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Advertising Sustainable Practices

Can fast fashion companies create a sustainable industry by promoting green choices?

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<p>This thesis focuses on fast fashion companies' sustainable advertising from the aspects of effective advertising channels, ethical advertising practices, and reliability from the customer viewpoint. The purpose of this thesis was to resolve the impact of sustainable advertising on fast fashion companies' change in their practices.</p> <p>The theoretical part is divided into two parts: literature review and advertising. The literature review covers definitions of central key terms and introduces the topics of fast fashion, sustainability, and important marketing channels. Advertising chapter includes topics of ethical advertising, brand image, and impact on customer purchase behavior. Data for the theoretical part was collected from published sources, online sources, and seminars.</p> <p>In the empirical part, qualitative research methods were utilized and data was collected through a conducted survey. The survey was targeted at 400 customers of fast fashion stores. The results of the survey are discussed and compared to the theoretical part to find similarities and differences.</p> <p>Study results show that customers find sustainable efforts important, and literature sources offer a variety of theories that define how sustainable products and practices should be advertised to customers.</p>	
Keywords	Fast fashion, Sustainability, Advertising, Brand Image

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Appendix 2. Full list of survey questions (in Finnish)

1 Introduction

1.1 Background

The fashion industry is one of the most influential industries in the world. Clothes are seen as a central part of presenting one's identity, and fast fashion stores have filled stores with the newest trends for decades. Since clothing production has nearly doubled during the past 20 years, the environmental impact has only gotten bigger and more significant.

As sustainability has become a trend, fast fashion companies have developed their business practices to suit these new demands. Customers are now more aware of environmental issues than ever before and expect transparency and actions towards more sustainable practices. Companies that do not share these ideologies with their customers might have a harder time in the future, as information and prejudices spread quickly from customers to potential customers via social media channels.

In general, the fashion industry, especially the fast fashion industry, cannot be considered sustainable at this moment. Clothes are made in cheap countries, materials are not sustainable, and the whole business idea is to get people to buy more and more as every season offers the customer new trends and must-haves. Clothes are cheap, quickly put together, and customers are expected to buy a new one when they wear off or even get the same pieces in multiple colors. Total greenhouse gas emissions from textiles productions are estimated to be at 1.2 billion tons annually, which is more than total greenhouse gas emissions of all international flights and maritime shipping combined world (Ellen MacArthur Foundation, 2017: 2)

The fashion industry has a huge impact on environmental issues, so it is important to understand the impact of the industry and customer choices. By doing so, there can be an improvement in fast fashion companies' business practices. It is interesting to learn how the sustainability trend has and will affect the fast fashion industry and if customers could be encouraged to choose more sustainable choices in their purchasing decisions.

The fast fashion industry has a huge impact on their environmental and economic environment, so it is important to understand the impact of their advertising and different customer appeals to create a base for safe, (profitable) sustainable future. The inspiration for this thesis comes from the author's observations gained during years of work in different fast fashion companies. The interest to study more of the impact of their advertising resulted in a survey, targeted at 400 customers of actual fast fashion stores. Reviewing data from these customers did provide some interesting aspects of the studied subject, and lays out possibilities for researching the topic in a deeper manner, especially regarding the changes in buying behavior.

1.2 Research Questions

The main objective of this thesis is to determine how successful fast fashion companies have been on sustainable advertising. This will be studied through their reliability, different advertising channels, and changes in their purchasing behavior. This thesis aims to answer to following questions:

1. Are fast fashion companies seen as a reliable source of information?
2. Is sustainable advertising (by fast fashion companies) done according to ethical advertising guidelines?
3. Can fast fashion companies encourage their customers to make more sustainable choices?

1.3 Methodology

The theoretical part of this research consists of analyzing academic books, company reports, published articles, advertisements, and a survey. Chosen methodology on different literature sources provides the author information on both up-to-date advertising practices and traditional marketing theories but also gives insights into the importance

of ethical advertising practices, and their current position in European Union's and Federal Trade Commission's regulations.

The empirical part of the research consists on data conducted from a survey. The survey was conducted to gain knowledge on the viewpoints of a fast fashion store customer. 400 people completed the survey. Questions were formatted to gain knowledge on the matters of reliability of fast fashion companies' advertising, and changes in customer behaviors (related to fast fashion shopping). Full lists of questions can be found in Appendix 1 (in English) and in Appendix 2 (in Finnish).

1.4 Limitations

The first limitations lie on the literature part, as fashion companies' advertising on sustainable matters often only highlights their success, which does give a good insight into their advertising practices, but doesn't necessarily side with the truth at all times. For this reason, the author wanted to include the ethical advertising part, taking a look both European Commission's and Federal Trade Commission's regulations of ethical advertising and environmental claims – to see, if fast fashion companies meet these criteria on their advertising.

Limitations on the survey lie with question formatting. The survey was conducted in two languages (English and Finnish) to maximize the number of answers and to minimize the misunderstanding on question formatting. The sample size is 400, but it is fair to ask if the answers represent well enough the thoughts of actual customers. The survey could have also included more questions to provide further insights into this interesting topic, but the author decided to keep it short to get a wide range of answers to the most essential questions for this thesis.

The author has acknowledged prior limitations, and in the light of these limitations, this thesis consists of aspects the author considers relevant.

1.5 Research structure

This thesis starts with presenting the research topic and central research questions. The theory part starts with explanations of the key concepts: fast fashion, sustainability, essential marketing channels and European Union's regulations on ethical advertising. The following chapter further goes into the topic, and discusses the sustainable advertising in practice; including the importance of sustaining an attractive brand image, displaying green values on their business practices, and formatting the right calls to actions to support their claims and business growth. The latter literature chapter concentrates on ethical advertising and debates if the big fast fashion companies comply with the regulations set by the European Commission and the Federal Trade Commission.

The fourth chapter consists of the conducted survey, and the results are compared to the finds of literature chapters, to see if they line up. Full list of survey questions can be found on Appendices 1 (in English) and 2 (in Finnish).

2 Literature Review

As the fashion industry is one of the most influential industries in the world, it has a huge impact on its environment. It is important to understand the impact of the industry and the effect on customer choices to improve the quality of future practices. Fast fashion companies face many problems regarding sustainability: changing their business practices is a slow, time- and money-consuming process, and as the competition is very high, fast fashion companies don't want to take unnecessary risks.

The clothing industry is worth around 1.3 trillion USD today, and it employs over 300 million people around the world (Ellen MacArthur Foundation, 2017: 18). The clothing industry has been steadily growing from year to year, and it is expected to keep doing so. By 2021, the clothing industry is forecasted to reach 1.4 trillion USD – an increase of almost 10%, compared to 2016 (Common objective, 2019).

Sustainability has become a trend in the fast fashion industry. Companies have to adopt this new preference of customers and embrace the transparency of different actions. Customers are now more aware than ever before and expect transparency and actions towards more sustainable practices. Companies that do not share these insights with their customers will face difficulties, as customer's interpretations and opinions spread quickly from customers to potential customers via social media channels.

The advertising about environmental and sustainable choices is one of the keys of survival for fashion companies at the moment: as customer seeks to make even small changes towards a better, more sustainable future, companies have to differentiate themselves from very similar competitors. Advertising about their sustainable collections and green practices companies hope to attract these green-minded people and to increase their turnover, compared to their competitors. Hopefully, these companies can also change their practices from inside out, by increasing the percentage of sustainable collections, but this is a slow process. It is also important to keep in mind that these businesses are not aiming to reduce their production masses (Helsinki Fashion seminar 2018), but to make little bit better choices on their mass production... which raises many questions if these actions can even be called sustainable. Greenpeace published a report in 2014, where it stated that the production of clothes has already reached 100 billion pieces per year (Greenpeace, 2014). It's very safe to assume that this number has risen since then, and the amount of 'sustainable clothes collections' of this 100 billion pieces is very low.

2.1 Fast Fashion

Fast fashion's origins could be placed around the 1960s, as young people started to break traditional dress codes, and rather follow new, inexpensive trends. Fashion industry started to shape into something new, to fulfill these new customer needs. H&M opened in 1947 in Sweden and Zara in 1975 in Spain. The New York Times (Dec 31, 1989) did a piece on two then-new stores that had found their way to the US: one of these being Zara. The New York Times describes Zara having an emphasis on 'fast fashion'. From this, it can be concluded, that the term has been in published media for over 30 years, but the term 'fast fashion' is still seen to be only part of the common language.

Some most quoted definitions of fast fashion:

“--an approach to the design, creation, and marketing of clothing fashions that emphasizes making fashion trends quickly and cheaply available to consumers” (Merriam Webster)

“Clothing designs that move quickly from the catwalk to stores to meet new trends, --allows mainstream consumers to purchase trendy clothing at affordable price” (Investopedia)

“--copy catwalk looks and tend to use extremely efficient supply chains to release more of these collections each year than other retailers. Items are sold cheaply and released quickly into stores” (Lexicon)

This thesis focuses on fast fashion because of its huge impact on customer purchasing behavior and their huge environmental impact. As fast fashion companies have a strategy of very low costs, and a very fast clothes-making process, they can be perceived to have dozens and dozens of collections in a year – where high fashion companies have usually four collections in a year. Even in the early days of fast fashion companies, there was an incredibly fast collection-making process, as the New York Times (Dec 31, 1898) defined: Zara’s stock was estimated to change every three weeks in the store. If it took only two weeks to get the idea to the store on the ’80s, the process is most certainly even faster today.

Therefore, the environmental impact of fast fashion companies is significant, and can’t go unnoticed. The matter is interesting, as there are many viewpoints to this global dilemma, but fast fashion is with no doubt, unsustainable.

2.2 Sustainability

There are now many words describing things that are good choices for the environment. Eco-friendly practices mean practices where products don’t harm the environment and

green practices vaguely refer to all things benefitting the environment. Sustainability is the most defined term out of these three, and its' most quoted definition is from Brundtland Report (for the World Commission on Environment and development, 1987):

“Sustainable development is development that meets the needs of the present without compromising the needs of future generations to meet their own needs.”

The subject of fast fashion advertising is viewed from all the following keywords: ‘green’, ‘environmental-friendly’ and ‘sustainable’. I’m especially interested in the word sustainability, as it is the most defined term of these environmentally benefitting terms. Sustainability also focuses on the future, as it aims for the general quality of life to become advanced (Pearce, Markandya & Barbier, 1989), where eco-friendliness and green practices have a strong current aspect, with no foresight to the future ‘good’.

As noted before, the fast fashion segment isn’t sustainable in its current practices. Most of the materials are not sustainable, and very few of the clothes with sustainable materials (like organic cotton, organic linen, mulesing-free merino wool) can be correctly torn apart and recycled to new materials (Vernis, Helsinki Fashion Seminar 2018). This is due to the mixed material processes, where it’s nearly, or completely impossible to separate multiple different fibers in a piece of clothing. (Wrap org, 2019) And the recycling of existing pieces of clothing is only one small fragment of the sustainability issues of the fast fashion industry, and this paper doesn’t go into details on these specific matters but rather concentrates on the advertising on these important matters.

2.3 Marketing

Marketing has a colorful history, as it has been the center part of the business world. Until the 1970s, marketing was considered to have one sole purpose: creating demand for products. The change of the environment throughout the 1970s and the 1980s made marketing more customer-centered, rather than product-centered. (Kotler & Kartajaya,

2010: 27) With the technological revolution, customer-centered marketing practices became even more important to marketing than before. As feedback, good or bad, spread now faster than ever before, it was essential to gain customer's hearts instead of only fulfilling their needs. In the fast-changing world, marketing strategies have to be implied to fulfill customers wants and desires, as there are always 100 competitors ready to fill their needs.

"The product in itself is worthless without a buyer" (Lahtinen & Isoviita, 1994: 3)

Marketing is carried out for many purposes, including promoting the products and the business, growing reputation and increasing sales. There are many strategies to do marketing, and in this part, I'm concentrating on the three important sides of fast fashion marketing: traditional marketing, direct marketing, and in-store advertising.

2.3.1 Traditional Marketing & Online marketing

Traditional marketing is often used to describe a marketing strategy that is done 'one-way'. TV ads, flyers, and printed advertisements are examples of traditional marketing. Fast fashion companies have relied on traditional marketing a lot over the years, but there has been a slow shift from traditional to other ways of marketing. Many fast fashion companies still produce TV ads, but the number of printed ads has dropped rapidly. Online marketing has come to replace many functions of traditional marketing used to do.

Online marketing (or online advertising) has gotten a bigger and bigger role over the years of technological expansion. Online marketing means promoting that happens via the Internet to customers.

All external advertising (here: both traditional and online advertising) is directed at potential customers and makes customers visit the company and buy products (Lahtinen &

Isoviita, 1994: 222), and therefore differs a lot from direct marketing, where advertising is customized based on existing customer relationships.

2.3.2 Direct Marketing

Direct marketing is a marketing strategy that tries to personalize the advertisement to suit the customer. In fast fashion companies, direct marketing is used for example in personalized e-mails and text messages. Customers that often purchase children's clothes might receive offers and news for children's clothes, and people that purchase lingerie receive offers and news of this department. These direct marketing messages usually include a call-to-action, like 'Check out the Mid-Season sale from here', or 'Go to your closest store to redeem this coupon'.

Loyalty programs, that most fast fashion companies now have, can be counted in the direct marketing segment. Loyalty programs often include personalized offers and content that is targeted at each customer segment. Loyalty programs show the customer that the company really cares about their clientele (Aaker, 2010: 24), and can, therefore, increase the connection to the brand, as well as brand awareness, and increases sales in store – especially in brands that have a bonus reward clubs. Loyalty programs also share insights into customers and their buying habits for company.

Direct marketing works best (in loyalty programs) when customers are given an opportunity to choose what kind of material they want to receive. Fast fashion companies' loyalty programs usually offer you an option of a text message or e-mail marketing, and some companies let you choose the departments (women's, men's, children's) you want to receive offers and news for. Direct marketing works well in fast fashion, in companies' perspective too, as it's easier to hold on to existing customers than to attract new ones (Aaker, 2010: 21).

2.3.3 In-store Marketing & Advertising

In-store marketing means the communication between sales personnel and customers that happen in store. In-store advertising is directed at customers who are doing business

at the company (Lahtinen & Isoviita, 1994: 222). This channel of marketing is harder to measure in numbers than direct marketing, as it relies on communication between people. With good training and experience, sales personnel of the fast fashion stores can have a huge influence on purchasing decisions, to both good or bad influence. Drawn from the experience in in-store work, people tend to believe that salesperson's pitches are genuine, and this increases the importance of well-delivered messages via in-store marketing. One convincing salesperson can change the customer's habits for a long time.

In-store advertising means the advertising that is in store, like price/brand tags in pieces of clothing, and other visual merchandising material in store. (Lahtinen, 1994: 267) Effective in-store advertising is very important, especially in fast fashion companies, which usually are retail chains. When all the stores have a common visual outlook, including logos, posters, and window displays, there is a sense of unity between different locations. As psychological research has shown, recognition alone can result in positive feelings (Aaker, 2010: 10). This highlights the importance of simple, effective advertising, especially in fast fashion chains with multiple store locations in a small geographical area; after walking past two attractive window displays of the same store, it is very likely that the customer will walk in when they see the third one.

2.4 Advertising regulations in the EU

There are many regulations in advertising in the European Union – general regulations and laws for all member states, and member states can have more specified regulation in addition to the general laws. It is important to have some common guidelines in the advertising sector, especially in the world where important visual/written content and advertisements can be created and shared even in minutes via social media channels. When everyone's following the same common guidelines, customers can trust more in advertising and competition between companies is fairer. Especially important is an advertisement about safety and environmental issues, and on this paper will look into some regulations of environmental claims in advertising in European Union member states.

The importance of trustworthy information towards their customers cannot go unnoticed, as following well presents:

“Trustworthy organization will be trusted and believed when it makes claims. They are perceived as honest in its communication and dealings with customers” (Aaker, 2010:133)

Even in the world where people are remembered to have high criticism of information found online or seen in advertisements, people tend to believe things that come from trustworthy organizations, like big multi-billion fashion companies. The importance of the company's responsibility in ethical advertising, therefore, cannot be taken lightly, as it has a huge impact.

As the paper studies the environmental claims on fast fashion companies' advertising, the definition of environmental claims is important to outline. For this paper, it was chosen to use the following definition of environmental claims, by the European Commission:

“The expressions "environmental claims" or "green claims" refer to the practice of suggesting or otherwise creating the impression (in the context of a commercial communication, marketing or advertising) that a product or a service, is environmentally friendly (i.e. it has a positive impact on the environment) or is less damaging to the environment than competing goods or services. This may be due to, for example, its composition, the way it has been manufactured or produced, the way it can be disposed of and the reduction in energy or pollution which can be expected from its use. When such claims are not true or cannot be verified this practice can be described as 'greenwashing'.” (SEC 2009, 1666)

3 Advertising: Sustainability

3.1 Sustainable Advertising

Many of the modern marketing theories are leaning towards sustainable marketing now. Sustainable-oriented advertising includes many aspects to it. In *Sustainability Marketing: A Global Perspective*, Belz and Peattie describe sustainable marketing to answer to ecologically oriented, viable, ethical, and relationship-based needs.

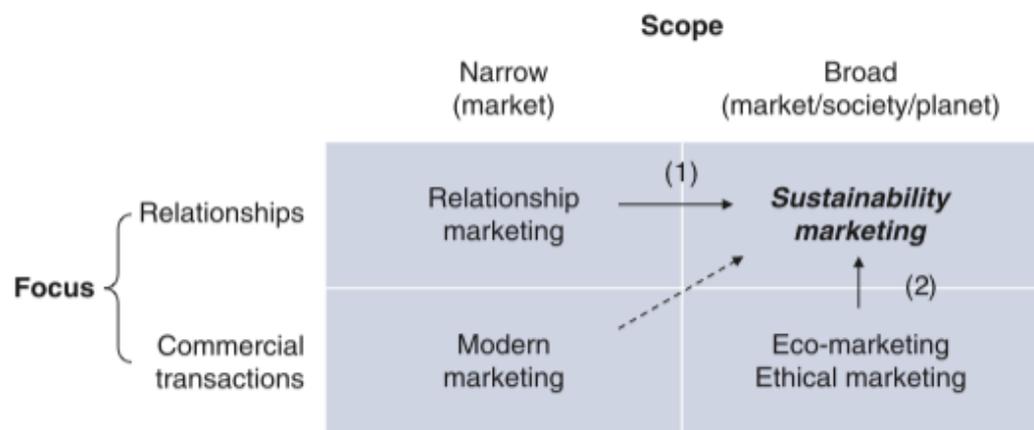


Figure 1. Sustainable Marketing (Belz & Peattie, 2012:17)

Sustainable marketing differs from traditional marketing theories in the sense that it is viewing the dynamics between customers and service providers as a two-way channel rather than traditional one-way marketing. Sustainable marketing also includes strong ethical aspect, where companies (in this case fast fashion companies) should promote equity and social justice, like safe work conditions and fair compensation for the work. Companies also try to find answers to ecological problems and reduce the number of practices that compromise the environment. (Belz and Peattie, 2012: 16)

3.2 Brand Image

Fast fashion companies have faced a problem of demand for more transparent practices from the customers. People want to know what's happening behind the closed curtains. People appreciate better choices and are more consuming-aware than before. They expect this from their fashion stores, as well, even from the less sustainable fast fashion producers, instead of changing to sustainable brands.

It is important to sustain a brand image that's attractive to both new customers and loyal customers. Creating a clear brand image and brand identity establishes a positive relationship between the customer and the brand. The brand identity should create value propositions that offer self-expressive and emotional value to the customer (Aaker, 2010: 101). 'Trendy' and 'cheap' have been the words traditionally connected to fast fashion stores, and they, therefore, represent what kind of value propositions they hold for their customers. 'Green' and 'sustainable' are things that a huge number of customers would like to see alongside these traditional value propositions. To maintain their huge market shares, big fast fashion companies like H&M and fashion group Varner Gruppen have had to adapt to these changing customer demands. They have changed some of their practices to meet these environmentally friendly values, and do actively advertise these practices (hm.com; varner.com).

Perceived quality of a product or a company is one of the most important factors of brand equity (Aaker, 2010: 324) This perceived quality is generally based on the brand image rather than the actual quality of products, so it is vastly important to maintaining an attractive brand image – in this case, an image of a company working towards a sustainable business. Sustainable brand image is sustained and created through different advertising channels, including customer loyalty clubs, sustainability reports, and in-store marketing materials. Providing a great number of information on their green efforts creates a sense of reliability, and shares awareness to those not aware of the topic.

3.2.1 Green values

Advertising is practiced to maintain a good company image (Lahtinen & Isoviita, 1994 :268). It is important to recognize the target groups of this sustainable advertising, so the company can successfully attract new customers, without losing old, loyal customers. Figure 2 displays customer segmenting that is done to create four groups of customers; groups are created based on customers' environmental values and environmental self-efficacy levels. (Oliver & Rosen, 2010)

- **Non-greens** feel like they can't make a difference on environmental matters, and/or don't find the matters important.
- **Latent Greens** find environmental matters important, but feel that their impact doesn't matter on a big picture
- **Potential Greens** don't find the environmental matters important enough to make personal efforts, even though they would weigh in the big picture
- **Active Greens** have a good knowledge on environmental issues and actively participates in action that is benefitting to environmental causes

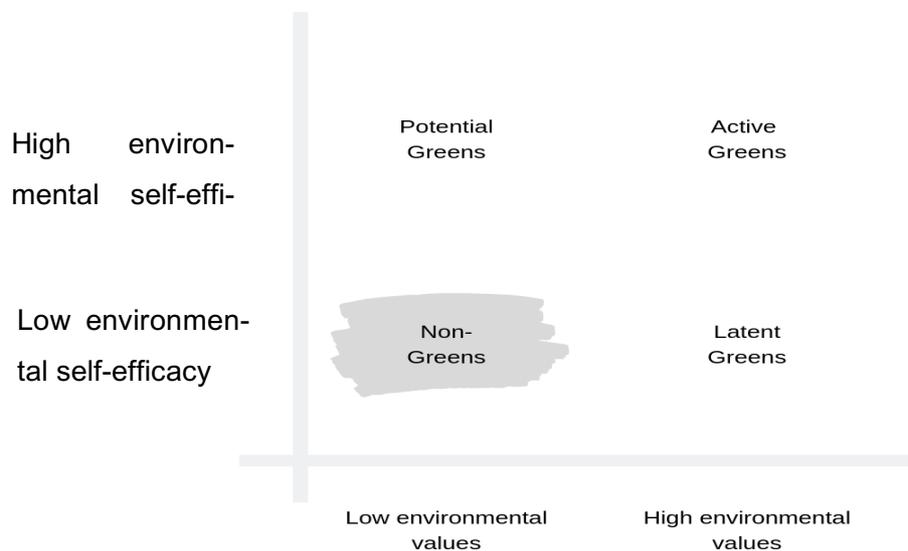


Figure 2, Potential Customers (Oliver & Rosen, 2010)

Based on this market segment, active greens are the favored target group for sustainable products, as they have both the interest and the knowledge on the topic. This target group also needs the least marketing efforts – these customers just need to know that the company has sustainable choices in their clothing lines. After this, customers know how to, where to, and why; this target group has the knowledge beforehand, and knows where to expand this knowledge furthermore.

Non-Greens are the least likely customers to buy sustainable products, as they don't have the knowledge or interest in the matter. Advertising efforts towards this segment would be costly and result in slow, or minimal growth. Aggressive advertising to non-greens could also result in losses in profit and customer numbers, as they could perceive the brand identity to be very different from their values. It is estimated that 70% of dissatisfied customers do contemplate changing their place of purchase (Lahtinen & Isoviita, 1994: 4). By minimizing sustainable advertising to non-greens, especially on traditional marketing channels like brochures and SMSs, non-greens are more likely to stay satisfied. Latent and Potential greens are the most potential segments for environmentally friendly advertising, as they have either the knowledge or the interest in the matter, and future knowledge can be built on this foundation.

Iyer and Banerjee (1993: 497) characterized six advertising appeals to describe how green products are promoted (Figure 3). Looking at these six groups, emotional and financial advert applications could be the most suitable advertising techniques to try on latent greens and potential greens. These advertising techniques promote the personal gain from doing a thing, and making a difference in one's environment on the same time; for example, 'Recycle your old textiles here and get a 20% discount coupon'. Guilt-tripping or other emotion-driven advertising (see: figure 3) can be effective but is not always so. Telling the customer how much a normal pair of jeans have harmed the environment might create such a strong negative reaction to the company that they won't keep reading the advert, and therefore miss the advert: this company makes jeans that have only half of the environmental impact. Creating positive emotional response about sustainable choices can be challenging in fast fashion companies, as customers often look are interested in things that gain the benefits. Positive emotional catchphrases like "You can

make a difference” hold very little self-benefit, as they don’t include any physical benefits, but insubstantial promises.

<i>ZEITGEIST</i>	<ul style="list-style-type: none"> - Company is environmentally aware - On top of the trend: sustainability
<i>EMOTIONAL</i>	<ul style="list-style-type: none"> - Negative: ‘Plastic bags pile up in the ocean’ - Positive: ‘You can make a difference!’
<i>FINANCIAL</i>	<ul style="list-style-type: none"> - Discounts - Donations to charities
<i>EUPHORIA</i>	<ul style="list-style-type: none"> - Use of natural materials, like linen & cotton - Very little use of chemicals
<i>MANAGEMENT</i>	<ul style="list-style-type: none"> - Working towards green future - High Social Responsibility
<i>OTHERS</i>	<ul style="list-style-type: none"> - Celebrity Endorsement - Comparative: ‘these jeans are made with 50% less water’

Figure 3. Advertising sustainable products and practices (Iyer & Banerjee 1993:497)

The strongest brand identities often give emotional benefits to their customers. Emotional benefits are usually simple but effective to create a strong brand identity, like: “You’re safe in a Volvo” (Aaker, 2010: 97). Fast fashion companies, traditionally known of their unsustainable practices, are now trying to reform their image to become environmentally friendly and sustainable. Sustainable companies should make products with relatively long life cycle and short supply chains (Kyrö, 2006:15) To achieve this, they need to succeed in changing the vital practices in clothes-making processes and transportation emissions to actually call these actions sustainable. In addition to these changes, fast fashion companies need customers to associate their brand image with emotional benefits related to green and sustainable actions.

It is shown that consumers tend to remember sustainable products better if they have a strong symbol (Aaker, 2010: 188). If the message is personally profound, like less water used in a pair of jeans, customers tend to remember the symbol and connect it later to this meaningful message. MDEC's 2016 guideline concerning the application of the European Commission's Unfair Commercial Practices Directive recognizes the importance of visual marketing on sustainable products. MDEC remarks that most environmental claims have a tendency to take the form of a logo, rather than text. The report also shows that green background on advertisement is most often used to deliver green and sustainable messages.

3.2.2 Creating reliability

Fast fashion companies have traditionally found unsustainable due to their high emissions, poor quality and poor working conditions. This has created a certain stigma for these fast fashion companies – and makes it challenging to rebrand themselves as sustainable businesses. Fast fashion companies try to fight this stigma by providing masses of information on their practices, shedding light to the lifecycle of a piece of clothing all the way from the farms and factories to the stores. Many of the big fast fashion companies (H&M, Zara & Lindex) publish sustainability reports yearly, and some companies (Varner Group, Gina Tricot) provide very thorough information on various sustainable aspects on their websites. This creates a sense of reliability, as customers can discover what elements these companies take into account on their practices, and how they want to develop their practices furthermore.

As previously mentioned, using universally known logos like the Nordic Swan Label or the BCI label initiate in the reliable image of the companies, even if not knowing how companies can get the label on their products. On the Varner Group website, they describe the Swan Label to “demonstrate that a product is a good environmental choice”, and further describe that a product needs to fulfill a range of requirements to get the ecolabel. This creates a sense of trustworthiness for the customer, as they comprehend that third party needs to grant the use of the logo – therefore the logo is a most likely reliable source of recognition.

Fast fashion companies partner up with different charities as well, to enhance their brand image on the eyes of customers. Partnering up with goodwill companies like Unicef or the Red Cross sends a clear message to the customers: this company cares. Partnering up with these universally acknowledged charities also increases the reliability for the company: if a customer is a frequent donator to Unicef, and believes in this company, they are more likely to find the fast fashion store reliable as well, if they partner up with Unicef. Looking back to figure 3, partnering up with a charity organization can be counted in the financial appeal in the advertising on green products.

3.2.3 Calls to action

Fast fashion companies want to make the customers feel justified to buy their products, in spite of the guilt-tripping that some parties do (figure 3). When the most sustainable thing would be to not buy anything you don't need, fast fashion companies can't recommend this. Fast fashion companies don't intend to produce less, but more sustainable products (Helsinki Fashion Seminar 2018). Fast fashion companies try to give different preferred calls-to-action to their customers to feel justified in buying more and more.

These calls to action would bring the most profit from the target groups of latent greens and potential greens (figure 2), as they have either the interest or knowledge on sustainable products and industry. Therefore, they stand to be the most attractive target groups when appealing to new customers, on sustainable products. These calls to actions should have apparent benefits to the customer, as well as to the environment. Calls to actions, like 'Wash less' & 'Bring your old clothes here' serve a function for both the customer and the environment: product will stay better for longer when you wash it less, and you can get rid of your old clothes by bringing them to the store – maybe even get a discount coupon.

Fast fashion companies in Northern Europe did concept tasting on several sustainable in-store activities during 2017: recycling bins for textiles, and reusable shopping bags, to name a few. By concept testing, fast fashion companies did have a chance to test this new concept without exposing it to customers at once (Kotler & Armstrong, 2008: 257).

As these sustainable efforts were seen as a positive change by most customers, recycling bins are now available at most big fast fashion stores, among other sustainable in-store activities mentioned earlier.

From the successful concept testing fast fashion companies decided to try out whole collections of these more sustainable pieces of clothing: H&M Conscious, Vero Moda AWARE, and Levi's Waterless all aim to educate their consumers on more sustainable purchasing practices, and share awareness to also those buying from the 'non-sustainable' collections (hm.com; levis store; veromoda.com)

3.3 Ethical Advertising

With the increasing competition that comes with the globalization, companies try to stand out with their advertisements. Most advertisements seem to be very exaggerated, highlighting the desired qualities out of proportions – thinking of food advertisement, does a burger ever look like one from the advertisements? By doing this, companies are aiming to increase their profits, attract new customers and make their products known. By skilled advertisers, any product can look attractive and desirable, and make people want to buy it. The question then arises where is the line between ethical and unethical advertising?

The Federal Trade Commission describes ethical advertising to be “truthful, not misleading, and, when appropriate, backed by scientific evidence”. European Commission demands that environmental claims must be presented in “specific, accurate and unambiguous manner”, and traders should have scientific evidence to support their statements. These definitions are very in line with each other, and therefore give evident guidelines to companies what ethical advertising is.

European Commission gives guidelines on how advertisements on environmental claims should be structured to not be misleading. They require traders to consider the environmental impacts of the product (here: a piece of clothing) over its whole life cycle; the environmental claim should then reflect all the noteworthy aspects of the environmental impact of the piece of clothing. In the report, it is also noted that the environmental claim

should be relevant, and should reflect a sustainable benefit afar from the 'common practice' on the industry (fast fashion).

Based on these criteria, it is questionable if fast fashion companies to fulfill these requirements in their sustainable advertising. Taking a look into some fast fashion company websites, some provide sustainable collections, easily available on their website. For example, H&M conscious collection has dresses for women from as low as 9.99€, which is the same price range than the clothes in 'not-sustainable collection'. In the description box, they mention that some of the polyester used in the dress is recycled, but don't give any estimates. Looking back to the misleading criteria, traders should provide exact and relevant information. As a consumer, finding further information on recycled polyester on clothes seemed difficult.

On the online store of Lindex, there can be also easily found the Sustainable Choice-collection, and they provide little bit more information on the products: on the product page they provide possible certificates related to the products (like Swan label, Better Cotton Initiative), and they mention that by buying this product you support 'more responsible cotton farming'. This advertising, in the light of European Commission's misleading criteria, raises questions if producing clothes from responsible cotton is already a common practice on fast fashion field, or if it's something to actually advertise for?

It seems also interesting that most 'sustainable choices' on fast fashion companies seem to be in the same price range than 'not-sustainable choices' (Hm.com; Lindex.com). As there is a common prejudice that providing sustainable clothes would cost more (and therefore fast fashion companies have not provided sustainable clothing prior to this day), this raises questions, how prices on sustainable choice – clothes can be as low as in other products? Are the products actually more sustainable, or do they only seem to be so, to gain more awareness and new customers?

European Union has been originated to generate better trading opportunities, and for this reason, it is understandable why the advertisement laws and regulations have room for interpretation. If the advertising is not flagrantly breaking these regulations, it might be difficult to review slightly misleading environmental criteria. European Commission instructs that misleading environmental claims in advertising must be weighed on a

'case-by-case basis' according to the criteria laid in articles 5-9 of the UCPD, Unfair Commercial Practices Directive. This guideline gives an impression that going through and assessing misleading sustainable advertising is not a fast, easily approached process, but rather time-consuming and expensive process. Therefore, this raises the question of how easily these processes are conducted, and if customers can trust these advertisements of giant fast fashion companies.

The diversity of sustainable claims on fast fashion advertisements can make it demanding to examine and perceive. However, the MDEC points out that the extensive presence of environmental claims shows that many (fast fashion) businesses want to share their efforts on sustainability to consumers (European Commission, 2016) This advertising on sustainable practices and new efforts could in the best case share awareness among their existing customers and therefore create more sustainable purchasing behavior. Via public, extensive advertising fast fashion companies can also create positive pressure between other fast fashion companies, and maybe change the future of the industry to become (more) sustainable.

3.4 Impact on customer purchase behavior

It is very difficult to segregate different factors that lead to a purchasing decision. In traditional marketing, Maslow's hierarchy of needs often comes up when finding reasons behind a buying behavior. When the physiological needs, like food and sleep, are fulfilled, people can aim to fulfill their safety needs, and so on. Regarding sustainable purchasing decisions, the need for belonging is the most essential from Maslow's hierarchy of needs. As people want to fit in and feel like they belong to a group, they often express themselves through their clothing. People want to feel valued, and if a sustainable piece of clothing brings them the needed status or value, they will most likely buy it. This creates a challenge for modern fast fashion companies, as, by Maslow's theory, they have a simple goal: to create sustainable pieces of clothing that bring their buyers more value than buying a piece that's not sustainable.

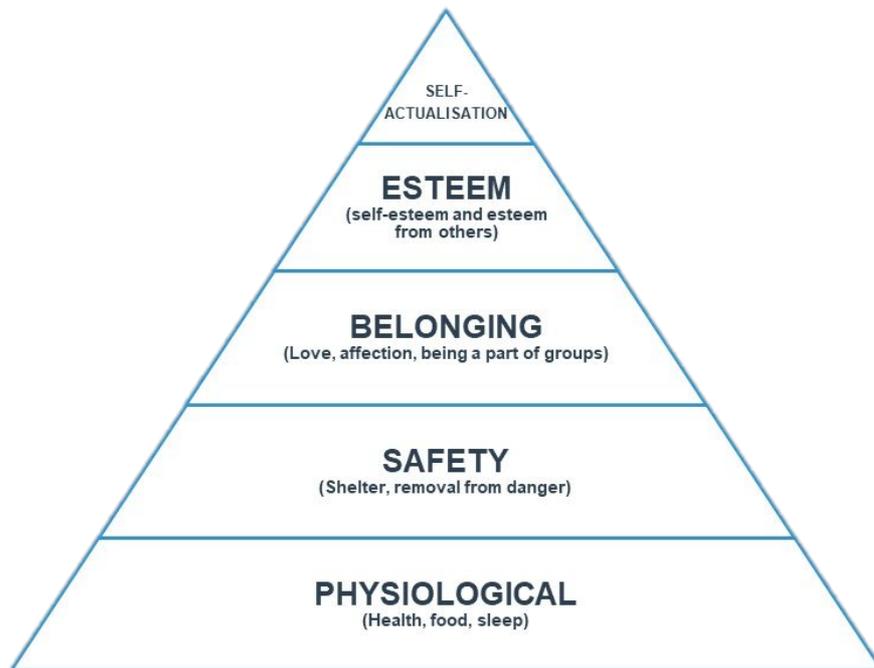


Figure 4: Maslow's hierarchy of needs (Mulder, 2012).

These needs, presented in figure 4, do play an important role in defining the reasons behind a purchasing decision. Many smaller aspects do have a profound impact on the purchasing decision, too. When customers weigh their options in the fast fashion industry, they are often price-oriented and want to change their styles quickly. Sustainable choices are something people might buy while they are in store, but are not in most cases pieces that people plan ahead to go and purchase. There are many reasons for this: 1. fast fashion companies have not traditionally offered pieces of clothing that could be called sustainable, 2. fast fashion companies have not advertised their efforts on environmental aspects, and 3. Customers have not trusted fast fashion companies on their word of a sustainable choice.

As people have directed their need for sustainable pieces for other traders than fast fashion companies, the demand for sustainable pieces everywhere has only recently risen to be seen as significant customer demand. Fast fashion companies are trying to

answer to this vastly growing, trendy demand of sustainable fast fashion pieces, and on the side, try to offer more information on their other sustainable practices, as mentioned before. In spite of this, studies have shown a substantial decline in confidence in all environmental claims: European Commissions Flash Eurobarometer 367 shows that there has been a decline from 52% in 2007 to 47% in 2011. If these recent transparency attempts of fast fashion companies have resulted in more positive end results, these are not yet on public knowledge.

As discussed earlier, there is a lack of recent results on how customers view fast fashion stores and their environmental claims. This is the central reason, why the survey was conducted on fast fashion store customers (see chapter 4 for results). The survey was hoped to bring authentic insight into how customers perceive fast fashion stores, and if they find them a reliable source of information on sustainable matters.

When sustainable advertising is done in a way that customers find it both appealing and reliable, the chance of making a purchase is high. For fast fashion companies, there's no real preference if the customers buy a sustainable piece of clothing or a 'non-sustainable' one (Fashion Seminar 18). The company is satisfied that it gained a customer and hopes that the customer comes back, to buy something new. If there are no significant differences on profit margins of sustainable and non-sustainable pieces of clothing (and looking back to chapter 3.3 it seems there are no big differences), then financial-wise the company doesn't care. On behalf of the whole industry, in a speculative sense, it would be a better purchase if customers bought a sustainable piece of clothing. If everyone did this, companies had to change their collections to be sustainable collections, instead of a singular sustainable collection. This kind of change in purchasing behavior could result in the more sustainable fast fashion industry, as a whole.

Reflecting on the misleading criteria stated earlier, it is important to keep in mind that advertising sustainable products should be done in ethical manners of advertising. Calling a piece of clothing sustainable or green doesn't make it one, even if it could raise awareness on the topic of environmental practices. Another example would be the number of clothes bought: buying 20 t-shirts per year, even if made from organic cotton instead of polyester, is still unsustainable. Fast fashion companies have very little interest in educating their customers to buy less – as this would result in less sold items for the

companies. Instead of buying less, they encourage their customers to buy better or to recycle more.

Even if they advertise this sustainable ideology of making automatically better choices when buying 'sustainable', the purchases can still be just as unsustainable. There are several recent real-life examples on this matter, recyclable bags being one of these. Most customers have heard within the last 12 months that they should reduce the use of plastic bags (most fast fashion stores in Finland transitioned from free plastic bags to small cost during years 2017 and 2018). To substitute plastic bags, fast fashion companies are offering recyclable bags for a relatively small price but great profit margins. They come up with varying colors of the season, and people are encouraged to buy new ones to match their styles. The author interviewed 3 salespersons of fast fashion stores to give their estimates on the sales of plastic bags and recyclable bags: each one of them acknowledged the upturn on recyclable bag sales (and reduction in plastic bag uses). This news would sound fantastic to those concerned on plastic use on fashion stores – but it doesn't reveal the whole truth. Danish Environmental Protection Agency did research on reusable shopping bags. They found out that reusable cotton shopping bag should be used at least 7,100 times (20,000 times if organic cotton) to compete with plastic bags. (Earther, 2018) This example illustrates well the environmentally friendly fantasies that fast fashion stores feed their customers – when actually just increasing their sales margins and selling more unsustainable products.

4 Conducted Survey

There is lots of information available on fast fashion companies sustainable and environmentally friendly practices, as fast fashion companies have changed their advertising into more transparent practices. A survey was conducted to target the fast fashion store customers to find out the following things:

1. Do customers view fast fashion companies as a reliable source of information, regarding to sustainable practices?
-

2. Have customers of fast fashion stores seen advertising on sustainable practices? What issues did these adverts call on, and which marketing channels work best for these adverts?

3. Have there been noticeable changes in the buying behavior of a common fast fashion store customer? How could these changes be explained?

These three main questions were chosen to be the core of the survey, to give insights into if fast fashion companies' advertising has been effective on different marketing channels, and if they have had an impact on changing buying behavior as well. The reliability question was included in the survey to shed a light if 'eco-friendly' adverts could actually benefit the brand image of fast fashion companies, and therefore attract also those customers that are environmentally aware.

The survey had a language option of English or Finnish, and there was a description of the survey before starting the questionnaire part. A definition was provided of a fast fashion company (that was formatted from the three definitions in chapter 2), and explained that all the questions were related to fast fashion companies, even if not mentioned in each question.

The survey link and description were shared in several different Facebook groups to gain answers with as wide demographics as possible. The answer goal was set to 400 answers, and when the number of answers had been reached, the survey was closed.

4.1 Demographics

The sample size of the conducted survey was 400. This is a relatively small sample size to cover an industry of this size but was chosen to represent the customer segment on this paper. Out of 400 answerers, 89.2% identified themselves as women, 9.8% as men, and 1% as other. The vast majority of answers came from 20 to 30 years old (73.4%),

and rest of the answerers were under 20 years old (22.3%), 30 to 40 years old (3.5%), and 40 to 50 years old (0.8%). Therefore, survey answers represent mostly the opinions of fast fashion customers under 30 years old with 95.7% of the total answers. This does not represent well the whole customer segment of fast fashion stores, as most of the answers came from people under 30 years old. In addition to this, only 9.8% of the answers came from men, which is a significantly low percentage of answers. The author has acknowledged these limitations and clarifies gained results on the following chapters.

4.2 Survey Finds

The survey was targeted at fast fashion store customers, and the answers came from customers in Finland, Netherlands, and Germany. The survey includes answers from customers that have visited fast fashion stores within the last 6 months but have not bought anything, as well as customers who have visited and bought something.

Out of all the answerers, 89.0% of the customers had bought a piece of clothing from a fast fashion company within the last 6 months. There was no separation done between different genders and their purchasing behavior: all the questions and results can be implied to the customer segment of 16-30 years old, of all genders.

4.2.1 Responsibility and reliability of fast fashion companies

On a scale 1-5, customers had to estimate how reliable source of information they find fast fashion companies. On this scale, 1 was 'not reliable at all', and 5 being 'very reliable'. The median was 3, and the arithmetic mean was 2.73. There were answers in all classes, but the results are clear. Most people find fast fashion companies as 'somewhat reliable' on their sustainable advertising, but the arithmetic mean proves that most answers were skewed towards 'not reliable' rather than 'very reliable'.

Out of all the responders, 63.1% of the customers have never searched information on fast fashion company's sustainable practices. This means that only about one-third of the customers have searched information on sustainable practices – noticeably low number. This could be explained if customers felt like they are already provided with enough knowledge on the subject, that there is no need to search for more information. Customers might not also care about the sustainable practices of a fast fashion company, or about any environmental claims at all. One explanation for the low number of searches is the reliability: as answers from the previous questions showed, most people don't find fast fashion companies necessarily reliable on their sustainability advertising. If customers don't trust their advertising, it is understandable that they don't search for important information on these information channels, but rather from somewhere else.

On the matter of how important customers find fast fashion companies' green efforts, results were evident. They answered on the scale 1-5, one being 'not important at all', and 5 being 'very important'. Median of the answers was 5 (very important), and arithmetic mean was 4.36 out of 5. To customers, fast fashion companies' efforts to become more environmental-friendly and sustainable, are very important themes. These results would rule out the speculations of the prior chapter – the low number of searches most likely does not result from the lack of interest in green efforts.

The survey asked who has the responsibility in making the environmental choices, customers or companies (or both equally). Customers answered on a scale 1 to 5, 1 meaning customers (solely), 3 being both customers and fast fashion companies equally, and 5 meaning fast fashion companies (solely). The median of answers was 3, meaning both customers and fast fashion companies would have equal responsibility for making the environmental-friendly choices. The arithmetic mean was 3.38, the responsibility being on both customers and companies, but clearly leaning towards the responsibility on companies. This is interesting in the sense that people seem to acknowledge their responsibilities, but value companies' responsibility higher than theirs.

4.2.2 Changes in buying behavior

One of the central questions was formatted to find out if customers' purchasing behavior had changed within the last 12 months. Full list of answers/options can be found in Appendix 1 (in English) and on Appendix 2 (in Finnish).

Out of all the answerers, 57.9% of the customers estimated they are buying less (clothes) than before. 45.2% of the customers noticed that they have started to pay more attention to the piece of clothing in purchasing, and 26.2% estimated they pay more attention to the place of purchase than before.

Almost half of the answerers, 43.9%, said they have started to recycle more within the last 12 months, including plastic, glass, paper, and metals. One-quarter of the customers (26.7%) said they have started to recycle their clothes and textiles to recycling bins or recycle more of these than before. 52.7% of the answers said that they have reduced their use of plastic bags within the last 12 months. This is in line with the interviewed sales personnel in chapter 3, where sales personnel estimated that the use of plastic bags has significantly decreased within the last 12 months.

In total, 15.7% of customers said there have not been changes in their buying behavior on the past 12 months: 15.3% of these people said they have been doing the practices listed on the survey, and 4.2% admitted that they have not done any of these, or are currently not practicing any of the listed activities.

Taking in account these 'no changes did these before'- answers, around 68.0% of the people mention the reduction in the use of plastic bags, and 63.2% buying fewer clothes than a year ago. More than half of the fast fashion customers (59.2%) recycle more, but textile recycling is only at 42.0%, which is significantly less than recycling other materials. This could be explained by the deficiency in information 'how to', 'where to', and by the low amount of recycling bins in some towns. This questionnaire did not recognize selling old clothes via 2nd hand channels, which could also affect the low textile recycling numbers if many people did 2nd hand selling instead of recycling.

In addition to these given answer options, customers could add their own remarks on changes in their buying behavior (regarding fast fashion clothes). Thrift shopping came out the most, as well as paying more attention to the care instructions of a garment. These remarks support the big picture that most fast fashion customers are environmentally aware, and try to make at least small changes in an effort to be more sustainable themselves, too. This sides up well with the earlier responsibility question, where most people recognized that the responsibility on sustainable choices lies with both customers and fast fashion companies.

4.2.3 Environmental-friendly adverts

The third part of a survey was discovering what kind of green adverts have customers noticed, and where they had seen these. Customers had to recall where they had seen eco-friendly adverts, both in-store and other marketing channels. Full list of answers and questions can be found on appendices 1 and 2.

In-store, majority of customers had seen environmental-friendly advertising in clothing tags (52.9%) within the last 6 months, and less than half (41.3%) recalled seeing posters with green advertising inside of a fast fashion store.

About half of the customers (50.4%) had noticed a textile recycling bin in a clothing store, and 42.6% had paid attention to a 'green line' of clothing that some fast fashion companies now have to offer. Examples of this 'more sustainable clothing lines' are Conscious by H&M, AWARE by Vero Moda & Sustainable Choice by Lindex. There doesn't seem to be as many options for men and children than there is for women, which might affect the results in some degree.

Only 8.05% of the customers could recall the sales personnel advertising any eco-friendly actions or products (including recycling, choosing natural materials, talking about plastic bag reduction). This percentage is surprisingly low, but can be explained by a huge variety of fast fashion stores and their customer service philosophies: some companies don't do much customer service at all, where some fast fashion companies seem

to concentrate on customer service significantly more. It is very difficult to try to get a general idea on this matter, as there can be big differences even inside the same company. As an advertising channel, based on these results, sales personnel's sales speeches have not either reached the customers or have not included any environmentally friendly content. This is something that could be easily increased if fast fashion companies felt the need or want to.

Outside of the store, the vast majority (81.3%) of the customers had seen an environmentally friendly advert by a fast fashion company on social media. This is an incredibly high reach from fast fashion companies, especially when compared to websites and TV adverts: 31.1% could recall seeing an eco-friendly advert on a company website, and only 21.3% in a TV advert.

15.6% of the answerers had received some kind of eco-friendly adverts through their loyalty club, in forms of either SMS, e-mails or via a phone application. One fifth, (21.8%) remembered seeing green adverts in brochures of catalogs within the last 6 months. This in line with other research results: customers nowadays are part of different loyalty clubs, but mostly for discounts rather than staying connected with the brand. For example, it was estimated that two-thirds of fast fashion customers say that they could switch brands for a discount of 30 percent or more (Business of fashion, 2017).

From all the advertising channels (out-of-store), social media advertising had significantly highest reach among this sample group. In addition to social media advertising, company's own environment claims on their website were the 2nd popular, and 3rd came the street ads on green choices (30.6%). These results back up the traditional advertising channels with social media marketing.

5 Conclusion

Nearly all fast fashion buyers seem to appreciate the sustainability efforts and improvements of these companies (see survey results, ch. 4). This is good news for fast fashion companies in the sense that it could become profitable for them to increase the number of sustainable pieces in their collections – therefore slowly transitioning to a more sustainable industry. These results also speak on behalf of the good brand image: customers seem to value fast-fashion companies that are involved in creating a more sustainable future. For this reason, some fast fashion companies have a high emphasis on these sustainable collections, to increase their brand image on the eyes of both current and possible customers.

Based on the survey results and literature reviews, responsibility on sustainable choices seems to be placed somewhat equally between both customers and the fast fashion companies. Reflecting this to the four customer segments introduced in table 2, it could be concluded that green customers place more responsibility on customers and their choices, as they understand the practices (maybe even have knowledge on the fast fashion industry) and feel like their actions matter on the big picture. On the other hand, potential green customers and non-green customers would more likely place the responsibility on sustainable choices on the fast fashion companies, as they don't see the impact on their purchasing behavior.

Reflecting different advertising criteria and the European commission's misleading advertising criteria, fast fashion companies seem to only hardly fulfill these set regulations. Fast fashion companies' sustainability reports are often very thorough and informative, but other environmental claims often are presented without context and without further reading opportunities. In this light, many fast fashion advertisements on green choices can be read to be misleading. By paying attention to these vague, misleading adverts fast fashion companies could increase their reliability in the eyes of their customers. This is especially important as surveys have showed a significant decline in customers' reliability towards fast fashion companies green claims. There is little use to spend money on sustainable advertising if it creates strong backlashes on the brand image.

Sustainable advertising seems to reach customers best through different social media channels (over 80% from the survey results), but company websites and street adverts were recalled by over one-third of the customers, as well. From this, it can be concluded that many traditional one-way channels (like brochures, e-mails, TV adverts) work on only a small percentage of people. Loyalty clubs have gained enormous popularity from fast fashion customers, but very few want to receive any newsletter from these loyalty programs.

Businesses will sell as much as they can, no matter if the collection was sustainable or not. It is up to customers to evaluate themselves on how much they need. Buying two recyclable shopping bags can be sustainable if used until tearing up. Buying swan labeled or waterless –marked jeans can be a sustainable choice, but buying 10 pairs of these jeans per year is not sustainable. Garment care instruction and recycling options should be made known to all customers to reduce unnecessary waste on customer's behalf. Companies should also provide information on the textile recycling bin, as not even the sales persons (based on the three short interviews) knew where the recycled clothes will be sent.

Overall, sustainable advertising thrives for the emotional benefits of customers. Advertising should be done in a way that customers feel both enlightened and inspired, instead of guilt-tripped over their purchasing decisions. Looking back to Maslow's hierarchy of needs, most people want to feel like they belong and present their status with their clothing; therefore, if buying sustainable pieces from fast fashion stores becomes more status-centered, people would most likely do it more than currently. Branding sustainable collections to be even more fashion-forward than non-sustainable collections, and getting opinion leaders to promote these, purchasing from a sustainable collection would be more likely than ever before. In this way, fast fashion companies would have a real chance to increase the number of sustainable pieces in their collections (and decrease the 'non-sustainable' ones) without fear of losing profits. This scenario would be one big step for a sustainable fashion future.

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Interviews & Seminars

Vernis, A. 2018. *Main challenges for closing the loop on the Fashion Industry*, Helsinki Fashion Seminar 18

Sales personnel A, B & C. Interviewed on March 24th, 2019 in Helsinki.

APPENDIX 1

Survey Questions (English)

1. Have you bought clothes from fast fashion companies within the last 6 months?
 - a. Yes
 - b. No

 2. Can you recall seeing any adverts on environmental-friendly practices within last 6 months?
 - a. Social Media Channels (like Instagram, Facebook, Twitter)
 - b. Company Websites
 - c. TV adverts
 - d. Brochures or catalogues
 - e. Through my loyalty club (e-mails, SMS, phone application)
 - f. Street Adverts (At a bus stop, etc.)
 - g. Other, what?

 3. Have you noticed any advertising on green practices (in-store) within the last 6 months?
 - a. Posters
 - b. Clothing Tags
-

- c. Advertising done by sales personnel
 - d. Recycle bin for old clothes & textiles
 - e. Eco-friendly line of clothing
 - f. Other, What?
4. Have you ever searched information on a fast fashion company's sustainable practices?
- a. Yes
 - b. No

5. How reliable do you find fast fashion companies as a source of information? (e.g. their sustainability reports?)

Answering on a scale 1-5: one being 'not reliable at all', and five being 'very reliable'

6. Has there been changes in your buying behavior within the last 12 months?
- a. I buy less
 - b. I pay more attention to the product
 - c. I pay more attention to the company
 - d. I recycle more (old clothes & textiles)
 - e. I recycle more (plastic, paper, etc.)
 - f. I have reduced my use of plastic bags
-

- g. No changes, I did these things before
- h. No changes, I don't do these things
- i. Other, what?

7. How important do you find fast fashion companies' green efforts?

Answering on a scale 1-5: one being 'not important at all', and five being 'very important'

8. Who has the responsibility on sustainable choices?

Answering on a scale 1-5: one being 'customers', and five being 'Fast fashion companies'

9. Age

- a. <20
- b. 20-30
- c. 30-40
- d. 40-50
- e. 50<

10. Gender

- a. Woman
 - b. Man
 - c. other
-

APPENDIX 2

Survey Questions (Finnish)

1. Oletko ostanut vaatteita pikamuotiketjuista viimeisen 6 kk aikana?
 - a. Kyllä
 - b. En

 2. Muistatko nähneesi viimeisen 6kk aikana mainoksia ympäristöystävällisistä valinnoista?
 - a. Sosiaalinen Media (esim. Instagram, Facebook, Twitter)
 - b. Yrityksen omilla verkkosivuilla
 - c. TV Mainoksessa
 - d. Esitteessä / katalogissa
 - e. Kanta-asiakas klubin kautta
 - f. Katukuvassa (esim. Bussipysäkillä)
 - g. Muu, mikä?

 3. Oletko myymälässä käydessäsi nähnyt mainoksia ympäristöystävällisyydestä?
 - a. Kyltit / julisteet
 - b. Vaatteiden tuoteseloste / hintalappu
 - c. Myyjän mainostus
-

- d. Vaatekierrätyslaatikko
 - e. Ympäristöystävällisempi vaatemallisto
 - f. Muu, mikä?
4. Oletko koskaan etsinyt informaatiota muotiketjujen kestävän kehityksen linjauksista?
- a. Kyllä
 - b. En

5. Kuinka luotettavana pidät vaatekauppojen tarjoamaa informaatiota ympäristöteoistaan, esim. Kestävän kehityksen raportissa?

Vastaukset mittarilla 1-5: arvon 1 ollessa 'en ollenkaan luotettavana' ja arvon 5 ollessa 'täysin luotettavana'

6. Onko ostokäyttäytymisesi muuttunut viimeisen 12kk aikana?
- a. Ostan vähemmän vaatteita
 - b. Valitsen vaatteen tarkemmin
 - c. Valitsen ostopaikan tarkemmin
 - d. Vien nykyään kierrätykseen vanhoja vaatteitani
 - e. Kierrätän enemmän (esim. Muovipussit, paperi)
 - f. Käytän vähemmän muovipusseja
 - g. Ei ole muuttunut, olen tehnyt näitä jo aiemmin
 - h. Ei ole muuttunut, en tee edellisiä asioita
-

i. Muu, mitä?

7. Kuinka tärkeänä pidät pikamuotiketjujen ympäristöystävällisiä linjauksia?

Vastaukset mittarilla 1-5: arvon 1 ollessa 'en ollenkaan tärkeänä' ja arvon 5 ollessa 'todella tärkeänä'

8. Onko vastuu ympäristöystävällisistä valinnoista...

Vastaukset mittarilla 1-5: arvon 1 ollessa 'asiakkailla' ja arvon 5 ollessa 'yrityksillä'

9. Ikä

a. <20

b. 20-30

c. 30-40

d. 40-50

e. 50<

10. Sukupuoli

a. Nainen

b. Mies

c. Muu
