I was actually hoping that you might have t-shirts from Patagonia.

Participant: Yes, I do.

Interviewer: And are they better or not?

Participant: Yes, I find that a lot of difference, man and I also just said also just take on shirts that are fine and just have a Flex and heavy fabrics. But it's also a little bit of what you consider quality, because I have the idea that they will last longer for example. I think a pad just goes yes than average on the shirt from me. But I qua how, whether you really see I don't know, but I think it will last longer.

Interviewer: Okay, also in terms of colour and stuff.

Participant: Yes, exactly, always a little bit of yes, loans or they know you deform a little bit or indeed to, in terms of little dings in t fabric, like those of those balls, I know so that just does not stay beautiful

if you five times or ten times washed and that I have with Patagonia in general, yes well, also actually I do not think you therefore yes can compete with that quality.

Interviewer: Well, that's yeah, good one, and do you spend a lot of money on it Sustainable Fashion. Do you buy that?

Participant: No-yes, I do, but not me, I'm no, I don't actively look at whether something is sustainable hear, but is more be included. But I, no, I don't spend that much money on clothes. But yeah, no, I don't actually think. I think actually one, but Patagonia is the only thing I have.

Interviewer: Okay, clearly, and do you buy that online or in the store?

Participant: Generally I prefer to buy in the store and I don't that I like that way, but I can still buy online these days, but I find things like pants and that kind of stuff that's out there, don't start buying that online.

Interviewer: No.

Participant: I think most of the clothes that I buy I do just buy through in physical stores.

Interviewer: And what do you find, for example, attractive about buying Fast Fashion, what is a reason for you to say: I would rather buy a t-shirt for, well, less in terms of price at Fast Fashion than somewhere else?

Participant: Yes, that you can, you just have more for as much money as where you think you. Yes is more that of course you can buy a lot more times for the same money and then you actually have more clothes right away, which is also Flex.

Interviewer: Yes, and do you think it's important that it goes with the trend, so are you trend-sensitive in that sense?

Participant: That's a good one. Yes, I think I'm not actively looking for trend, but I also just what's hip? Yes, well I have to, but that's also of course with more expensive brands. That can also be very hip. That is not necessarily Fast Fashion. I think for example at H&M I really almost never buy, I think the Pull & Wear is a flex store. With all these things, such as just normal pants short books, t-shirts with a small print you know a little bit of the simple things.

Interviewer: Yeah, obviously and what does so say Fast Fashion have that they don't have at Sustainable Fashion. Are those things that you just listed do you really miss that at Sustainable Fashion? Say, do you find that Sustainable Fashion Brands have that less than Fast Fashion Brands? Is that one of the reasons you buy from Fast Fashion instead of Sustainable Fashion?

Participant: No?

Interviewer: Then why don't you buy from sustainable fashion what are say? And kind of barriers that hold you back, is just too expensive?

Participant: Yes, I just don't like to spend a lot of money on very simple clothes and then I'd rather buy as much as possible and then oh yes, you do have money for fun things, or.

Interviewer: Yes, and do you also think that sustainable fashion means less trendy clothes?

Participant: No.

Participant: Yes, no, then oh yes, when you say it like that, no, I think that's pretty much it. I think Levi's is a nice brand. So I think in itself that they are also quite trendy.

Interviewer: Okay, and are you aware of how much money you spend on clothes? Are you a conscious buyer? Yes, yes, okay, and do you spend very consciously that you say, okay, I just buy now, actually you just said that a little bit, but I still want to hear, I just spend less money on a basic shirt and then I wear a little less than that you spend more and pay more for it.

Participant: Yes, I, I just, when I buy, I do consciously buy things per, so that I have money left over for other clothes or other fun things, like a. I can also buy a book of Levi's, but I can also, I can also buy a pair of pants of €15 or €20 at the Pull&Bear and then I'd rather buy a pair of pants that won't last as long. But well, I always have quite the idea that the pants and so long last, so then I find it's actually to spend as little money as possible on them. And then for example, a really nice one that I bought the other day was a Para sweater or something and it's quite expensive.

Interviewer: Yes, and do you think that's also a generational thing? Do you hear this in your fellow students or friends, for example, who also think like this?

Participant: Yes, I, I know people who are going to retire with their mother and then buy, I don't know, at Denham's pants for € 170. And then, yes, of course that doesn't really matter where you end up but in general I do notice that my friends and housemates and whatever that they kind of choose, save up and want to spend money and what they want to save on.

Interviewer: Yeah, okay, so do you also think it's a bit of a generational thing, well maybe people buy a little less from those more expensive brands.

Participant: Yeah, I think I think our, yeah, our generation is very much too into fast fashion.

Interviewer: Yes.

Participant: I think that's very, very bad. Our generation draws that there's just a lot of buying because that's how it came to be and then it doesn't matter as much whether you last long with it or not.

Interviewer: And if we're talking about sustainable fashion say you would motivate it, encourage people to buy it. Do you think it's a good one though? How do you say development?

Participant: That seems to me, seems to me better for everyone. If people buy more sustainable things, yes.

Interviewer: But only if it's really sustainable.

Participant: Yes, I think this would be good if everyone would give up a little bit of the 'I hope' attitude, but as much as possible for money. I don't think that's good for anyone. Actually above for that store you're going to find on money.

Interviewer: Yeah, so what would you give as advice? Say to of those brick and mortar brands to what they should do to reach our group of students more easily. Because it's say, from my research it's pretty clear that they just struggle with that. And if you were allowed to say 'John, you have to do this or that', what would you say about doing this or that and then I'll go and buy it?

Participant: Just say yes, if I could buy, then of course I would love to buy that.



Interviewer: Yes.

Participant: But of course, that's so difficult to do, because then it's also more expensive. Yes, I

Interviewer: If you would earn more

Participant: That's really it.

Interviewer: Suppose they would be more convincing that it is really sustainable, or so or really show that it is better quality or really.

Participant: Yes, if they would say no, our clothes are expensive, but you can also use them three times as long, yes, then you think three times before you go to H&M instead of a sustainable store. And that yes, I think that you can get pretty far with just like them advertising things like: yes, we are more expensive, but we do this better and our clothes last longer and we produce more sustainably for the world. Yeah, then of course there's something to be said for buying that then. I think that would help.

Interviewer: Okay.

Participant: But I think that also differs per item of clothing, yes, but I don't know if that makes it all very difficult. But because I mean for example with a tui or a pair of pants, then you can or a jacket, you can of course do much longer with them than underpants or socks or that kind.

Interviewer: That's right, people are willing to spend more money on them anyway.

Participant: That's yes, I would then say: focus on comparable prices with just normal brand.

Interviewer: Yes, so you would say: yes, would just say of target more on certain garments.

Participant: Well, and if, I'm going to say a yes, just look at limit of what is, because if you know and now everyone suddenly walks around in a t-shirt with Hawaii print, that you also go along with that trend.

Interviewer: Yes. briefly, I have the idea that, like something by Patagonia, that it has become trendy, not necessarily because it's sustainable, but more because certain groups of people started using it, because I don't know if you buy it, because you're really like, it's sustainable, so I want to have that brand. I like it and it's whether you really buy it consciously, because it's sustainable or more, just because it's a bit trendy now and just a lot of friends or guests walk around with it.

Participant: I think it's second though. I think it's nice that it's sustainable, but I'm not really actively looking for something that's very sustainable. I just find that. Because you do find hip. You find the fit shirt and then you buy and then it happens to be a good brand. And then with those kinds of brands, of course you have something more, because you think of oh, well, then you have a little bit of a good feeling, sit, buy instead of that you're of course you could sometimes feel a little own if you know a shirt at the Primark for five euros and buy yes, that that.

Interviewer: Yes, so you but you feel then really better if you buy it.

Participant: Yes.

Interviewer: Okay, okay, well, obviously I didn't expect that.

Participant: Yeah, guilty, just in the sense of you're you, I'm kind of like this, a little bit, not. Yeah, I just don't have money for it, but I, I would, I would prefer if I had more money, that I would buy something there at just normal stores that you know what's okay with you.

Interviewer: Okay, yeah, that's kind of funny, because that's what you hear pretty much from those men that I've interviewed guests, all of them you hear this come back pretty much, yeah, and also kind of coincidentally also guests that I've really asked, from Jo that I know that would also wear and buy Patagonia of do you really buy that consciously? Or why do you buy that? And they said, also, they are really exactly: the same as you of yes, if I buy it, then I just feel better. And I don't buy from brands like Primark or him and stuff like that, because then you feel a bit bad or something.

Participant: Yes, I do have the idea that you see very often when a new shop is launched and all those people who are working there are working there and the factories are collapsing and things are going wrong and that, yes, I do have that feeling when I'm on my way, that you think, oh, there's always something fishy about this. So that you then also immediately when you buy something that you of already moderate and if I that's nicer, because you just have many different clothes and I have more goal if you have to.

Interviewer: Yes, well, that, that's where it starts. Guests indeed have a different motivation to go buy clothes at all.

Participant: Yes, certainly I just have in the summer that you think of shit. I don't really have any, is, no normal t-shirts then I have to buy some and then I buy five and then after that you don't go anymore. And then, I have that, that's really a bit.

Interviewer: Yes, yes, that's true.

Participant: And then but then look, of course I try to do something nice which is not that I don't care at all but it's actually out of necessity and not that I just go. I don't go to town to look for nice clothes just for fun.

Interviewer: No, no, that's, I get that too. That's not really not really very nice.

## Appendix C – Respondents Demographics

Respondents data output:

<https://drive.google.com/drive/folders/1sNgeUZQ07z0qyEw9uPrRFQE0Kt9vnU7->

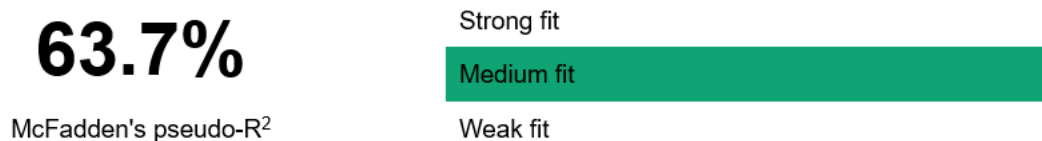


Figure 1.1: Goodness of fit survey responses

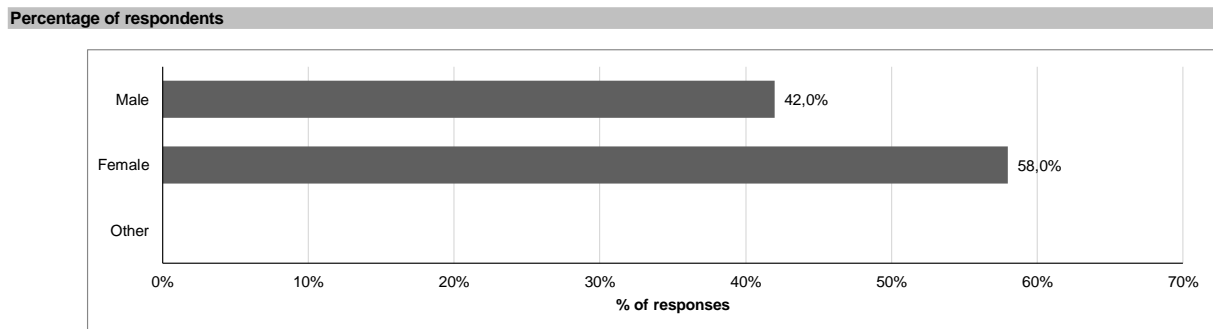


Figure 1.2: Gender of respondents

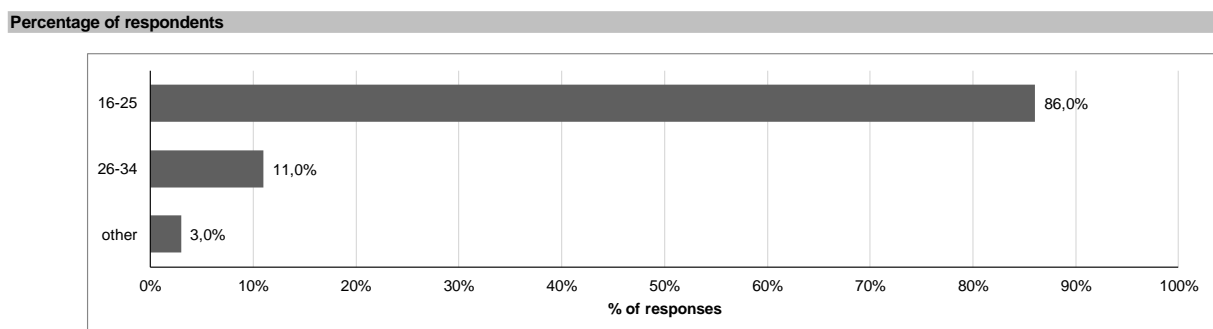


Figure 1.3: Age of respondents

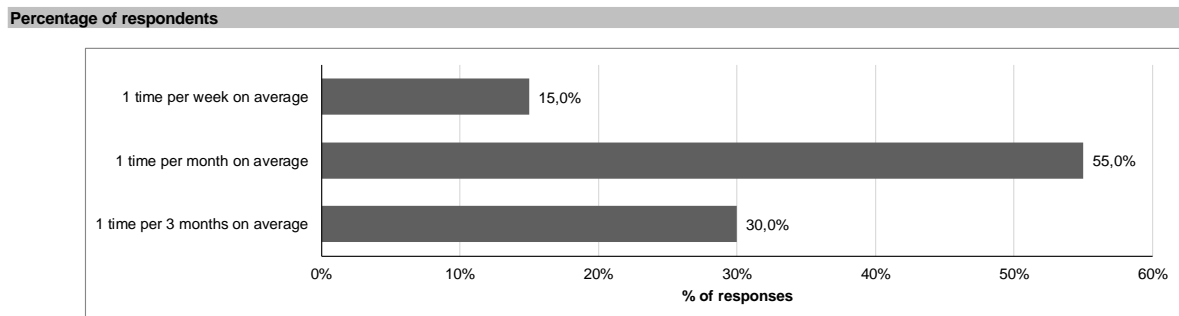


Figure 1.4: Frequency of Fast Fashion buying by respondents

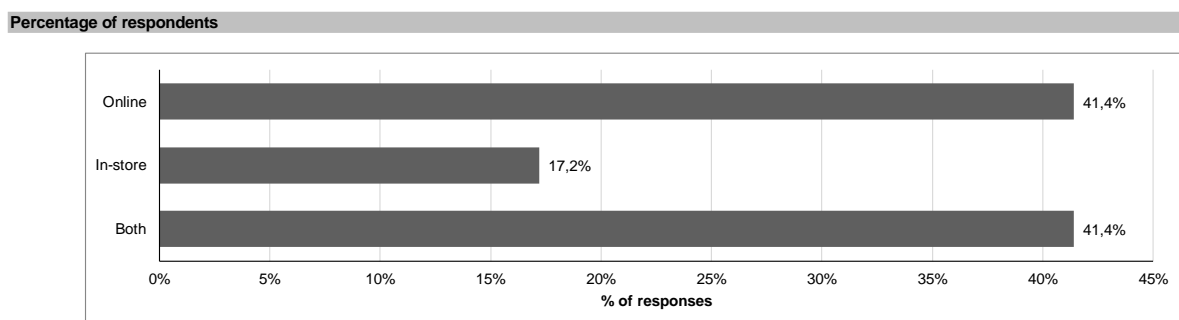


Figure 1.5: Female students and online or in-store buying behaviour

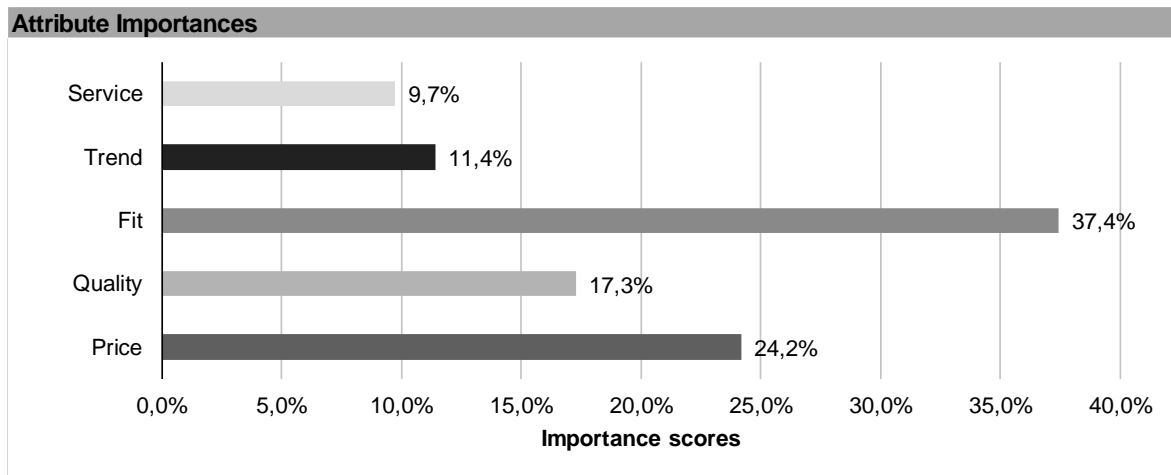


Figure 1.6: Attribute importance for the group students aged between 16 and 25

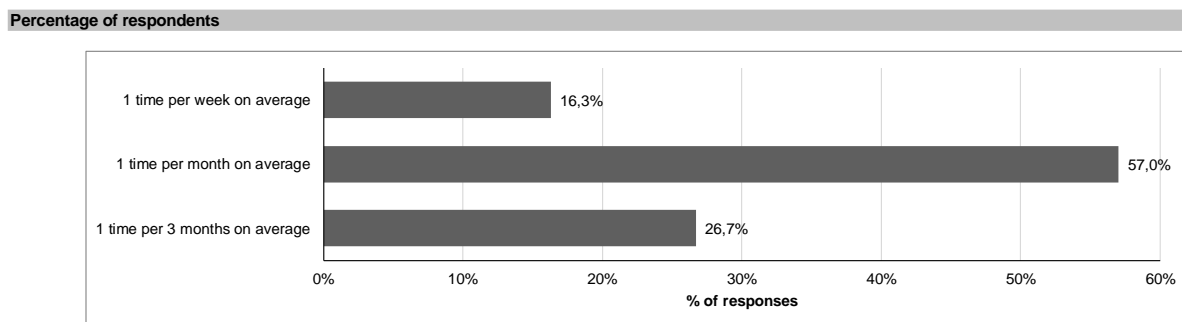


Figure 1.7: Frequency of Fast Fashion buying by the group respondents aged between 16 and 25

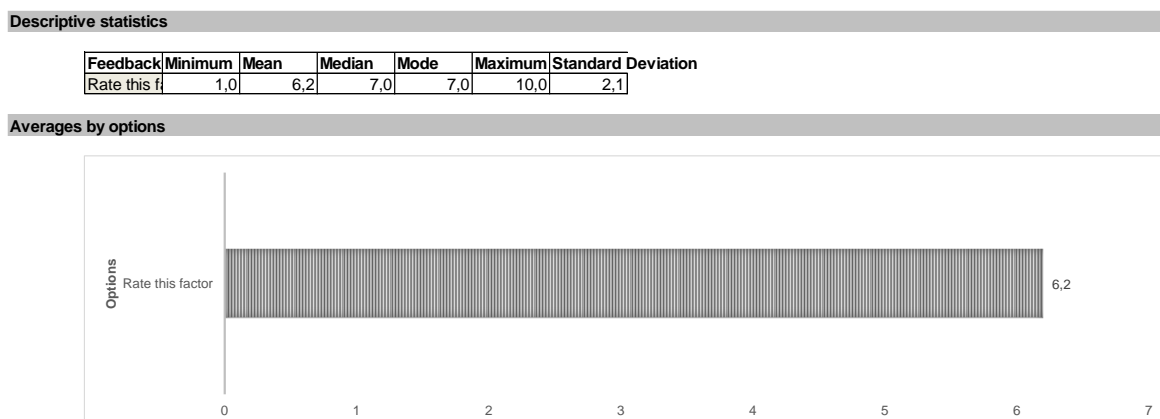


Figure 1.8: Average rating in which extent lack of knowledge is considered a barrier

**Descriptive statistics**

Feedback	Minimum	Mean	Median	Mode	Maximum	Standard Deviation
Rate this f	1,0	6,1	7,0	8,0	10,0	2,4

**Averages by options**

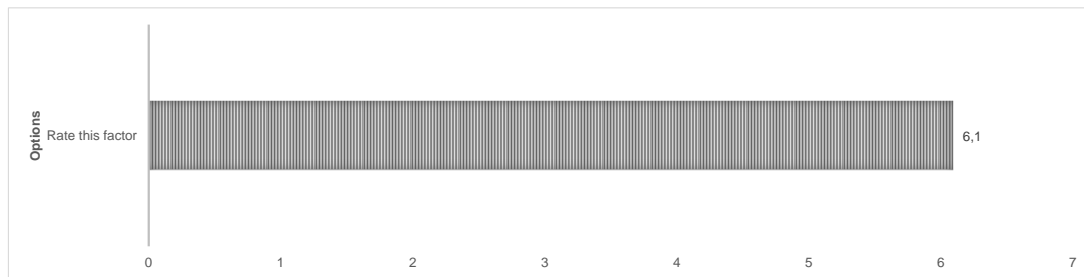


Figure 1.9: Average rating in which extent doubts about sustainability is considered a barrier