Sustainable Consumption of Clothing Among the Millennium Generation in Finland

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EXAMENSARBETE

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Abstrakt

Dagens konsumtion ökar exponentiellt, vilket resulterar i en stigande nivå av miljöföroreningar på grund av ökad efterfrågan. Millenniegeneratio-nen (Generation Y) är unga vuxna som representerar den största målmarknaden och konsumerar mycket mer varor inklusive kläder än tidigare generationer. Examensarbetet är skrivet för att ta reda på hur många plagg millenniegenerationen köper och om de är medvetna om miljöfrågan som orsakas av den ökande efterfrågan.

Syftet med detta examensarbete är att definiera den aktuella situationen och erbjuda potentiella lösningar som kan implementeras, och om inte minska konsumtionen, så åtminstone göra mer medvetna köp av kläder och få Generation Y att gå mot en mer hållbar konsumtion. Den använda metoden är empirisk kvantitativ undersökning i form av en online-enkät som delas till olika universitet i Finland.

Teorin baserar sig på Generation Y:s konsumentbeteende, varumärkeslojalitet, branschföroreningar och deras miljöpåverkan, hållbara lösningar och aktuella förändringar inom modebranschen. Målgruppen är finska universitetsstudenter i olika delar av landet.

För den avgränsade målgruppen visar en del av resultatet av undersökningen att millenniegenerationen är extremt villig att lära sig mer om hållbara kläder och man ser gärna att favoritmärkena är mer transparenta och att producenten ger mer information om varornas produktion, leveranskedja och de hållbarhetssteg som man vidtar.

Språk: Engelska Nyckelord: millenniegeneration, Generation Y, hållbarhet, förorening

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Abstract

Today's consumption is exponentially increasing which results in rising level of environment pollution due to raising demand. Millennials (Generation Y) are young adults who represent the biggest target market nowadays and consume way more goods including clothes than previous generations. The thesis is written to find out how much garment they purchase and if they are aware of the environmental issue that is caused by the increasing demand.

The aim with this thesis is to define the current situation and offer potential solutions that may be implemented, and if not decrease the consumption rate, at least make the purchase of clothing more conscious and incline millennials towards a more sustainable consumption. The research method used is empirical quantitative research in the form of an online survey across different universities in Finland.

The theory is based on Generation Y customer behavior, brand loyalty, industry pollution and its environmental impact, sustainable solutions and current changes in the fashion industry. The target group is the Finnish university students in various parts of the country.

Due to limitation in target group, a part of the result is that millennials are extremely willing to learn more about sustainable clothing and willing their favorite brands to be more transparent and provide more information regarding their production, supply chain and sustainability steps they are taking.

Language: English Key words: sustainability, millennials, Generation Y, consumption, pollution

Table of contents

List of Figures

List of Appendices

1 Introduction and Background

Due to growing consumption, which results into increasing manufacturing, the level of environmental pollution is rising exponentially. The aim of the thesis is to find out what factors influence Finnish millennials in their decision making of the brands they choose to buy and their awareness of environmental influence of the companies they buy from. The idea of this thesis came up during my exchange in the Netherlands and in a course called International Marketing Planning where I had a task to choose a small sized sustainable apparel company and write a detailed plan for international expansion. I went deep into sustainability and thought that people in general, and millennials in particular, purchase way too much apparel, and constantly buying more, even before the average life expectancy of clothing comes to an end (Dry cleaning & Laundry Institute International, 1988).

1.1 Research questions

The main idea is to research the consumption of clothing and apparel across millennials in Finland. It is a fact that millennials make more apparel purchases than other generations (Garcia, 2018). Not all of them know how consumption of clothing and apparel influence climate change and how polluting the textile industry is during the whole supply chain, starting from cotton cultivation until the delivery of the final product to store shelves.

Except for that, the thesis will include various reports, scientific articles and quotations from books that are relative to a few topics, in order to explain how apparel is produced, what kind of and how much pollution textile industry causes to the environment, and what the world's biggest corporations in fashion industry undertake in order to change the current situation and make improvements for the future of the industry. Moreover theory regarding millennials, their customer behavior and buying choices disclosed as well.

The research questions of my thesis are:

- How often do millennials buy clothes?
- Are they aware of environmental pollution caused by the clothing industry?
- Do millennials choose brands that are sustainable?

1.2 Purpose and limitations

This thesis examines the consumption and recycling of clothing among the millennium generation in Finland. Another purpose is to investigate how aware the millennial generation is of the contamination caused by the clothing industry and of the recycling issues. The paper also aims to investigate what affects their choice when it comes to buying new clothes. Furthermore, in order to understand the consumption and millennials' attitude towards clothes, there will be provided information about the industry, textile manufacturing and environmental pollution it causes. By analyzing this information and the obtained results, I am going to offer steps needed to make clothing exhaustion more comprehensible, increase recovery and reduce environmental pollution. The thesis is limited with the certain age of respondents. As the target group in the research are millennials, the age of respondents is limited between 19 and 42 years old (born between 1977-2000) (Kotler, P., et al. 2013). The second limitation is occupation of respondents. Considering that survey will be spread across universities, all of the respondents are students. The last limitation is geographical. Survey will be spread only across universities located in Finland.

1.3 Theoretical framework

The theory deals with pollution from the textile industry and the industry's impact on the environment and climate, marketing impact on consumers, changes in the industry, production and recycling of clothing by the major key players, forecasts and industry researches from large and reliable companies (e.g. McKinsey & Company, Boston Consulting Group, etc.). Furthermore, in this thesis are used articles from various sources such as scientific journals (Nature, Elsevier) Ellen MacArthur Foundation, UNFCCC, Global Fashion Agenda, and multiple academic works. They are mostly retrieved from ResearchGate.

1.4 Theoretical Method

The selection of methods for this thesis will be empirical quantitative research, which implies carrying out a survey using a questionnaire (Ghauri, P., Grønhaung, K., 2010). To get the most relevant data, in this thesis questionnaires will be used and sent to universities in Finland because most of the students are from the millennial generation, which is the target group in this thesis. Answers will be obtained with the help a survey in order to define the current situation of clothing consumption, analyze information, introduce the results and give suggestions for improving the situation in the future. But first, permission from each university and college management should be asked.

2 Industry pollution and impact on the environment

The textile industry is one of the most polluting industries in the world. From fiber production to consumer use phase, the industry releases huge amount of emission throughout the supply chain, that all contribute to different types of pollution including air, water and soil.

2.1 Water and soil pollution

As an example of tremendous water and soil pollutions, in this research India is used (Arya, A., Basu, S.K., 2016) as world's second highest cotton producer with annual production around **1,021,000 tons** of cotton yarn. The industry is expected to grow from US$ 70 billion in 2016 to US$ 220 billion by 2020.

There are 2324 textile industries in the country. Textile industries transform fibers into yarn, convert the yarn into fabrics or related products, dye and finish these materials at various stages of production. In 2016 there were 9000 different types of dyes, that belong to different chemical classes and application are in use in the textile production and other industrial processes such as pulp and paper, tannery, paints etc. About 56% of the total dye production is consumed in the textile sector.

In processing of textiles, the industry uses several chemicals, dyes, sizing materials and auxiliary chemicals. Wastewater discharge from these textile units cause deterioration of water quality in the area. Local people are facing problem with obtaining drinkable and irrigation water as ground water is also polluted in Bhilwara area.

"Textile wastewater is a major source of pollution. Textile industries consume large amount of water and chemicals for wet processing of textiles. During the movement of the effluents, there is considerable amount of infiltration and percolation of the toxic chemicals into the soils thus polluting soil, underground water, pools and vegetation. In general, textile effluents are mostly discharged into the environment after minimal pretreatment with a high amount of pollutants (Oxspring et al., 1993)".

Wool processing can release bacteria and other pathogens. Pesticides are used for the preservation of natural fibers, moth proofing, brominated flame retardants for synthetic fabrics, and isocyanates for lamination. As a result, pesticides are transferred to wastewaters during these various operations. The toxic effluents from dyeing and printing units are scattered all over the Sanganer (one of the towns in India where clusters of dyeing, manual processing, and printing industries have come up) and have polluted soil, water and greenery.

Textile waste could be a serious and significant source of environmental pollution due to the lack of proper surveillance and monitoring, as well as the lack of strict regulations for the offenders.

"Industrial effluents containing dyes, aniline, caustic soda, acids, bleaching powder, metal ions etc. are discharged into Amanishah Nalla (Canal) which flows through the town Sanganer. Water from the canal is used by farmers to irrigate their fields. Vegetation grown in these fields is sent to the market for consumption which causes many health disorders and diseases. Workers engaged in this type of industry also suffer from various health hazards like eczema, contact dermatitis, asthma, etc." (Arya, A., Basu, S.K., 2016)

2.2 Greenhouse effect

In line with article in Dutch journal Elsevier (Huang, B. et al. 2016), textile industry is the sixth largest energy consuming industry sector in China. This fact poses great challenges in reducing Greenhouse Gas (GHG) emissions.

According to WTO statistics, global textile production was approximately 140.84 million tons in 2012, an increase of 25.7% compared with 2008 (Zhu and Zhu, 2012). It is expected that global textile production will continue to grow at a rate of approximately 6.5% in the nearest future (Xu and Jiang, 2009). The textile industry in China is one of traditional pillar industries and has maintained rapid growth after China's reform and opening (Figure 1). This country is currently the world's largest textile production country (Sheth, K, 2017), which currently produces $US 73 billions of cotton cloth annually.

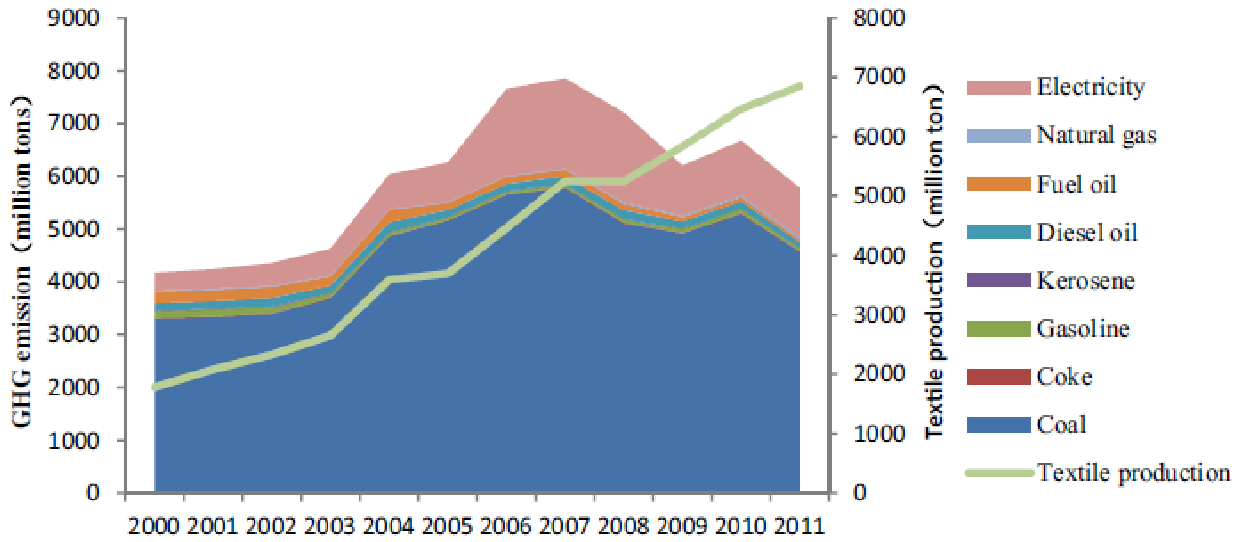

Figure 1. Textile production and GHG emission (2000-2011) (Huang, B. et al. 2016)

According to the data from a study that analyzed GHG emission in China from 2000-2011.

There are 2 different energy related GHG emissions types:

Direct emissions - Direct GHG emissions that occur from sources that are owned or controlled by companies within the textile industry. For example, emissions from combustion in owned or controlled boilers, furnaces, vehicles, etc. And emissions from chemical production in owned or controlled process equipment.

Indirect emissions are divided into two scopes:

1) GHG emissions from the generation of purchased electricity, heat, steam, etc., consumed by these companies. For instance, emissions occur at the facility where purchased electricity, heat and steam are generated.
2) Emissions caused by the activities of the textile industry but occurring from sources not owned or controlled by these companies. For instance, emissions from the extraction and production of purchased materials, transportation of purchased fuels and use of sold products and services. (Bhatia, P., Ranganathan, J., 2004)

Considering the energy consumption proportion, the results reveal that **coal is the main source of GHG emissions in China's textile industry**, representing approximately 80% of total emissions.

China's manufacturing CO2 emissions increased from 1.91 billion tons in 1995 to 6.25 billion tons in 2015, with an average annual growth rate of 6%. (Liu, J. et al. 2019)

The Chinese government promotes energy conservation in the textile industry since 2008 (Zhang, 2009; Zou, 2014). The production utilization rate has significantly improved due to energy saving technology applications such as waste heat recovery and energy saving control systems (Energy Conservation Advanced Application Technology Guide in Textile Industry, 2012) (UNIDO, 2012).

Even though, the GHG emission in China is high because electricity highly depends on coal consumption. As stated in annual operation report from each power grids (Annual operation report from China Power Grid, 2014), more than 80% of the electricity in Northern China power grid, East China power grid and Northeast China power grid are from coal combustion, and the reliance rate of coal in the other three power grids is around 60%. Less than 10% of the electricity is from renewable energies (Fig. 2).

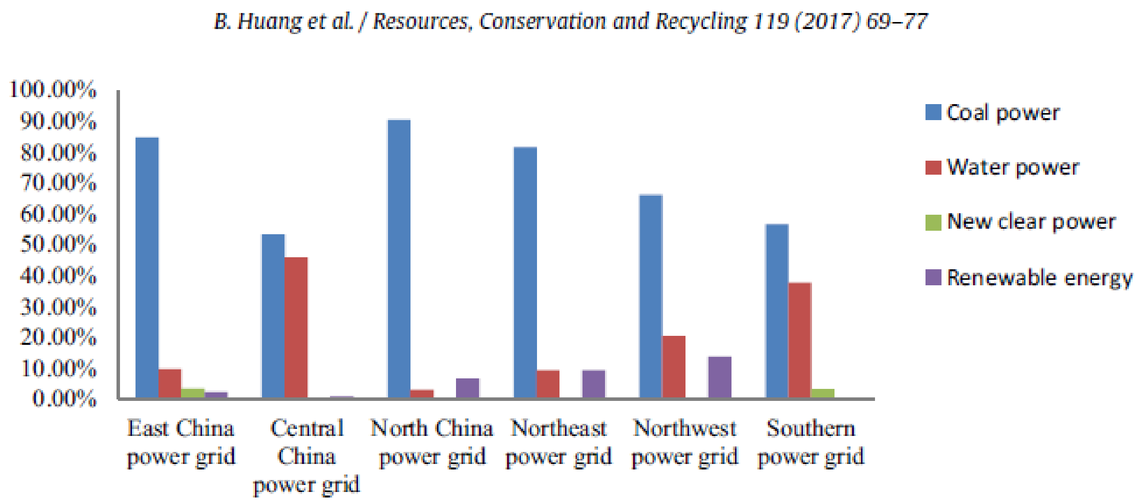

Figure 2. Electricity source of China's electricity (Huang, B. et al. 2016)

2.3 Summary

1) Coal consumption is the main source of GHG emissions in China's textile industry, defining 80% of the total GHG from primary energy resources. The second largest GHG emission source is electricity consumption. If the source of electricity power can be altered from coal to cleaner energy such as renewable energy, waterpower and nuclear power, the GHG emission can be expected to be significantly reduced.
2) Appliance of cleaner energy sources needs to be encouraged both for direct and indirect GHG emission energy sources in order to optimize the energy structure.

Considering that textile industry is gigantic and by year 2020 is expected to grow up to **$US 250 billion** it can't function without leaving a footprint on environment. Taking as examples world's biggest textile producing countries China and India is seen how the industry polluting air, soil and water causing and accelerates global greenhouse effect.

3 Sustainable clothing

Sustainable clothing is clothing fabric produced from organic, eco-friendly or recycled materials without use of toxic pesticides or inputs. This is extremely important for clothing that people wear on daily basis that has constant skin contact, and crucial for those who have diverse color dyes allergies. (Textile Exchange, n.d.)

Wearing sustainable clothing will influence peoples' decision making in choosing the brands they are going to buy and wear. It also helps to decrease the pollution caused by textile industry.

Sustainable clothing is not just good for end consumers, but also eco-friendly for the nature, as its recycling process is much easier, cheaper, and less harmful for the environment, comparing to clothing that contains synthetic fibers such as spandex. Organic cotton is grown using methods and materials that have low impact on the environment. Organic cotton is grown without the use of toxic and persistent pesticides, GMO's and synthetic fertilizers that are proven to harm the environment, producers, farmers and consumers. Except for that, among agricultural crops, production of conventional cotton requires enormous amount of water. (Textile Exchange, n.d.).

World Health Organization reports around 20,000 deaths annually caused by pesticide poisoning during the manufacturing countries only in developed countries, and there is way much more worldwide. (The Good Trade).

There are 2 independent organic cotton certifications: OCS 100 (Organic Cotton Standard) and GOTS (Global Organic Textile Standard) (About organic cotton, n.d.).

OCS applies to non-eatable products that contain from 95-100% of certified organic material. OCS conducts transparent, independent, and comprehensive verification of the presence and amount of organic material content in the final product and tracks. This certification can be beneficial for companies to prove the quality of their products and show consumers what they are paying for (Control Union).

GOTS was established by the leading standard setters in order to define requirements that are going to be recognized all around the globe. It ensures the organic status of textile, in order to provide credible insurance for the customer. GOTS standard is highly recognized among consumers and GOTS certified products are reliable quality assurance (Global Organic Textile Standard).

4 Changes in the industry

Global Fashion Agenda is a global leadership forum on sustainability mobilizing the international fashion industry to change the way we produce and consume fashion. They set a common agenda and direction for industry collaboration on sustainability in fashion. Strategic Partners consist of industry-leading corporations, representing different market segments and geographies, who lead by example in their dedication to drive sustainable progress and provide essential leadership to support Global

Fashion Agenda's mission. The Steering Committee of Global Fashion Agenda counts two senior representatives from each Strategic Partner company and acts as a first sounding in shaping the sustainability agenda. (Global Fashion Agenda, 2019)

Here are listed GFA's Strategic Partners and their subsidiaries/brands, in order to have a clearer picture of who they are, and how influential they are for global fashion industry:

- **ASOS PLC. -** is a global, internet, fashion, retail business aimed at a client base aged between 20-30 years. The Company offers branded and own label products across womenswear and menswear. ASOS operates and distributes their product globally.
- **Bestseller A/S** operates as a family-owned clothing and accessories company. Products are marketed and sold under a variety of brands such as Jack & Jones, Junarose, Jacqueline De Yong, Mamalicious, Name It, Noisy May, Object Collectors Item, Only, Only & Sons, Pieces, Postyr, Selected, VeroModa, Vila Clothes and Y.A.S.
- **The H&M group** includes eight clearly defined brands — H&M, COS, Monki, Weekday, & Other Stories, H&M Home, ARKET and Afound.
- Brands currently under **Kering S.A.** include Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Sports and lifestyle brands under Kering include Volcom and Cobra.
- **Nike, Inc.** markets its products under its own brand, as well as Nike Golf, Nike Pro, Nike+, Air Jordan, Nike Blazers, Air Force 1, Nike Dunk, Air Max, Foamposite, Nike Skateboarding, Nike CR7, and subsidiaries including brand Jordan, Hurley International and Converse.
- **Li & Fung** owns **Global Brands Group Holding Limited** which operates with a broad portfolio of world-class brands such as Juicy Couture, Copper Fit, Calvin Klein, Frye, Ellen Tracy, Sean John, Kenneth Cole, Katy Perry, Spyder, Reiss, AllSaints, Jones New York and many more.
- **Pvh Corp.** brand portfolio includes the iconic Calvin Klein, Tommy Hilfiger, Van Heusen, IZOD, ARROW, Speedo, Warner's, Olga and Geoffrey Beene brands, as well as the digital-centric True & Co. intimates' brand.
- **Sustainable Apparel Coalition -** is an industry-wide group of more than 200 leading apparel, footwear, and textile, brands, retailers, suppliers, service providers, trade associations, nonprofits/NGOs, and academic institutions working to reduce the environmental and social impacts of products around the world.

- **Target Corporation** is the eighth-largest retailer in the United States.

On July 10, 2018, in New York, 10 different UN organizations agreed to establish a UN Alliance on Sustainable Fashion. UN Environment took a bold step in agreeing to host the Alliance during its first year, and formally launch it at their next Environment Assembly in March 2019. The Alliance also aims to reach out to wider audiences, targeting the private sector, governments of UN member States, NGOs and other relevant stakeholders with a unified voice. (Global Fashion Agenda[2], 2019)

5 Millennial generation and buying behavior

Millennials (also called the echo boomers or Generation Y) are people who were born between 1977-2000**.** Years of millennials generation varies a little bit across different sources, so in this thesis, will be used years when millennials we born according to Philip Kotler. The Millennials are a big and very attractive market segment in the most of developed countries. (Kotler, P., et al. 2013)

This generation is the first one who grew up in the world filled with technologies we know now such as cell phones, tablets, satellite television, mp3 players and of course Internet with all the social media. “Millennials, and the generations that follow, are shaping technology. This generation has grown up with computing in the palm of their hands. They are more socially and globally connected through mobile Internet devices than any prior generation. And they don't question; they just learn.” Brad D. Smith former president and CEO of Intuit Inc. According to an article “Millennials Make More Apparel Purchases than Other Generations” (Garcia, 2018) and recent research from Pymnts.com showed that Millennials do buy twice as much apparel as baby boomers (generation born between 1946-1955).

A recent study in the US found that 92% of Millennials own smartphones and the vast majority (85% pewsearch.org) use a variety of social media platforms with Snapchat, Facebook, YouTube and Instagram in the top of the list (Research Center, 2010).

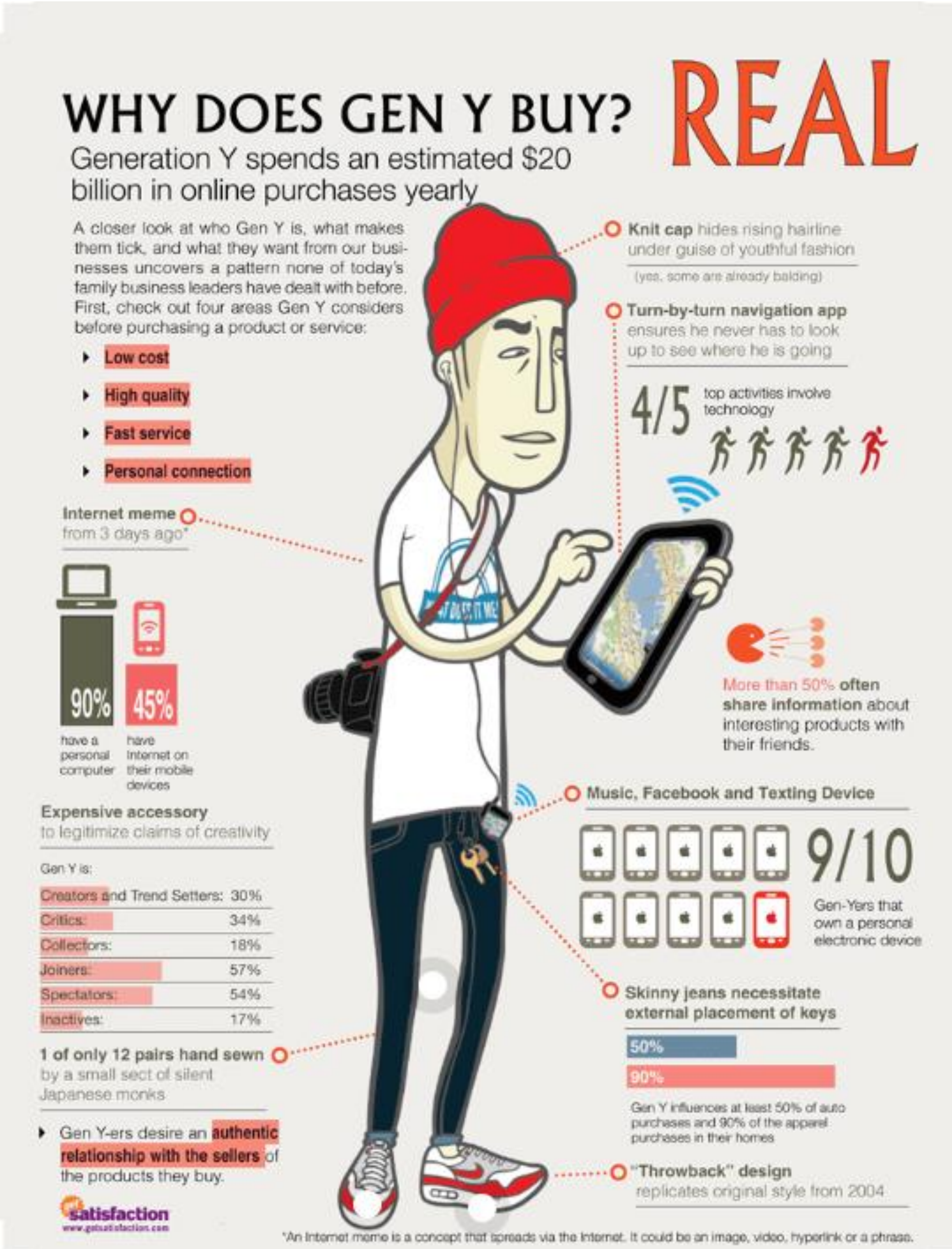

Figure 3. Millennial Buyer Persona (Neil Patel, n.d.)

Customer persona is a research-based profile that depicts a target customer. Customer persona describe who your ideal customers are, what their days are like, how they make decisions and what challenges do they face. Millennials are described as hard-working, responsible, visually inspired and seek to make a difference. They are supporting and fueling the new wave of social-conscious living and the increase of socially active companies over the last couple of years. The devices millennials and further generations grew up with have translated to expectations of the workplace. They have huge influence, because they are known as social media savvy, tech advanced and in-the-know of current and upcoming trends. Millennials persona looks as an individual aged 18 to 36 years old spending most of his day in various types of media. This continuous connectivity makes it easy for millennials to voice their opinions and feedback in social media. And ability to spread their word faster and farther than any previous generation makes them especially influential in the business world. (Zander, 2019)

In order to get a better view on Generation Y and their buying choices, this chapter includes analysis of articles "Millennial (Gen Y) Consumer Behavior, Their Shopping Preferences and Perceptual Maps Associated With Brand Loyalty" (Ordun, 2015) and McKinsey & Company's article "Getting a sharper picture of social media's influence" (Bughin, 2015).

Millennials or Generation Y is a totally new generation which is radically different from any previous generation because of been grown in totally different circumstances concerning behavior, technologies and lifestyle. Apart from that, their shopping patterns are totally different as well. "Different generations and demographic consumer groups are exposed to: (a) different social and economic opportunities and barriers, (b) different types of technology activities, (c) different social perceptions and different community norms, and (d) different life experiences and events" (Hume, 2010). Generational cohort marketing has become a useful tool in segmenting markets since cohort members share similar values. Different experiences that generational cohorts have, influence their preferences, values, and shopping behavior (Parment, 2013).

Generation Y is triple the size of Generation X and composes the largest market since baby boomers (Belleau & Summers et al., 2007). Millennials are defined by a combination of their life experiences, values, demographic cohort and buying behaviors (Leung, 2003). Demographers and scholars who state that 75% of this generation are still single, have noted that perhaps other goals and priorities took place in comparison with older generations who had their focus on the family and home. Millennials is the first generation that is connected by the Internet and social media and correspondingly doesn't need and authority figure to gain access to information (Espinoza et al., 2010).

Three-quarters of Generation Y have created a social network profile compared with only half of Generation Xers. Millennials are more likely than older adults to use their mobile phones to chat: 88% use their cell phones to text, comparing to 77% of Gen Xers and only 51% of Boomers (Pew Research Center, 2010).

Millennials make up a huge target market and since they grew up with smart gadgets in their hands, they can find any information needed by themselves online. This means that old media such as press, radio and TV do not have such influence on millennials as they had on previous generations.

This part is written in order to define who millennials are and understand the way they interact with the outside world including the activities related to their use, purchase and disposal of services and goods.

5.1 What affects millennials in their buying choices?

The mass marketing is not the best option to attract millennials to some brand, as they prefer to seek out the information and participate in two-way conversation with brand. They are more educated and exploring much more, comparing to other generations what concerns diverse digital services.

Generation Y is completely different from all the previous generations in their buying behavior and challenging the traditional buyer-seller relationship.

Because information is easily accessed, only 23 percent of millennials view seller as a main resource for solving problems related to business. Generation Y is more likely to use various third-party resources during the buying process, comparing to previous generations buyers who are more likely to use resources provided by vendors. Seventy percent of millennial buyers fully determine their needs before engaging with sales representative, and forty-four percent identify specific solutions before reaching out to a seller. Millennials bring their consumer expectation and buying behavior into their decision-making roles. Self-education, online reviews, social proof and personal network recommendations are influencing their buying behavior. Moreover, sixty-five percent believe that the technologies they buy for themselves influence the technologies they purchase for their organization. A major factor in the growing gap between buyers and sellers is the rise of Generation Y into decision making roles. Seller supposed to adapt to the shifts such as increased information, mobile technology and more market transparency in order to win their attention, business and loyalty. So far only thirty-two percent of buyers say that sales representatives exceed their expectations. Millennial buyers expect sellers to provide the intelligence and insights. Processing information quickly, leveraging technologies, communicating more efficiently are only few of many ways to decrease the seller-buyer gap with millennials. The most important things for millennials are time, collaboration and insights. They want sellers to be accessible at any time, provide insights and knowledge they can’t reach on their own and collaborate with them to show how and why seller’s product can solve their problem. These three things are the key to a good relationship with millennials. (Jenkins, 2019)

According to research conducted by McKinsey & Company (Bughin, 2015) the impact of social media on buying decisions, is much bigger than previously estimated and growing exponentially, but that its influence varies significantly across product categories. McKinsey's data says that social recommendations induced an average of 26 percent of purchases across all product categories.

Product categories such as investment services or travel tend to have their own distinct groups of influencers. The overlap of recommenders between any two consumer categories was a maximum of only 15 percent for any two pairs of products McKinsey analyzed. But for example, first-time purchaser is approximately 50 percent more likely to turn to social media than a repeat buyer.

The research shows that a small number of active influencers accounted for a disproportionate share of total recommendations. These power users (influencers) are even more significant for product categories such as shoes and clothing: 5 percent of the recommenders accounted for 45 percent of the social influence generated. The upshot is that in most product categories, there's a substantial long tail of less active recommenders who could be spurred on to greater engagement.

On the demand side, McKinsey's research suggests that online articles written by journalists' prompt consumers to seek out social media to further inform purchases (and that public-relations spending to generate such articles may be a worthwhile investment). Consumers who use search engines to gain some initial knowledge of a product are also more likely to tune in to social media before a purchase. Companies that spend effectively on search-engine optimization (to move their product mentions to the top of search results) can expect to benefit from a greater social-media impact as well.

Other companies are amplifying positive noise by making the recommenders' data "speak." Through machine learning and the application of advanced analytics to recommenders' profiles, they obtain a granular understanding of product preferences and purchasing behavior. That analysis becomes a key input into sophisticated recommendation engines that identify potential customers and send them messages such as "purchasers like you bought this appliance" at key points along the decision journey. These engines are highly effective at converting customers, 4 though with an important caveat: the influence the engines generate can be as much as 75 percent lower if messages aren't highly personalized and targeted.

5.2 Brand loyalty

Brand loyalty is a pattern of consumer behavior through which consumers attach to a specific brand or product. Those consumers who exhibit brand loyalty are devoted to a product or service and make repeat purchases over time despite competitor's effort to lure them away (Kopp, 2019). In spite of the fact that in 2015 Inc. Magazine called millennials "the most brand-loyal generation", a recent study conducted by Daymond Worldwide stated that only twenty-nine percent of Generation Y usually purchase from the same brand, compare to the previous Generation X where thirty-five percent show commitment to particular brands they choose (Glasheen, 2018).

The article "The measurement and antecedents of affective, continuance and normative commitment to the organization" from the Journal of Occupational Psychology explains what brand loyalty is and how commitment to a brand works. "Allen and Meyer (1990) defined commitment as a psychological state that binds the individual to the organization. According to their commitment is conceptualized in terms of three dimensions: affective, continuance and normative. Affective commitment is a desire to belong to the organization. Continuance commitment is based on a belief that leaving the organization will be costly. Normative commitment is the extent to which a person is morally obligated to stay with the organization." (Ordun, 2015)

Building and maintaining relationships is the focal point of the investment model (Figure 4) of customer relationship. It represents the long-term involvement in a relationship an individual's previous experience.

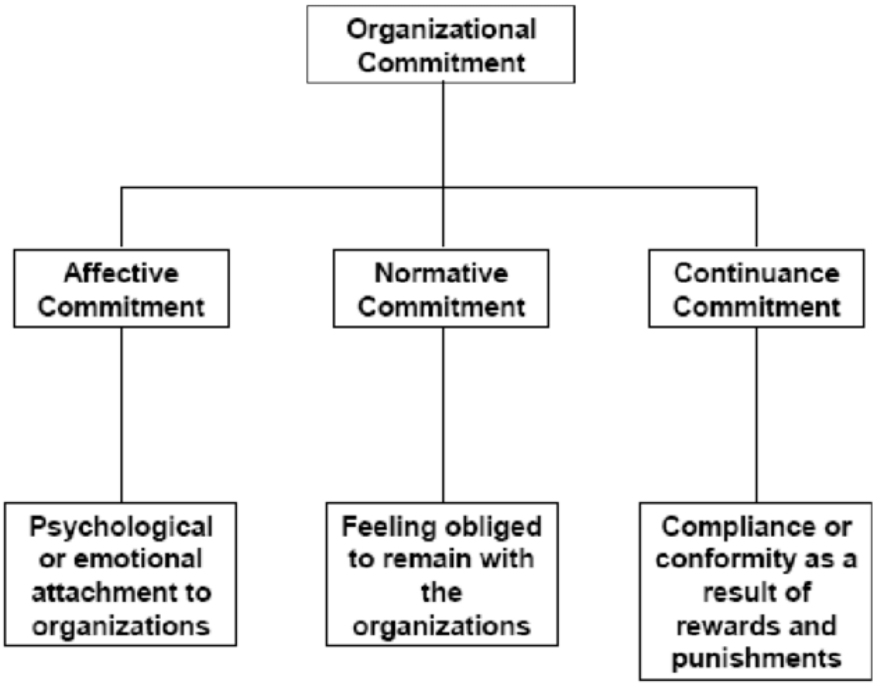

Figure 4. Meyer and Allen's three-component model of organizational commitment (Wong, A., 2013)

There are three precursor constructs to a commitment in the investment model. The first precursor is satisfaction. Satisfaction is considered as the extent to which customers are satisfied when a relationship offers lower costs or high rewards. The second precursor of commitment in the investment model is the quality of alternatives. It is defined as “the perceived desirability of the best available alternative to a relationship.” The third precursor in the investment model is the investment size, which refers to how much customers have already invested in a relationship (Nusair et al., 2011).

“Brand loyalty is defined as (a) the biased (i.e. nonrandom), (b) behavioral response (i.e. purchase), (c) expressed over time, (d) by some decision-making unit (e) with respect to one or more alternative brands out of a set of such brands, and (f) is a function of psychological (decision making, evaluative) processes (Jacoby & Kyner, 1973).”

Therefore, brand loyalty has two perspectives such as behavioral and psychological. Repeat purchase behavior is an axiom, which refers to the extent of relationship when consumers repurchase the same brand after already experiencing the brand. Since it is a purely behavioral compound, it is simply measured as the number of times a chosen brand is repurchased by a consumer in any given period of time. (Ordun, 2015)

Additionally, Der Hovanesian (1999) says that Millennial consumers are more aware of their purchasing power than previous generations and are likely to spend their earnings as quickly as they acquire it, typically on consumer goods and personal services.

Millennials seem to have a different decisions pattern (psychological – mental state) towards brand loyalty when compared with Baby Boomers (Yarrow & O’Donnell, 2009). Gen Y buyers choose and consume products that help them to define who they are, what they value in life and what is important to them, also serve to express some aspect of their own personality or image. They use their significant knowledge about the latest trends, images, and reputations of brands, retailers and products to be considered as leaders or experts among peers. They have the desire to make the best decision regarding not only price and quality but also consider making good investments for the future. Millennial customers found great trust and confidence in the brands of their choice.

“Generation Y consumers have a very unique attitude towards brands (Lazarevic, 2012).” The lack of brand loyalty by most Millennials is possibly because they were exposed to more promotions over brand advertising while growing up. They will be loyal to a brand only if they trust one, however, that loyalty may last from six to eight months only (Reisenwitz & Iyer, 2009).

Members of Generation Y are very active social media users. Mean score of trends for Gen Y is significantly higher comparing to other generations. It seems that buying decisions of Millennials are more affected by opinions in social media and their online friends.

5.3 Summary

Among all attributes - trend is the most distinguished attribute for Generation Y. Their buying decisions are more affected by social media than any other generations. They may trust the ideas of their virtual friends more than their friends in normal everyday life.

Millennials are the second biggest population in the history of the world, who are currently students but in a couple of years they going to dominate in the work life. They already began to dominate the market not just because of their buying power, but also by direct influencing the buying decisions of their parents. If you can have the chance to connect their social network as a trusted source, you may also have the chance to guide their behavior.

The pathways of social influence are shifting constantly. Looking ahead, better mobile devices and more robust social applications will make it even easier to share experiences about products and services. Companies can't afford to fall behind this powerful curve.

6 Fast fashion

The British multidisciplinary scientific journal "Nature" (Nature Climate Change, 2018) affirms that there is a rapid change in the fashion industry in the recent years, and increased prevalence of fast fashion is impacting the environment.

One of the ways to reduce emissions regarding fashion industry that ordinary people can do is to reduce consumerism. But the thing is that consumerism in fashion are has rapidly grown in recent years. "Clothing is produced on shorter timeframes with new designs appearing every few weeks to satisfy demand for the latest trends, but with this comes increased consumption and more waste. It has been estimated that there are 20 new garments manufactured per person each year (Drew, D., Yehounme, G., 2017) and we are buying 60% more than we were in 2000. Each garment is worn less before being disposed of and this shorter lifespan means higher relative manufacturing emissions.

Textile production is one of the most polluting industries, producing 1.2 billion tons of CO_2 equivalent (CO_2e) per year, which is more emissions than international flights and maritime shipping combined (Ellen MacArthur Foundation, 2017). Over 60% of textiles are used in the clothing industry and a large proportions of clothing manufacturing occurs in China and India, countries which rely on coal-fueled power plants, increasing the footprint of each garment. It has been stated that around 5% of total global emissions come from the fashion industry (Bauck, W., 2017).

According to (UNFCCC, 2018), the sector's emissions are to rise by more than 60 per cent by 2030, if transformation towards a sustainable fashion industry fails to materialize soon.

With limited recycling options to recover reusable fibers, almost 60% of all clothing produced is disposed of within a year of production (ending in landfill or incineration) (Remy, N. et al. 2017). To put that into context, that is one rubbish truck per second to landfill. It has been estimated that less than 1% of material used to produce clothing is recycled within the clothing industry, with around 13% recycled for use in other areas." (Ellen MacArthur Foundation, 2017)

Worldwide, clothing utilization—the average number of times a garment is worn before it ceases to be used—has decreased by 36 per cent compared to 15 years ago. After use, less than 1 per cent of the material used to produce clothing is recycled into new clothing.
An estimated USD 500 billion value is lost every year due to this take-make-dispose model, which means clothing that's barely worn and rarely recycled. If nothing changes, by 2050 the fashion industry could use more than 26% of the carbon budget associated with a 2C pathway, warns Ellen MacArthur Foundation.

As Shannon Whitehead Lohr, CEO of Factory45 state in Netflix documentary movie "Minimalism: A Documentary About the Important Things": The status quo in the fashion industry is led by fast fashion. Maybe previous generations had 4 seasons a year, or maybe even 2. People dressed for the warm and cold weather. But modern fashion industry is working in a cycle of 52 seasons per year. "They want you to feel out of trend after 1 week, so that you will buy something new the following week. There have actually been accounts of big fashion retailers baling all of the clothes from one week together, slashing through them with scissors, destroying them and leaving them on the side of the road so that nobody can resell them or even wear them. They want consumers to buy as much clothing as quickly as possible." (Dwyer, J., 2010), (D'Avella, M., 2015)

Author and sociologist Juliet Schor states that "the era of fast fashion in which we are making clothes in sweat shops so we are not paying the true labor costs, and we are not paying the ecological costs of these things, drove the price of apparel down so far that used apparel became worthless. I like to think that rice and beans cost more than used apparel. In historical terms, that's the world upside down. And that represents the economics of such an extreme and profound unsustainability." (D'Avella, M., 2015)

6.1 Conclusion of the theoretical part

In order to receive a clearer picture over the thesis and its structure, firstly I decided to identify who the millennials are, and what their behavior and interaction patterns are. What and in which way influences their buying choices the most and how they differ from other generations regarding loyalty to various brands. As the thesis is about apparel and its recycling, and as we found out, Gen Y consumes much more comparing to all the previous generations, I provide information from the textile industry which manufactures apparel in order to show how increase in consumption of goods leaving an exponentially growing environmental impact.

Finally, there is a solution, (besides decreasing of consumption) which is sustainable clothing. Which becoming more and more popular over the last couple of years and can help us diminish, *if not stop* the damage to the nature that we are causing (even indirectly) by constantly purchasing more and more apparel that we might not even need.

The industry, or at least major key players are also concerned about the environmental situation which is not getting any better with an increased demand on apparel in particular and results in enlarging manufacturing, and co-work together in order to achieve sustainable progress in producing and consuming apparel.

7 Empirical quantitative research

For this thesis I have chosen empirical quantitative research in the form of a survey. Quantitative research methods are used to gather information through numerical data. It is used to quantify opinions, behaviors or other defined variables. These are predetermined and are in a more structured format.

The survey is an effective tool to get opinions, attitudes and descriptions as well as for capturing cause-and-effect relationships. Moreover, surveys and questionnaires are among the most popular data collection methods in business studies (Ghauri, P., Grønhaung, K, 2010). The aim with a research is to analyze the consumption, recycling and sustainability awareness among millennial students in Finland.

I have decided to contact several universities which are spread geographically all over Finland in order to receive data from different locations and distribute the surveys across students. The list of universities contacted follows:

- Helsinki University
- Arcada University of Applied Sciences
- Aalto University
- Åbo Akademi University
- Novia University of Applied Sciences
- Tampere University
- Vasa University
- Jyväskylä University
- University of Oulu

After considering several options of distributing the survey I have concluded that a Google Form survey is the easiest way to receive the biggest number of responses in the shortest period from different geographical regions of the country. Below all pros and cons of using the survey method are listed. My research questions are related towards consumers and their consumer behavior, and most students are from generation Y, which is my target group in this research. I suppose that respondents can include representatives of other generations, so such responses will be filtered out and excluded from the analysis. I realize that there are other representatives of generation Y except for students, but because of inability to receive responses from them, students were chosen as a sample from generation Y.

7.1 Advantages and disadvantages of the empirical quantitative research

According to DeFranzi, S. E. (2012) the advantages of the empirical quantitative research are:

- Relatively easy to administer;
- Can be developed in less time (compared to other data-collection methods);
- Can be administered remotely via online, mobile devices, mail, email, kiosk, or telephone;
- Conducted remotely can reduce or prevent geographical dependence;
- Possible to collect data from many respondents;
- Numerous questions can be asked about a subject, giving extensive flexibility in data analysis;
- With survey software, advanced statistical techniques can be utilized to analyze survey data to determine validity, reliability, and statistical significance, including the ability to analyze multiple variables;
- A broad range of data can be collected (e.g., attitudes, opinions, beliefs, values, behavior, factual);
- Standardized surveys are relatively free from several types of errors;
- Cost-effective, but cost depends on survey mode.

The disadvantages of the empirical quantitative research that may influence the reliability of survey data conforming to DeFranzi, S. E. (2012), may depend on the following factors:

- Respondents may not feel encouraged to provide accurate, honest answers;
- Respondents may not feel comfortable providing answers that present themselves in unfavorable manner;
- Respondents may not be fully aware of their reasons for any given answer because of lack of memory on the subject, or even boredom;

- Surveys with closed-ended questions may have a lower validity rate than other question types;
- Data errors due to question non-responses may exist. The number of respondents who choose to respond to a survey question may be different from those who chose not to respond, thus creating bias;
- Survey question answer options could lead to unclear data because certain answer options may be interpreted differently by respondents. For example, the answer option “somewhat agree” may represent different things to different subjects and have its own meaning to each individual respondent. ‘Yes’ or ‘no’ answer options can also be problematic. Respondents may answer “no” if the option “only once” is not available;
- Customized surveys can run the risk of containing certain types of errors.

7.2 Survey Questions

The survey was built using Google Forms and consists of the following questions with further explanation how they are relevant to the research:

Age – in order to identify if the respondent relates to the target group or not.

Sex – Several apparel brands produce only male or only female apparel.

How often do you buy clothing? – Research question to identify the average consumption rate across respondents.

Which brands do you buy most? – To identify if the brands the respondents are purchasing have a sustainable sourcing program.

What do you like about those brands? – To know how those brands attracted respondents.

Do you recycle clothes? – To find out how environmentally friendly respondents already are regarding clothing and apparel consumption and further recycling?

Are you aware of environmental pollution from the clothing industry? – Research question to identify the awareness of end consumers about the situation in the industry.

Would you like your favorite brands to tell you more about the materials they use, where materials come from, how their clothes are manufactured, sustainability, and recycling. – To see if people care about the way their clothes are produced and delivered to them? Are people interested in that, or only in the final consumption.

After answering all these questions, would you reconsider/learn more about the brands you choose to buy and their sustainability? – To discover whether millennials have an interest in raising awareness towards sustainability.

Would you pay more for the brands that are more sustainable than others? – To find out whether sustainability is more important than cheap clothes manufactured in a traditional way.

7.3 Distribution of the survey

The survey was sent out on 23.09.2019 and responses were collected in a period of 2 weeks until 08.10.2019. The survey has been distributed at the intranet of the Novia University of Applied Sciences. Regarding all other universities from the list above, I sent an email to a contact person at each of the universities in the list with a request to distribute this survey across students. Unfortunately, from the majority of the educational institutions I received a refusal followed with a motivation that they receive plenty of similar requests from students on a daily basis, and in order to keep intranet with only relevant information, distribution of my survey is impossible. The only institution except for Novia University of Applied Sciences which agreed to distribute my survey was the University of Jyväskylä. In total I received 418 responses from 4 regions of Finland:

- Uusimaa (Novia UAS in Ekenäs);
- Southwest Finland (Novia UAS in Turku);
- Ostrobothnia (Novia UAS in Vaasa; Novia UAS in Pietarsaari (Jakobstad));
- Central Finland (University of Jyväskylä).

8 Presentations of the results

The results of the survey will be presented in this chapter. I have chosen to present some questions through diagrams, and others through ongoing text due to complexity of questions. In the following chapter the results presented will be analyzed. As stated above, out of **418** respondents 22 do not match the target group due to age and their responses are excluded from the results presented. There are several minor answers such as 1 reply from the University of Vasa, 1 from Åbo Akademi

University in Vaasa, 1 from Helsinki University and 1 added from Novia Raseborg. These answers will be considered a measurement error (except for 1 from Novia Raseborg which will be added to Novia Ekenäs as it is the same university). After excluding feedback from people that are not matching the requirement of the research, there are **394** responses that will be analyzed further.

Moreover, it is important to notice that some questions have more replies that others. My survey consisted only of non-obligatory questions in order to collect the most data. I know from experience, if you demand people to answer all the questions, regardless of their desire to reply, most likely they will quit the survey and not send it at all. That is why on several open questions, the response rate is significantly lower compared to multiple choice questions.

Question 1

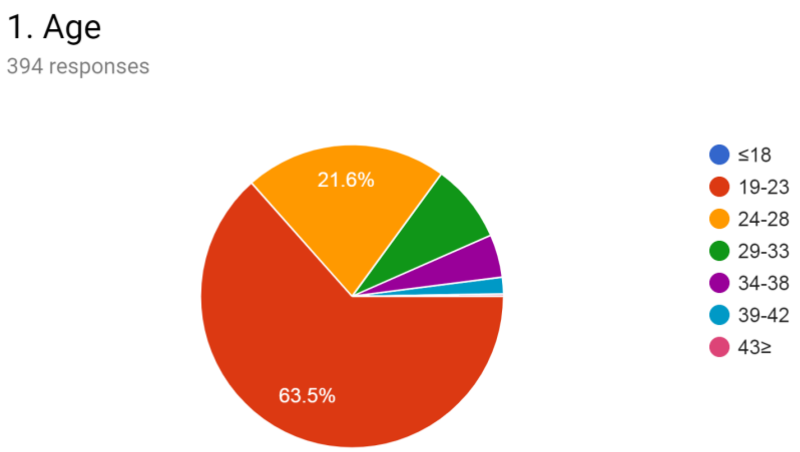

Figure 5. Age of the respondents

This question determines the respondents' age, in order to define whether they do or do not represent the target group, which is millennials. In order to fulfill that and filter out unrelated responses, all the replies where people chose their age as ≤18 and 43≥ will be excluded from further analysis. In the following figure there a total of 418 answers in format or age (first column), number of people per each age group (second column) and percentage of people per each age group (third column) are listed.

19-23	250	63,5 %
24-28	85	21,6 %
29-33	33	8,4 %
34-38	18	4,6 %
39-42	7	1,8 %

Figure 6. Total of 394 respondents after filtering

≤18	7	1,7 %
19-23	251	60,0 %
24-28	86	20,6 %
29-33	34	8,1 %
34-38	18	4,3 %
39-42	7	1,7 %
43≥	15	3,6 %

Figure 7. Total of 418 respondents before filtering

As it can be seen from the figure above, a prevailing majority of the millennials aged 19-23, and the second biggest age group is 24-28 years old. A total of 25 people or (5,3%) of all respondents will be excluded from further analysis due to not meeting the requirements of the study.

Question 2

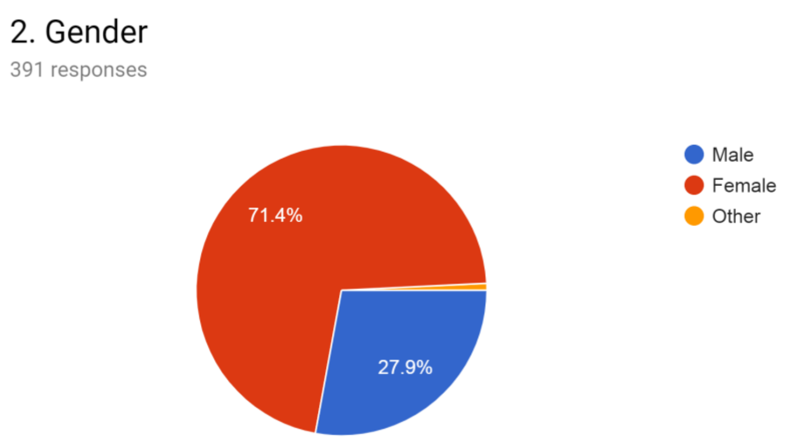

Figure 8. Gender of respondents

Gender was asked since except for brands that are making clothing for both genders there are some brands producing apparel only for women or only for men. In the chart it is clear that out of 391 responses, the predominant group is female – 279 (71,4%) and only 109 (27,9%) are male. Besides these traditional genders, 3 people (0,8%) identified themselves as belonging to other genders, which also should be considered.

Question 3

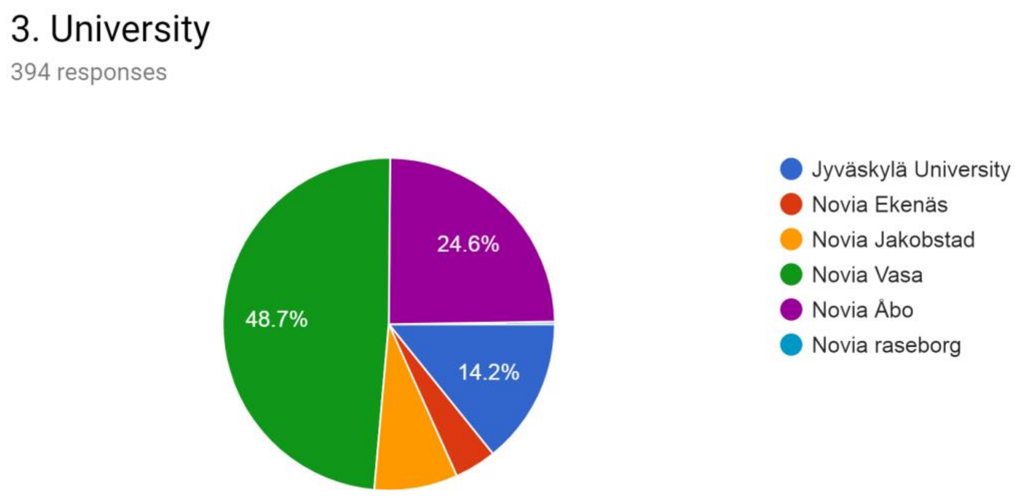

Figure 9. Educational institutions of respondents

To define the geographical location of respondents, there is a list of universities that were contacted in order to distribute the survey across their students. As it can be seen from the chart, it has been possible to retrieve answers only from 2 universities, but which are located in 5 different locations. 192 responses (48,7%) received from Novia UAS in Vaasa, 97 (24,6%) from Novia UAS in Turku, 56 (14,2%) from University of Jyväskylä, 32 (8,1%) from Novia UAS in Pietarsari (Jakobstad) and 16 (4,1%) from Novia UAS in Tammisaari (Ekenäs).

Question 4

Figure 10. Frequency of respondents' clothing purchases

This is one of my main research questions to identify the average consumption rate across respondents. From the chart it is noticeable that there is no one who buys clothes constantly (almost on a daily basis), 2 (0.5%) are purchasing garment at least once per week, 32 (8,2%) are shopping every couple of weeks, second largest group of 99 (25,3%) are buying new clothes every month, the vast majority of 191 (48,8%) are shopping every few months, and last but not least, 67 (17,1%) are purchasing new garments only once or twice a year.

Question 5

This was an open question where respondents were asked to write their most favorable apparel brands that they buy most often. As it was an open question, only 324 (82,2%) responses out of total 394 responses were collected. I have picked the top 20 most purchased brands out of a total of 158 mentioned by respondents. The rest of the answers vary from 5 -1 per brand, so they will not be taken into consideration unless the brands are owned by the same parent company. The top 20 of the most purchased brands by number of respondents are listed below.

Brand name	No. People
HM	136
GINA TRICOT	45
ADIDAS	29
LINDEX	27
NIKE	27
ZARA	26
CUBUS	24
VEROMODA	23
JACK&JONES	21
VILA	21
BIKBOK	19
NEW YORKER	18
NELLY	12
LEVI'S	10
ONLY	10
KAPPAHL	9
GANT	8
TOMMY HILFIGER	8
DRESSMAN	7
ASOS	6

Figure 11. The top 20 most purchased brands according to the survey

Except for the brands listed, it should be mentioned that 33 people answered that they purchase clothing mostly from flea markets or secondhand shops and 9 wrote that they have no specific brand they are purchasing more than others.

Question 6

The question number 6 was open question similarly to the previous one and was asking what people like about the brands they buy. 324 responses were received. Out of them 15 were blank (-). Some responses also contained meaningless data such as "idk", "?", etc. with no value for the research.

In order to structure the responses, in Figure 12 I separated them in categories, number of responses per category and the most popular responses that relate to each category:

Category	No. of responces	Popular responces relevant to the category
Cheap	127	affordable, modest price
Quality	92	durable, reliable, good material, long lasting
Style	75	modern, design, up to date, trendy, good looking
Comfortable	40	fit, functional
Sustainable	27	sustainability policies, natural, eco-friendly, environmental
Assortment	11	
Good	28	Ok, nice, cool

Figure 12. What millennials like about the brands they buy

The last "good" category will not be added to the analysis chapter as it is unclear what exactly the respondents meant by it. It also needs to be noticed that some respondents mentioned a few reasons why they like brands they buy, so the number of answers exceeds the number of respondents for this question.

Question 7

Figure 13. Percentage of recycled clothes owned by respondents

12,9% (51) stated that they never recycle clothes, 28,4% (112) recycle approximately a quarter of clothes they are disposing of, 20,6% (81) recycle around half of their wardrobe, 26,4% (104) are taking it more seriously and recycle almost 75% of their garments, and 11,7% (46) are recycling all of the apparel that is no longer needed.

Question 8

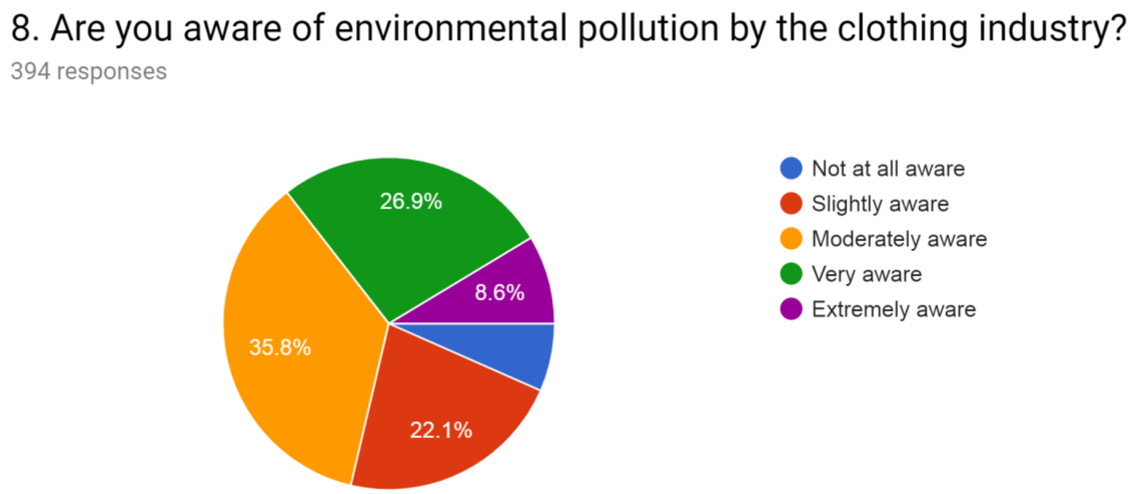

Figure 14. Awareness of environmental pollution by the clothing industry

As can be seen from the pie chart above regarding awareness of environmental pollution caused by the clothing industry, 6,6% (26) are not at all aware, 22,1% (87) are slightly aware, 35,8% (141) are moderately aware, 26,9% (106) are very aware of the problem and only a minority of 8,6% (34) are extremely aware of pollution caused by the industry.

Question 9

9. Would you like your favorite brands to tell you more are about the materials they use, where materials come from, how their clothes are manufactured, sustainability, recycling etc.

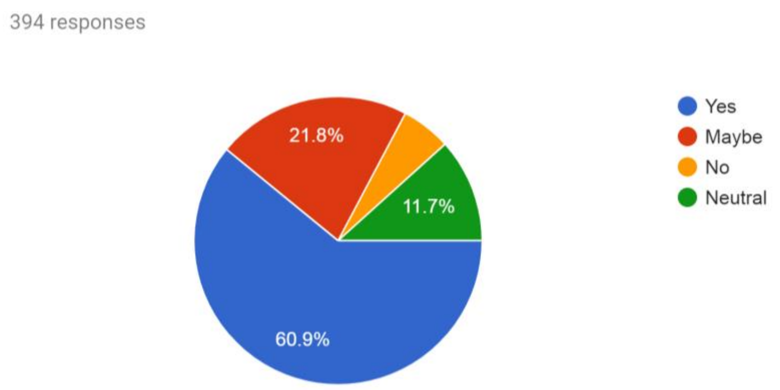

Figure 15. Willingness to know more about the way brands produce clothes

60,9% (240) of respondents want brands to be more opened to general public regarding their operation cycle, 21,8% (86) respondents may be interested in this topic, but are not 100 percent sure, 5,6% (22) are not interested at all, and 11,7% (46) stayed neutral or passive regarding this question.

Question 10

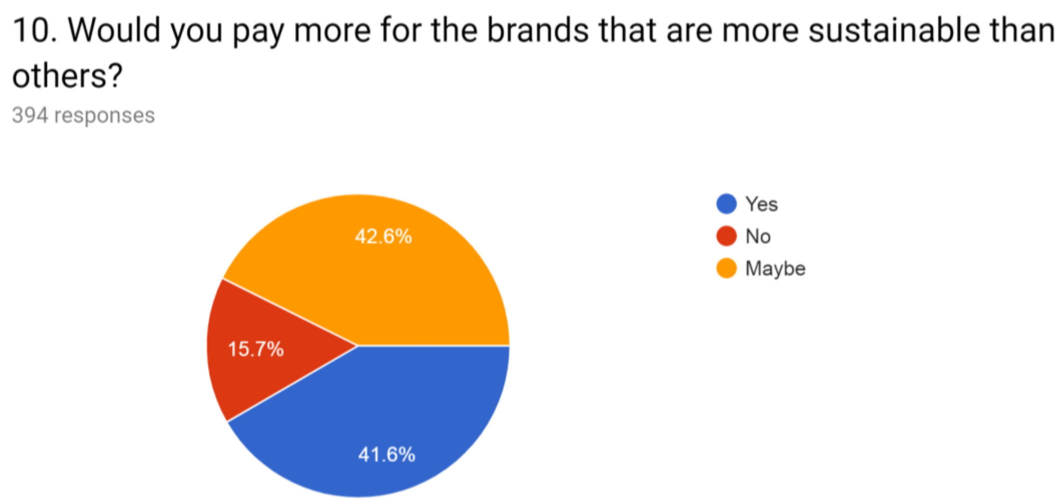

Figure 16. Paying extra for more sustainable brands

41,6% (164) are ready to pay extra for sustainability, 15,7% (62) are not willing to pay more and 42,6% (168) are not sure whether they would or would not pay more for more sustainable brands.

Question 11

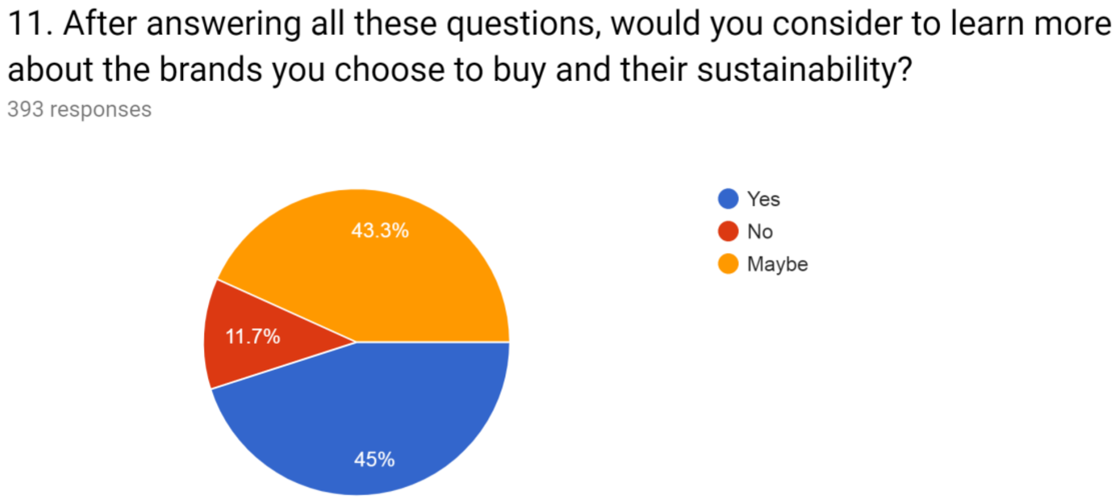

Figure 17. Learning about the brands purchased

The last question was done to evaluate whether people are willing to learn more about the brands they are buying. 45% (177) are willing to take a closer look on the brands they buy, 11,7% (46) do not care, and 43,3% (170) responded that they may be interested.

9 Analysis

In this chapter the results of my research will be analyzed. This chapter is divided into three parts according to 3 research questions I have listed at the beginning of this thesis, and consequently I will show the connection between the research questions, theory and results received. My research questions are listed as follows:

- How often do millennials buy clothes?
- Are they aware of environmental pollution from the clothing industry?
- Do people choose brands that are sustainable?

I decided not to use SPSS for the analysis, but instead the results from Google forms were exported to an excel sheet, edited, filtered and counted. By editing I mean giving alike answers the same value so that Excel formulas can calculate those accurately. For instance, “HM” and “H&M” are different values, same as “HH” and “Helly Hansen” or “JJ”, “Jack&Jones” and “Jack & Jones”. By filtering I mean excluding answers which are not fitting the target group, specifically those who responded to the age question as ≤18 and 43≥. (a total of 23) Moreover, answers from universities which declined my request to distribute the survey among their students are present in the results spreadsheet (a total of 2).

There were significantly more females (71,4%) compared to males (27,9%) who responded to the survey. I expected results to be distributed more evenly across genders. Continuing this line, it has an influence on the brands they buy, since some brands which are in the top 20 based on the survey are producing only female apparel. In my subjective opinion I believe females are more eager to take part in various activities and surveys in order to express their opinions on important matters which as a result may turn into something beneficial for society.

Like gender segregation, geographically almost half of the answers (48,7%) came from Novia Vasa, but data from other educational institutions is scattered in quite equal proportions. Except for that, the dominant age group across millennials is 19-23 which consists of 250 responses or 60%. The second biggest group is 24-28 or 85 votes (21,6%). Considering that the survey was distributed across universities where the predominant part of the students are millennials, there is no surprise about the data received.

9.1 How often do millennials buy clothes?

In this part I have researched how often Generation Y is purchasing clothes. The question in the survey was formulated as “How often do you buy clothes?”.

Based on the investment theory about brand loyalty there are 3 antecedent constructs to a commitment in the investment model (Figure 4):

- Satisfaction – when customer-brand relationship offers high reward and lower costs;
- Quality of the alternatives – “the perceived desirability of the best available alternative to a relationship”;
- Investment size – refers to how much customers have already invested in a relationship. (Nusair et al., 2011).

According to research from Pymnts.com in February 2018, millennials make twice as many annual garment purchases compared to baby boomers (Garcia, K., 2018). Millennials love to spend money – especially on apparel. Around 58% of Generation Y say that they “love to shop” compared to 40% of adults overall, and millennial women are 83% more likely to enjoy clothes shopping than other cohorts. (Buxton, n.d.).

58% of mobile shoppers consist of millennials and they are 2.5 times more likely than the average shopper to be influenced by a mobile app. Millennials have grown up in a social media revolution and prefer using social media in their shopping – 43% of millennials have liked more than 43 brands on Facebook, and 63% stay up-to-date on brands via social media and 44% are willing to promote brands on their social networks. By 2020 Millennials will have a collective spending power of $1.4 trillion. (Jenkins, J. 2014)

Considering the results from the survey regarding the question “How often do you buy clothes?” (Figure 10) only a tiny part (0,5%) does shopping weekly, 8,2% every couple of weeks, the second biggest group consisting of 25,3% buying new garment every month, almost half or (48,8%) of the respondents are making purchases every few months and 17,1% are purchasing new clothing only a couple of times per year.

First, it is important to remember that almost ¾ of all respondents are female. Gender influences shopping behavior. According to the British research in 2013 where 2000 British people participated, it was discovered that men become bored with shopping only after 26 minutes, when women can last for a full two hours. Moreover 80% of men didn’t like to go shopping together with their partners and 45% avoid doing that no matter what. (Taylor, S., 2014)

Combining theory and data received I can conclude that women like and enjoy shopping more than men, which results in longer time spent shopping and more items purchased.

9.2 Are you aware of the environmental pollution caused by the clothing industry?

The question regarding environmental pollution awareness caused by the clothing industry is the second research question I have in this thesis, and it was asked the same way as in the survey.

According to Nielsen’s poll conducted in 2015 across 60 countries, seventy-three percent of Generation Y are willing to pay more for sustainable goods. This is a relatively new perspective for customers, as for most of the history, the sourcing of products didn't even cross the minds of the consumers. But in modern interconnected world, it's becoming normal to think critically about where the goods come from and whether the company that is selling products is a reasonable corporate citizen. (Curtin, 2018)

Theory used in this thesis say that China and India are countries with the highest production of cotton in the world (1st and 2nd place respectively) (Sheth, K., 2017).

Industry in India is producing around 1,021,000 tons of cotton yarn and expected to grow up to US$ 220 billion by year 2020 (Arya, A., Basu, S.K.,2016). This industry generating huge volumes of waste water which ends up polluting soil and water both locally and globally, as all the rivers flow into the seas or oceans.

China with its globally leading position in both manufacturing and exporting of textile has a turnover of US$ 266,41 billion in year 2018 (Textile Magazine).

Elsevier (Huang, B. et al. 2016) reports that the textile industry is the sixths largest energy consuming industry sector in China. This industry is consuming tremendous amounts of energy, which wouldn't be that bad, unless the coal was the main power source for China's textile industry (Figure 2) and consequently the main source of GHG emissions resulting in approximately 80% of total emissions.

The responses received from the question "Are you aware of environmental pollution from the clothing industry?" follow. 6,6% are not at all aware, 22,1% slightly aware, 35,8% moderately aware, 26,9% very aware and 8,6% are extremely aware. By dividing all 5 categories into 2 groups it is showing that total of **64,5%** (combining "not at all aware", "slightly aware" and "moderately aware") could learn or be taught more about the current environmental situation in the textile industry, and only 35,5% claim to have enough knowledge regarding pollution caused by it. It may not be obvious why people in Finland should be concerned about the way textile is manufactured, especially in faraway countries such as China and India, but as these countries are the top two biggest exporters of cotton besides manufacturing it, which implies that we consume products that were most likely manufactured there. Besides India and China, Bangladesh and Vietnam are the four countries for garment manufacturing. Cheap labor costs, huge even though not high-quality infrastructure and lack of all necessary regulations regarding fair trade, environmental certifications and working conditions make these countries attractive for huge corporations, especially in fast fashion due to financial reasons. (Medium, 2018)

Asking millennials whether they are aware of the pollution caused by the textile industry is important because as mentioned earlier, they purchase more clothes and apparel compared to previous generations which means that they form market demand. The more millennials choose clothes that are sustainably manufactured, the faster the way industry will implement production changes. A globally growing trend towards sustainability in all industries is a proof of it.

Moreover, the results of question 9 in the survey (Figure 15) “Would you like your favorite brands to tell you more about the materials they use, where materials come from, how their clothes are manufactured, sustainability, recycling etc.” show that the vast majority of 60,9% want to know more and 21,8% with an answer “maybe” are not sure, but are open to the opportunity of getting more knowledge from the brands they buy. 5,6% answered “no”, and 11,7% stayed neutral. By combining all results into two groups we can see that a total of **82,7%** of millennials are open to an opportunity to know more about the production and supply chain of brands they are purchasing, and respectively 17,3% have no interest or opinion regarding this issue.

The last question regarding awareness of environmental pollution from the textile industry was mentioned in the survey as “Do you recycle clothes?” (Figure 13) and value in percentage of all clothes that respondents own. Surprisingly, 12,9% never recycle clothes they are disposing of, 28,4% recycle around 25% of all their garment, 20,6% up to half of what they throw away, 26,4% recycle almost three quarters of all the clothes and only 11,7% recycle all they have. In order to see a clearer picture, I combined those who recycle from 0% to 50% of their clothes in one group – **61,9%** of total responses, and those who recycle from 75% to 100% of their garment into another group – 28,1% of total votes.

By summarizing the whole chapter, we can see that 64,5% of the respondents have a lack of awareness regarding the pollution caused by textile industry, 82,7% are willing or at least open to get more information from their favorite brands about the way of manufacturing clothes, sustainability and recycling, and 61,9% are recycling less than half of their garment or even not at all.

This can be concluded as 61,9% recycle no clothes at all or only an insignificant amount of clothes, because they do not have enough awareness of the situation caused by the industry, but at the same time more than 80% are willing to know more, which is building towards a perfect win-win-win situation. Brands, by adjusting their manufacturing process to more environmentally friendly, could provide more information about their supply chain, sustainability, recycling and materials they use what would result in more transparent policy of the company and satisfying the needs of the buyers.

Meanwhile transparency and adding value to customer (who would know that products they buy are sustainable and causing way less harm to the environment compared to other brands which are not) will enhance the relationship with a brand and build brand loyalty.

As a result, brands would be more sustainable, people would be more aware of the environmental situation and would recycle more garment, if decreasing consumption is not an option.

9.3 Do people choose brands that are sustainable?

In order to answer my final research question - "Do people choose brands that are sustainable?" I have listed a research question "Which clothing brands do you buy most?" (Figure 11) where I have gathered the top 20 most purchased brands out of a total of 160. The whole list can be found below in the appendix. I set apart 33 answers which mentioned that they get their clothes from secondhand shops and flea markets. This answer does not imply any specific brand, but due to considerable amount of responses it should be mentioned in the analysis. Figure 11 is given below for the reference.

Brand name	No. People
HM	136
GINA TRICOT	45
ADIDAS	29
LINDEX	27
NIKE	27
ZARA	26
CUBUS	24
VEROMODA	23
JACK&JONES	21
VILA	21
BIKBOK	19
NEW YORKER	18
NELLY	12
LEVI'S	10
ONLY	10
KAPPAHL	9
GANT	8
TOMMY HILFIGER	8
DRESSMAN	7
ASOS	6

Most of the companies listed in the top 20 are subsidiaries that belong to the same holding company and will be added to analysis.

- H&M (136), Cos (3), Divided (2), Arket (1), Monki (1) and Weekday (1) make a total of **144** votes for the **H&M Group.**

- Adidas (29) together with Reebok (2) gathered **31** votes for **Adidas AG**.

- Zara (26), Pull&Bear (3), Bershka (2), and Massimo Dutti (1) collected **32** votes. All these brands belong to Industria de Diseño Textil, S.A. more known as **Inditex S.A.**

- Cubus (24), BikBok (19), Dressman (7), Carling (3) and Junkyard (1) make **54** votes for **Varner-Gruppen AS.**

- Veromoda (23), Jack & Jones (21), Vila (21), Only (10), Pieces (2), Selected (2) and Noisy May (1) with total of **80** votes are subsidiaries of **Bestseller A/S**.

- Gant (8) with Lacoste (2) make **10** votes for **Maus Freres S.A.**

- Tommy Hilfiger (8) and Calvin Klein (4) with 12 total votes, both belong to **PVH Corp.**

Gina Tricot (45), Lindex (27), Nike (27), New Yorker (18), Levi's (10), Kappahl (9) have no subsidiaries listed in the responses, so remain with the current vote rate.

Nelly (12) and ASOS (6) are retailers of various brands but have their own sustainability programs regarding production of their own brands and supply chain.

It is important to know the holding company of the brands listed above, because that is the one that decides the course for its subsidiaries. As can be seen in Chapter 4 - Nike, Inc., ASOS PLC, PVH Corp., Bestseller A/S and the H&M Group united into Global Strategic Agenda – global forum on sustainability in order to change the way people consume and create fashion. This concludes that within their company and all the subsidiaries they are developing and implementing new solutions to improve sustainability of their products and supply chain. Moreover, they are creating guidelines for other already existing or new emerging fashion companies in order to make their operating more sustainable.

According to my research across all the websites of the companies listed in the top 20 most purchased brands by respondents of the survey, each and every company has created and are implementing some kind of a sustainability program, including further plans, annual reports, policies, commitments, blogs with specific actions conducted by the company to improve the environmental situation, sustainable materials etc. In order to ensure that these companies are telling the truth and not just claiming being sustainable for marketing purposes, another source is being provided. Textile Exchange is a global non-profit that works with its members to drive industry transformation in preferred standards, fibers and integrity and responsible supply networks (Textile Exchange[2], n.d.). According to the latest Organic Cotton Market Report produced by Textile Exchange, the Top 10 users of organic cotton by volume are presented in Figure 18:

Figure 18. Top 10 brands/retailers using organic cotton in 2016 by MT consumption (Textile Exchange, 2017)

The companies that are present in both my research (as most purchased according to respondents) and Textile Exchange's Organic Cotton Market Report are **H&M Group, Inditex S.A., Nike, Inc. and Lindex AB.** This data cross-check confirms that companies have genuine interest in sustainable operation by and willing to improve the whole industry.

The next question is linked to the previous one: "What do you like about those brands?" By looking at the question 6 (Figure 12), cheap – was the most popular answer with 127 votes. Quality with 92 votes comes second, then style – 75, comfortable – 40, sustainable – 27 and assortment offered in the shop – 11. It is not a surprise, since the respondents are all students and their financial situation is weaker compared to millennials who are already working full time. But many responses were combining 2 or 3 qualities from the list such as "price, quality, quantity", "they sell good quality clothing at a reasonable price" or "Their clothes often fit me properly and it´s not too expensive". Full table with all the responses can be found in appendix below.

The last question in the survey regarding sustainability was "Would you pay more for the brands that are more sustainable than others?" (question 10, Figure 16). 41,6% answered yes, 42,6% - maybe and 15,7% replied that they are not ready to do that. The conclusion based on these replies is that companies which are stressing on sustainability, potentially have 84,2% of millennials who would prefer to buy clothes from them, rather than from the competitor, who is less concerned about the environmental aspect of the business. So, when companies realize that except for marketing and sustaining brand loyalty they can win customers with the help of being more sustainable than their competitors, it would be beneficial for all.

9.4 Critical review

In the following chapter, I will critically review my work process and present mistakes including things I would have done differently if I did this thesis again.

One of the biggest challenges was to remember the research questions, stick to them and not to go beyond information that is relevant. Except for that is was extremely complicated to explain every detail which for me seems obvious, but for a reader who knows little or nothing at all it would be complicated to understand theory and connection between chapters. One mistake that I made was not to exclude one irrelevant result as mentioned in chapter 8 coming from Helsinki University and defined as measurement error. It appears in the spreadsheet coming from Google Forms, but by checking and excluding irrelevant answers it could not be discovered. Valid measures presume reliability and random error is modest (Ghauri, P., Grønhaung, K., 2010, p. 79), so the validity of the complete research including measurement error is +1 answer, as without it maximum number of answers would be 393 but not 394. To gain validity for the research it is vital to use correct theoretical references in order to support analysis and results (Kirk & Miller, 1986, p. 7). Theoretical validity refers to the adequacy of our suggested "theory" on explanation (Ghauri, P., Grønhaung, K., 2010, p. 210). This appears to be true in my work as in the analysis after presenting relevant theory and survey results, the correlation of the results with my "theory" how it supposed to work is strong and well-reasoned. The results appear to be accurate, despite the minor measurement error, so it supports the statement that with high validity we can as closely as possible measure what we intend to measure (Larsson, et al., 2005, p. 66).

Regarding reliability, I was very careful when formulating questions, so that there would be no misinterpretation of them. High reliability means that the measure is stable and is not disturbed by variations in time, location, interviewers, etc. (Larsson, et al., 2005, p. 66) that had no influence on my research since survey was distributed online simultaneously to all the locations. Because of the quantitative research method, there might be some minor changes, but I believe that if someone tried to prove the reliability of my research and conducted a similar one with the same questions and educational institutions, the results would be about the same.

It would have been a more interesting research if the respondents had been spread more evenly by gender and geographically, so the samples would be relevant to the whole Finland, not only four regions and more evenly across genders. Moreover, the relevance of results is limited to millennials who are currently students, and maybe with full time work or changing the environment around their tastes and habits in choosing clothes would alter.

10 Summary

Due to the nature of Generation Y, millennials are affected by social medias quite a lot which may result in increased consumption compared to other generations. However, they are more aware of their purchasing power, and it is more complicated to implement them to some specific brand loyalty, because so many new options appear every day. According to the results, more than half are not aware of pollution caused by the textile industry due to increased consumption, and almost 60% of millennials do not recycle their garment which is no longer needed, but a huge part is willing to learn more about the problem and raise awareness. All the companies listed in the top 20 of the most purchased have some sustainability program, but in most of the companies' websites it is not displayed on the top front page, so you have to specifically look for it. In order to raise awareness, it could be placed somewhere on the front webpage, where it would be easily seen by visitors. The same recommendation applies to the stores. The most important reasons millennials buy what that buy is price, quality and style. But almost 85% are ready or almost ready to pay more for the brands that are more sustainable compared to others.

I believe more clearance among the brands in their sustainability programs and activity is needed. The current annual sustainability reports they are making are too complicated and may be suitable only for investors or researches. But for ordinary customers they need to be simplified, but still emphasize what the brand has done, and how it influenced the environment from a practical point of view.

10.1 Conclusion

In this thesis I wanted to point out how seriously only one industry can influence the environment. By raising awareness of which brands to buy, and how much clothes are enough, same as increasing the amount of garment recycled instead of throwing it in the normal garbage, the situation with pollution could be altered at least a little bit. Millennials as a current most powerful consumer group should consciously choose how they can alter their shopping behavior as by consuming they generate demand, which even with the same level of consumption can be adjusted to be more environmentally friendly, and as a result will benefit all.

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Appendices

Appendix 1. Survey questions with responses.

With orange marked replies that were filtered by age (not meeting the target group).

With red marked measurement errors.

With green marked reply that was added to Novia Ekenäs category.

1. Age	2. Gender (Male/Female/Other)	3. University/school	4. How often do you buy clothing?	5. Which clothing brands do you buy the most? (separate brands with a comma ",")	6. What do you like about those brands?	7. Do you recycle clothes? (% of all clothes that you own)	8. Are you aware of environmental pollution from the clothing industry?	9. Would you like your favorite brands to tell you more are about the materials they use, where materials come from, how their clothes are manufactured, sustainability, recycling etc.	10. Would you pay more for the brands that are more sustainable than others?	11. After answering all these questions, would you consider to learn more about the brands you choose to buy and their sustainability?
19-23	F	Novia Vasa	Every month	H&M, Gina tricot,	cheap, ok clothes	Sometimes (≈ 25%)	Moderately aware	Yes	May be	Yes
24-28	M	Novia Vasa	1-2 times per year	Dressman	Cheap for Quality	Never (0%)	Not at all aware	Neutr al	No	May be

19-23	M	Novia Vasa	Every month			Sometimes (≈ 25%)	Moderately aware	Maybe	Yes	Maybe
29-33	M	Novia Vasa	1-2 times per year	No specific brand	-	Regularly (≈ 50%)	Moderately aware	Maybe	Maybe	Maybe
19-23	M	Novia Vasa	Every few months			Always (100%)	Very aware	Maybe	Maybe	Maybe
19-23	F	Novia Åbo	Every month	vila	quality	Sometimes (≈ 25%)	Extremely aware	Yes	Yes	Yes
24-28	F	Novia Åbo	Every few months	Hm, Cubus, vila, bikbok, zara	Pris, utbud	Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes
24-28	M	Novia Ekenäs	1-2 times per year	Jack & Jones, Dressman	Cheap and good	Never (0%)	Not at all aware	Maybe	Maybe	Maybe
24-28	F	Novia Vasa	Every few months	HM, Gina Tricot	Close to home and cheap	Sometimes (≈ 25%)	Slightly aware	Maybe	Maybe	Maybe
19-23	F	Novia Vasa	Every month			Regularly (≈ 50%)	Moderatelyaware	Neutral	Yes	Maybe
19-23	M	Novia Vasa	Every few months	adidas, House, H&M, Tommy Hilfiger, Vans, Alpha Industries	Durable, stylish and inexpensive	Sometimes (≈ 25%)	Moderately aware	Maybe	No	Maybe
19-23	F	Novia Jakobstad	Every couple of weeks	flea markets, second hand	:-)	Always (100%)	Extremely aware	Yes	Yes	
19-23	F	Novia Vasa	Every couple of weeks			Regularly (≈ 50%)	Extremely aware	Yes	No	Maybe
24-28	F	Novia Jakobstad	Every few months	I don't buy enough clothes to have a favorite	I would like to buy good quality and sustainably sourced clothing	Sometimes (≈ 25%)	Extremely aware	Yes	Yes	Yes
29-33	F	Novia Ekenäs	Every few months	H&m, nelly, veromoda,	Cheap	Always (100%)	Very aware	Yes	Yes	Maybe
24-28	F	Novia Jakobstad	1-2 times per year			Regularly (≈ 50%)	Moderately aware	Yes	Maybe	Maybe
24-28	M	Novia Vasa	Every few months	H&M, Jack&Jones, Levis	Good	Usually (≈ 75%)	Slightly aware	Yes	Maybe	Yes
19-23	F	Novia Vasa	Every couple of weeks	Vila, nelly, bikbok,	Modern	Regularly (≈ 50%)	Moderately aware	Yes	Yes	Yes
19-23	M	Novia Vasa	1-2 times per year	None	I usually buy what I think will last the longest, not so much by looks.	Sometimes (≈ 25%)	Slightly aware	Neutral	Maybe	No

19-23	F	Novia Vasa	Every month	Ginatricot,Bikbok, New Yorker	Cheap	Sometimes (≈ 25%)	Very aware	Mayb e	May be	May be
19-23	F	Novia Vasa	Every few months	Vero moda, and Lindex	like the quality of the clothes	Sometimes (≈ 25%)	Very aware	Yes	May be	Yes
19-23	F	Novia Åbo	Every month	H&m, bershka, pull&bear, vans	The style	Sometimes (≈ 25%)	Very aware	Yes	May be	Yes
24-28	M	Novia Åbo	Every few months	jack & jones		Regularly (≈ 50%)	Not at all aware	Neutr al	May be	May be
19-23	F	Novia Vasa	Every couple of weeks	Gina Tricot, Na-kd, Zara, H&M, Nelly	Affordable trendy and basic clothing	Sometimes (≈ 25%)	Very aware	Yes	May be	Yes
19-23	M	Novia Vasa	Every month			Sometimes (≈ 25%)	Not at all aware	No	No	No
19-23	F	Novia Jakobstad	Every month	I usually order from different online shops		Sometimes (≈ 25%)	Moderately aware	Yes	May be	Yes
29-33	M	Novia Åbo	Every month	Zara, Ralph Lauren, Hillfiger, These Glory Days	Fit and / or quality	Usually (≈ 75%)	Very aware	Yes	May be	May be
39-42	F	Novia Åbo	1-2 times per year	No specially, from H&M, Cubus, Lindex	Nice and cheap clothes.	Usually (≈ 75%)	Slightly aware	Mayb e	May be	May be
19-23	M	Novia Åbo	Every few months	ZARA, ASOS etc..	affordability, style, quality	Sometimes (≈ 25%)	Moderately aware	Yes	May be	May be
24-28	F	Novia Vasa	Every few months	New yorker, h&m, sport clothing.	Comfortable and looks nice.	Regularly (≈ 50%)	Slightly aware	Mayb e	May be	May be
29-33	M	Novia Ekenäs	1-2 times per year	None, just the cheapest and useful ones.		Always (100%)	Very aware	Yes	May be	May be
19-23	M	Novia Vasa	Every few months			Never (0%)	Moderately aware	Neutr al	May be	No
19-23	F	Novia Vasa	Every few months	Cheap brands	They are cheap	Always (100%)	Moderately aware	Mayb e	May be	May be
19-23	F	Novia Vasa	Every few months			Sometimes (≈ 25%)	Moderatelya ware	Yes	Yes	May be
19-23	F	Novia Vasa	Every couple of weeks	Bik bok, gina tricot	Priset och helt okej kvalite	Regularly (≈ 50%)	Slightly aware	Mayb e	May be	May be
19-23	M	Novia Åbo	1-2 times per year	no idea	they fit and look good	Regularly (≈ 50%)	Not at all aware	Neutr al	Yes	May be

≤18	F	Novia Jakobstad	Every month	Gina tricot, Levis, Weekday	Gina tricot is quite cheap and has nice looking clothes. The other two has good quality and are good looking.	Sometimes (≈ 25%)	Moderately aware	Yes	May be	Yes
19-23	F	Novia Vasa	Every month	Gina tricot, h&m, nelly.com	Billiga kläder, bra kvalitet	Sometimes (≈ 25%)	Slightly aware	Yes	May be	Yes
29-33	M	Novia Åbo	Every few months			Sometimes (≈ 25%)	Very aware	Yes	May be	Yes
19-23	M	Novia Vasa	Every month	Ck, gant, h&m, boroters	Nice clothes	Never (0%)	Very aware	Mayb e	May be	May be
19-23	F	Novia Vasa	Every couple of weeks	No particular brand		Regularly (≈ 50%)	Slightly aware	Mayb e	Yes	May be
19-23	F	Novia Vasa	Every few months	H&M, boohoo, asos, Gina tricot	Cheap and a big sortiment	Regularly (≈ 50%)	Moderately aware	Mayb e	May be	May be
19-23	F	Novia Jakobstad	Every month	& other stories	the design of the clothes and the quality	Usually (≈ 75%)	Moderately aware	Neutr al	Yes	May be
19-23	F	Novia Vasa	Every few months			Sometimes (≈ 25%)	Slightly aware	Yes	May be	Yes
43≥	F	Novia Vasa	Every few months	diffrent		Sometimes (≈ 25%)	Slightly aware	No	No	No
19-23	F	Novia Vasa				Sometimes (≈ 25%)	Slightly aware	Yes	May be	Yes
24-28	F	Novia Åbo	Every couple of weeks			Sometimes (≈ 25%)	Not at all aware	Neutr al	No	No
19-23	M	Novia Ekenäs	Every few months			Usually (≈ 75%)	Not at all aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every few months	Nike	They are in good quality	Regularly (≈ 50%)	Slightly aware	Neutr al	May be	May be
19-23	F	Novia Ekenäs	Every few months	No specific brands		Regularly (≈ 50%)	Moderately aware	Yes	Yes	Yes
29-33	F	Novia Åbo	Every few months	I buy frpm feamarkets brands like Vila, Esprit and VeroModa	They are made in good quality.	Regularly (≈ 50%)	Very aware	Yes	Yes	Yes
24-28	M	Novia Vasa	1-2 times per year			Sometimes (≈ 25%)	Very aware	Yes	May be	May be

19-23	M	Novia Åbo	Every few months	Zara (t-shirts), Legend London (jeans) + many others	Good fitment for an aesthetic physique.	Sometimes (≈ 25%)	Moderately aware	Neutral	No	No
19-23	F	Novia Åbo	Every few months			Sometimes (≈ 25%)	Moderately aware	Maybe	No	Maybe
29-33	F	Novia Vasa	Every few months	I dont care about brands, I never check what brand it is.		Always (100%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every month	Vero moda, H&M, Cubus, Gina Tricot, New Yorker, Vila	It's cheap and they have nice clothes.	Never (0%)	Slightly aware	Neutral	Maybe	Maybe
19-23	M	Novia Vasa	Every few months	Gstar, Anthony Morato, Nike, Adidas, Guess, Superdry	Design, Quality	Usually (≈ 75%)	Moderately aware	Neutral	Maybe	Maybe
19-23	F	Novia Vasa	Every few months	Gina tricot, nelly		Sometimes (≈ 25%)	Moderatelya ware	Maybe	Yes	Yes
≤18	M	Novia Åbo	1-2 times per year	Zara, h&m, jack&jones	Good price, design	Never (0%)	Not at all aware	Neutral	Maybe	No
≤18	F	Novia Åbo	Every few months			Sometimes (≈ 25%)	Moderately aware	Yes	Maybe	Maybe
24-28	F	Novia Åbo	Every month			Never (0%)	Slightly aware	Yes	Maybe	Maybe
19-23	F	Novia Vasa	Every month	Gina tricot, bikbok, carlings	Nice and affordable clothes	Sometimes (≈ 25%)	Slightly aware	Maybe	Maybe	Maybe
19-23	M	Novia Vasa	Every few months			Never (0%)	Slightly aware	No	No	Maybe
19-23	F	Novia Vasa	Every month	Nelly.com, mango.com, zara.com	They have cool styles and very comfortable.	Usually (≈ 75%)	Slightly aware	Yes	Maybe	Yes
19-23	F	Novia Vasa	Every few months	Lidl's own	Cheap and fitting since there's bigger sizes as well	Sometimes (≈ 25%)	Not at all aware	Maybe	No	Maybe
29-33	M	Novia Vasa	Every few months	Särmä	Durable, comfortable and environmentally friendly.	Regularly (≈ 50%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every month	Bikbok, new yorker, gina tricot	ganska billigt, kläder i min smak	Usually (≈ 75%)	Slightly aware	Yes	Yes	Maybe

19-23	M	Novia Åbo	Every month	H&M, Calvin Klein, Adidas, Nike	Most of them are sustainable	Never (0%)	Moderately aware	Yes	Yes	May be
34-38	F	Novia Åbo	Every few months			Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every few months	Ingen skillnad på market bara det inte är jättedyrt		Regularly (≈ 50%)	Moderately aware	Yes	Yes	No
29-33	M	Novia Vasa	Every few months	Dressman	Doesn't have a visible logo on it.	Never (0%)	Not at all aware	No	No	No
19-23	M	Novia raseborg		HH, Adidas, Nike	good quality	Never (0%)	Moderately aware	No	No	No
24-28	M	Novia Vasa	Every month	I don't buy certain brands.		Usually (≈ 75%)	Slightly aware	Mayb e	May be	May be
19-23	M	Novia Vasa	1-2 times per year	new yorker, h&m, jack&jones, carlings	You get what you pay for, I still use clothes from when I was 14 and I'm 22 now	Sometimes (≈ 25%)	Slightly aware	Yes	Yes	Yes
24-28	M	Novia Vasa	Every few months	Fjällreven, haglöfs, h&m, hellyhansen,	De är slitstarka och snygga / de är billiga " konsumtion produkter" som strumpor och t-skortor	Regularly (≈ 50%)	Very aware	Neutr al	Yes	No
19-23	F	Novia Vasa	Every few months			Sometimes (≈ 25%)	Very aware	Neutr al	May be	May be
19-23	F	Novia Jakobstad	Every month	Lindex, Cubus, Massimo Dutti	The timeless design in the clothes + sustainability policies	Sometimes (≈ 25%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every few months	-	-	Usually (≈ 75%)	Extremely aware	Yes	Yes	Yes
19-23	F	Novia Jakobstad	Every couple of weeks	i buy clothes second hand		Usually (≈ 75%)	Moderately aware	Yes	May be	Yes
43≥	M	Novia Åbo	Every few months	L.O.G.G., Brothers	Good value for money	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
29-33	F	Novia Jakobstad	Every few months	Indiska, Lindex, Ellos, Cellbes, second hand	Plus size, "god" quality, ok prices	Regularly (≈ 50%)	Very aware	Yes	Yes	Yes
19-23	M	Novia Vasa	Every few months			Never (0%)	Moderately aware	No	No	No
19-23	M	Novia Vasa	Every few months			Never (0%)	Very aware	Mayb e	Yes	No

19-23	F	Novia Jakobstad	Every month			Usually (≈ 75%)	Very aware	Yes	May be	Yes
24-28	M	Novia Vasa	1-2 times per year	Peak performance, Gant, Tommy Hilfiger	Kvalitet, hållbarhet	Never (0%)	Not at all aware	Neutr al	No	No
24-28	M	Novia Vasa	1-2 times per year	Jack&Jones, salomon, blaklader, Cat, Willlys, Helly Hansen,	quality	Usually (≈ 75%)	Not at all aware	No	Yes	No
19-23	O	Novia Vasa	1-2 times per year	Jack&Jones, salomon, lacoste, björnborg	Good quality	Usually (≈ 75%)	Slightly aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every few months	Gina Tricot, H&M	It´s cheap	Usually (≈ 75%)	Moderately aware	Yes	May be	May be
19-23	F	Novia Åbo	Every few months	HM	Cheap	Usually (≈ 75%)	Moderately aware	Yes	May be	May be
19-23	F	Novia Åbo	Every few months	HM	Cheap	Usually (≈ 75%)	Moderately aware	Yes	May be	May be
24-28	F	Novia Åbo	Every few months			Regularly (≈ 50%)	Slightly aware	No	May be	May be
19-23	F	Novia Åbo	Every month	H&M		Sometimes (≈ 25%)	Slightly aware	Neutr al	May be	May be
19-23	F	Novia Åbo	Every month	H&M, Lindex, Cubus, Gina Tricot, New Yorker, Nelli.com, boost.com, Vila, Vero Moda	Cheap fast fashion	Regularly (≈ 50%)	Extremely aware	Yes	Yes	Yes
19-23	M	Novia Vasa	Every few months	Newyorkers, Jack & Jones	Great quality and cheap	Regularly (≈ 50%)	Moderately aware	Neutr al	No	May be
19-23	M	Novia Åbo	Every few months	Zara, Dustin, H&M	Style, elegance and cheap prices	Regularly (≈ 50%)	Moderately aware	Mayb e	No	May be
19-23	F	Novia Vasa	Every few months	Vila, Vero Moda, Lindex,	Inte för högt pris men ända bra kvalite på kläderna	Sometimes (≈ 25%)	Moderately aware	Neutr al	May be	Yes
19-23	M	Novia Vasa	1-2 times per year	Billiast vi halpa halli	Billi	Regularly (≈ 50%)	Not at all aware	No	No	No
29-33	M	Novia Åbo	Every couple of weeks	GANT, LEVIS, MARCO POLO	Stylish	Never (0%)	Moderately aware	Mayb e	No	May be
24-28	M	Novia Vasa	Every few months	Jack and jones	Sustainable and pretty cheap	Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes

24-28	F	Novia Vasa	Every few months	H&M, bikbok, Cubus	Cheap	Usually (≈ 75%)	Moderately aware	Yes	Yes	May be
19-23	M	Novia Jakobstad	1-2 times per year	Jack&Jones	comfortable	Regularly (≈ 50%)	Moderately aware	Neutr al	May be	May be
19-23	F	Novia Åbo	Every few months	Affordable brands, some recycling brands	Eco friendly and the price	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
24-28	M	Novia Åbo	Every few months	No specific	-	Regularly (≈ 50%)	Moderately aware	Mayb e	Yes	Yes
19-23		Novia Åbo	Every couple of weeks	Gina Tricot, Zara, Tommy Hilfiger	Style	Always (100%)	Very aware	Yes	May be	Yes
19-23	F	Novia Vasa	Every month	H&M	?	Never (0%)	Slightly aware	Neutr al	May be	May be
19-23	F	Novia Åbo	Every few months	H&M, UFF	H&M gives me some doubts and I have reduced my shopping in suchquick-fashion stores for ethical and ecological reasons; they sell and produces their clothes on lowprices, production happens mostlyin India, and they throw big amounts of clothes away regularly.UFF and other second hand storesare very good since clothes are second hand and that is recycling.	Always (100%)	Moderatelya ware	Yes	Yes	Yes
34-38	F	Novia Vasa	Every few months	No specific brands, often just inexpensive		Regularly (≈ 50%)	Moderately aware	Mayb e	May be	May be
24-28	F	Novia Vasa	At least once per week	Vero möda, H/M, Aukia, Zalando	Aukia, Zalando, vero moda	Sometimes (≈ 25%)	Not at all aware	Yes	Yes	Yes
24-28	F	Novia Vasa	Every few months			Always (100%)	Moderately aware	Yes	May be	Yes
19-23	M	Novia Vasa	Every few months	The cheapest	Cheap pricing	Always (100%)	Very aware	Yes	May be	May be
19-23	F	Novia Vasa	Every month			Sometimes (≈ 25%)	Slightly aware	Neutr al	May be	May be

19-23	M	Novia Vasa	1-2 times per year	Cheapest	Cheap	Never (0%)	Slightly aware	Neutral	No	No
24-28	M	Novia Åbo	1-2 times per year	Whatever suits my needs	Durability, fair trade	Usually (≈ 75%)	Extremely aware	Yes	Yes	Maybe
24-28	M	Novia Åbo	Every month			Usually (≈ 75%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every few months	Nelly	Brett utbud, olika märken	Never (0%)	Very aware	Maybe	Yes	No
24-28	F	Novia Jakobstad	Every month	H&M, House, B-Young, Nike, Cubus	Up to date	Usually (≈ 75%)	Very aware	Neutral	No	No
19-23	F	Novia Vasa	Every month	Bik bok, River Island, Urban Outfitters, Esprit, Forever 21	Relativt billiga och up to date med trender	Sometimes (≈ 25%)	Slightly aware	Yes	Maybe	Yes
34-38	F	Novia Åbo	Every month	HM, New yorker	Cheap	Usually (≈ 75%)	Slightly aware	Maybe	Maybe	Maybe
34-38	F	Novia Vasa	Every month	H&M	The price, and the fit	Usually (≈ 75%)	Very aware	Maybe	Yes	Maybe
19-23	F	Novia Vasa	Every couple of weeks			Sometimes (≈ 25%)	Moderately aware	Yes	Maybe	Maybe
19-23	F	Novia Vasa	Every few months	Vintage/second-hand, Arket, Samsøe Samsøe, Arela, Mads Norgaard	Sustainability and uniqueness in style and cut. Versatile and luxurious pieces that stay away from fast fashion.	Sometimes (≈ 25%)	Extremely aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every month	Na-kd, Gina Tricot, Levi's	They look nice and don't cost too much	Regularly (≈ 50%)	Extremely aware	Yes	Yes	Yes
24-28	F	Novia Vasa	Every few months			Usually (≈ 75%)	Extremely aware	Maybe	Yes	Yes
19-23	F	Novia Jakobstad	1-2 times per year	-	-	Sometimes (≈ 25%)	Moderately aware	Yes	Maybe	Maybe
19-23	M	Novia Vasa	Every few months			Never (0%)	Slightly aware	Yes	Yes	Maybe
19-23	M	Novia Vasa	Every few months			Regularly (≈ 50%)	Slightly aware	Neutral	No	Maybe
19-23	M	Novia Åbo	Every couple of weeks	CP Company, StoneIsland, Valentino, Y-3, Heron Preston	Quality for the price, branding, designs	Usually (≈ 75%)	Very aware	Maybe	No	Maybe

19-23	M	Novia Vasa	Every few months	Tommy Hilfiger, Selected Homme	Quality	Sometimes (≈ 25%)	Moderately aware	Yes	Maybe	Maybe
19-23	F	Novia Jakobstad	Every few months	I don't do brands, I only do style.	I favor sustainably produced clothes that last long.	Usually (≈ 75%)	Slightly aware	Maybe	Maybe	Maybe
19-23	F	Novia Vasa	Every few months	Vila, lindex, hm	Vila och lindex kläder är ganska förmånliga men håller ändå ganska bra, hm är väldigt billigt	Sometimes (≈ 25%)	Slightly aware	Yes	Maybe	Yes
19-23	M	Novia Vasa	Every few months	Peak performance, Tommy Hilfiger	Quality	Never (0%)	Slightly aware	Maybe	No	Maybe
19-23	M	Novia Vasa	Every few months	doesn't matter witch brand it is	it have to be comfortable	Sometimes (≈ 25%)	Moderately aware	Yes	Maybe	Maybe
19-23	F	Novia Vasa	Every few months	Kappahl, Vero Moda, H&M, Ginatricot, Lindex, Vila.	I prefer Vila and Vero Moda in front of the others and onestly, I don't like Kappahl and H&M because they are such masproducers. But still most of my cloths are from those stores because it's cheep... Nowadays I think more about sustainability, quality and effects on climate which make me search for brands that provides that in ther making of clothes.	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every few months	H&M, Bik bok, new yorker	Not very expencive, nice clothes	Sometimes (≈ 25%)	Moderately aware	Maybe	Maybe	Maybe
24-28	F	Novia Vasa	Every couple of weeks	HM, KappAhl, Lindex	Cheap, affordable and fits my body type	Sometimes (≈ 25%)	Moderately aware	Yes	Maybe	Maybe
19-23	F	Novia Vasa	Every few months	no particular brand	-	Usually (≈ 75%)	Slightly aware	Yes	Maybe	Yes
19-23	F	Novia Åbo	Every few months	H&M	cheap and easy to do online shopping	Sometimes (≈ 25%)	Moderately aware	Yes	Maybe	Maybe
19-23	F	Novia Vasa	1-2 times per year	H&M, gina tricot, vila	basic, easy to find stuff that i like, and also good prices.	Usually (≈ 75%)	Slightly aware	Neutral	Maybe	No
19-23	F	Novia Vasa	Every few months			Never (0%)	Very aware	Maybe	Maybe	Yes

19-23	F	Novia Vasa	Every few months	loppis	billigt	Always (100%)	Moderately aware	Maybe	No	May be
19-23	F	Novia Vasa	1-2 times per year	Mywear, jack&jones, cubus	Comfortable	Regularly (≈ 50%)	Very aware	Yes	May be	Yes
24-28	F	Novia Åbo	Every few months	Better bodies, cos	Cool clothes	Sometimes (≈ 25%)	Very aware	Maybe	Yes	May be
19-23	F	Novia Vasa	Every month	H&M, ginatricot, bikbok, lindex, new yorker	Affordable and I like the style	Usually (≈ 75%)	Moderately aware	Maybe	No	No
19-23	F	Novia Vasa	Every few months	Adidas, Nike	Their clothes can be used for a really long time without going bad or not beeing fashion any more	Usually (≈ 75%)	Moderately aware	Yes	May be	Yes
≤18	F	Novia Åbo	Every few months	Gina tricot, peak performance etc.	Passform	Sometimes (≈ 25%)	Slightly aware	Neutral	May be	May be
24-28	F	Novia Åbo	1-2 times per year	H&M, New Yorker, Secondhand	They are cheap	Regularly (≈ 50%)	Moderately aware	Neutral	May be	May be
24-28	M	Novia Vasa	Every few months	Nike	Reliable	Sometimes (≈ 25%)	Slightly aware	Maybe	May be	May be
19-23	M	Novia Vasa	Every couple of weeks	H&M, Zalando, ASOS	They are cheap sites to get semi good clothes from	Sometimes (≈ 25%)	Slightly aware	No	No	No
19-23	M	Novia Vasa	Every month	Jack&Jones, Tommy Hilfinger	Quality and good looking	Never (0%)	Not at all aware	Yes	Yes	May be
19-23	F	Novia Vasa	Every couple of weeks	Gina tricot, H&M		Regularly (≈ 50%)	Moderately aware	Yes	Yes	Yes
24-28	F	Novia Ekenäs	1-2 times per year	H&M	Cheap	Usually (≈ 75%)	Slightly aware	Yes	Yes	Yes
29-33	F	Novia Åbo	Every few months	I don't care about brands	Don't care about brands	Usually (≈ 75%)	Moderately aware	Yes	May be	May be
19-23	F	Novia Åbo	Every few months	I usually buy clothes from thrift shops but otherwise H&M	They have nice clothes and they aren't too expensive	Usually (≈ 75%)	Slightly aware	Yes	May be	Yes
24-28	M	Novia Åbo	Every month			Sometimes (≈ 25%)	Moderately aware	Maybe	May be	May be
19-23	F	Novia Åbo	Every month	Vero Moda, H&M		Sometimes (≈ 25%)	Moderately aware	Yes	Yes	May be

19-23	F	Novia Åbo	Every few months	Hm		Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every few months			Sometimes (≈ 25%)	Very aware	Yes	Yes	May be
24-28	M	Novia Åbo	Every month	crookers, levis, jack & jones	good sizes	Never (0%)	Not at all aware	Yes	May be	Yes
19-23	F	Novia Vasa	Every few months	h&m	cheap	Usually (≈ 75%)	Very aware	Mayb e	May be	May be
19-23	M	Novia Vasa	1-2 times per year		The looks	Never (0%)	Moderately aware	No	No	No
19-23	M	Novia Åbo	Every couple of weeks			Never (0%)	Moderately aware	Yes	Yes	May be
19-23	F	Novia Åbo	Every month	I always turn to second hand shops but if I buy new it has to be a brand that is sustainable and vegan friendly.		Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Vasa	1-2 times per year			Always (100%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every month	Kappahl, hm	Bra kvalité	Regularly (≈ 50%)	Not at all aware	Yes	Yes	Yes
19-23	F	Novia Jakobstad	Every month	Hm sadly, code, lindex	Sadly theay are cheap because if fast fashion. Clothes from Code and Lindex are a little bit better than Hm.	Always (100%)	Very aware	Yes	Yes	Yes
39-42	M	Novia Vasa		Salomon, Fjäll Räven	Comfotable and Hardwearing	Never (0%)	Very aware	No	Yes	Yes
34-38	F	Novia Vasa	1-2 times per year	vila	-	Regularly (≈ 50%)	Extremely aware	Yes	May be	May be
19-23	F	Novia Åbo	Every few months	bik bok, gina tricot,	the quality	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	M	Novia Åbo	Every few months	Camel Active, Lee, Lee Cooper, Adidas	They are high quality with a modest price.	Never (0%)	Not at all aware	Neutr al	May be	Yes
24-28	M	Novia Vasa	Every few months	I don't pay any attention to brands	-	Sometimes (≈ 25%)	Moderately aware	Mayb e	May be	May be

24-28	F	Novia Vasa	Every few months	Jag köper oftast kläder från nätet. Mest från Zalando och Nelly. Märken varierar men följer modet ganska långt.	Köper det jag tycker är fint, market har inte så stor roll. Gillar att nätshoppa eftersom det oftast är billigare och enklare.	Sometimes (≈ 25%)	Very aware	Yes	May be	May be
19-23	F	Novia Vasa	Every month			Usually (≈ 75%)	Slightly aware	Yes	Yes	Yes
34-38	F	Novia Åbo	Every few months	only, adidas		Regularly (≈ 50%)	Moderately aware	Mayb e	May be	May be
19-23	M	Novia Vasa	Every couple of weeks	Dressman	Durable, relatively cheap	Usually (≈ 75%)	Very aware	Neutr al	May be	May be
24-28	F	Novia Åbo	1-2 times per year	Zalando	Online shopping	Usually (≈ 75%)	Very aware	Yes	No	Yes
19-23	F	Novia Vasa	Every couple of weeks	Gina tricot, Nelly, Na-kd	Cheaper but still good quality and at least Gina Tricot uses more sustainable materials	Regularly (≈ 50%)	Very aware	Yes	Yes	May be
19-23	F	Novia Vasa	1-2 times per year	Levis	Good	Regularly (≈ 50%)	Slightly aware	No	No	No
19-23	F	Novia Vasa	Every few months	H&M, Nike	Cheap, simple style, functional	Usually (≈ 75%)	Moderately aware	Neutr al	May be	No
29-33	F	Novia Jakobstad	Every couple of weeks	H&M, flee market	Not Good	Sometimes (≈ 25%)	Very aware	Yes	May be	Yes
19-23	F	Novia Vasa	Every few months	Bikbok	I like their style of clothes	Usually (≈ 75%)	Slightly aware	Yes	Yes	May be
19-23	F	Novia Vasa	Every month	Haglöfs	Like it	Never (0%)	Slightly aware	Mayb e	No	No
19-23	F	Novia Vasa	Every few months	vero moda, pieces, h&m	kvaliteten	Usually (≈ 75%)	Slightly aware	Yes	Yes	Yes
19-23	F	Novia Jakobstad	Every few months	Vero Moda, Cubus, H&M, Gymshark	I like the style they have	Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every few months	hm, vero moda..	stilen	Always (100%)	Moderately aware	Yes	Yes	May be
19-23	M	Novia Åbo	Every few months	HM, ASOS, Jack & Jones, Cubus, Calvin Klein	price and quality	Always (100%)	Extremely aware	Yes	May be	Yes

19-23	F	Novia Åbo	Every few months	H&M	I don't know	Usually (≈ 75%)	Very aware	Yes	May be	Yes
19-23	F	Novia Vasa	Every few months	Hm, lindex, vero moda, calvin klein, levis,	The price is good and ok quality	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every few months	Divided, Everest	Cheap	Regularly (≈ 50%)	Very aware	Mayb e	Yes	May be
19-23	F	Novia Vasa	Every few months	H&M	Cheap, looks good	Sometimes (≈ 25%)	Slightly aware	No	No	May be
19-23	F	Novia Jakobstad	Every month	h&m, zara, levis	price, quality, quantity	Sometimes (≈ 25%)	Slightly aware	Mayb e	May be	May be
19-23	F	Novia Åbo	Every few months	bikbok, cubus	nice and cheep cloths	Regularly (≈ 50%)	Moderately aware	Yes	May be	Yes
19-23	M	Novia Åbo	Every month	Nike,Adidas	Cheap and good quality	Regularly (≈ 50%)	Slightly aware	Mayb e	No	May be
24-28	F	Novia Vasa	Every month			Usually (≈ 75%)	Very aware	Yes	No	May be
39-42	M	Novia Åbo	Every month	Livergy, UniQlo	Price/Quality	Regularly (≈ 50%)	Moderatelya ware	No	No	No
29-33	F	Novia Åbo	1-2 times per year	Didriksons, Nike, polarn o pyret, Reima, lindex	Usually colours, the design of THE clothes	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every month	chiquelle	really good	Never (0%)	Moderately aware	Mayb e	May be	May be
19-23	F	Novia Vasa	Every month	H&M	The price	Sometimes (≈ 25%)	Slightly aware	Mayb e	Yes	May be
19-23	M	Novia Vasa	1-2 times per year	jack & jones, luhta, brothers	They sell good quality clothing at a reasonable pricepoint.	Never (0%)	Slightly aware	Yes	Yes	Yes
19-23	M	Novia Jakobstad	1-2 times per year			Sometimes (≈ 25%)	Moderately aware	Mayb e	May be	No
24-28	F	Novia Vasa	Every month			Regularly (≈ 50%)	Slightly aware	Yes	Yes	Yes
19-23	F	Novia Ekenäs	Every few months	BIKBOK, H&M, Lindex, Esmara	they make good looking clothes for a good price	Always (100%)	Extremely aware	Yes	May be	Yes
34-38	F	Novia Åbo	Every month	T.ex Kappahls kläder, ofta loppis	Dyra som nya, kan fynda från loppis	Usually (≈ 75%)	Very aware	Yes	May be	Yes

43≥	F	Novia Vasa	Every few months	Adidas	De är sportiga och snygga	Sometimes (≈ 25%)	Moderately aware	Yes	Yes	No
19-23	F	Novia Vasa	Every month	vero moda, esprit	-	Regularly (≈ 50%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every month	Nelly, NA-KD, Gina Tricot, H&M etc.	Beautiful and nice clothes	Usually (≈ 75%)	Not at all aware	Neutral	Maybe	Maybe
29-33	M	Novia Åbo	1-2 times per year	Outdoor Research	It's good quality, comfortable hiking/climbing clothing that still looks acceptable for everyday use.	Sometimes (≈ 25%)	Moderately aware	Maybe	Maybe	Yes
19-23	M	Novia Åbo	Every month	nike, adidas, zara	design, material used	Sometimes (≈ 25%)	Slightly aware	Yes	No	Yes
19-23	F	Novia Vasa	Every month	Vila, Cubus, Gina tricot	bekväma och ok priser, hållbarheten däremot sämre på en del av deras kläder speciellt byxor.	Usually (≈ 75%)	Not at all aware	Yes	No	Maybe
19-23	F	Novia Jakobstad	Every few months	Adidas, H&M, Asos	I like how H&M has a new recycled line that's about the only good thing about them. The others have nice clothes. I usually buy from flea markets tho and there the brand doesn't matter as much to me.	Regularly (≈ 50%)	Very aware	Yes	Maybe	Yes
19-23	M	Novia Vasa	Every few months	H&M		Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Vasa	At least once per week	Hm, forever21, boohoo, missy empire, asos, zalando, campadre, nelly, loppis	Cheap	Always (100%)	Very aware	No	No	No
43≥	M	Novia Vasa	Every month	Lundhags, superdry	Nice	Sometimes (≈ 25%)	Slightly aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every few months	HM, Zalando (online store,but yeah), VILA	Easily accesible, I find what I need	Regularly (≈ 50%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every couple of weeks	Gina tricot, hm, zara	It is okey	Regularly (≈ 50%)	Very aware	Maybe	No	Maybe

19-23	F	Novia Jakobstad	Every few months	Monki, Zara	Style	Regularly (≈ 50%)	Very aware	Yes	May be	May be
24-28	M	Novia Åbo	1-2 times per year	jack jones	price	Never (0%)	Not at all aware	No	Yes	No
19-23	M	Novia Vasa	Every few months	Vans, H&M, Adidas, Nike and Gant	Good quality	Sometimes (≈ 25%)	Not at all aware	Mayb e	No	May be
19-23	F	Novia Åbo	Every few months	do not buy from brands	-	Sometimes (≈ 25%)	Moderately aware	Yes	May be	Yes
19-23	M	Novia Åbo	Every few months	Jack & jones, hampton republic	Ok/good quality for a reasonable price and fits well on me	Never (0%)	Slightly aware	Mayb e	May be	May be
29-33	F	Novia Åbo	Every few months	vila, cubus, h&m	colors and fit	Usually (≈ 75%)	Moderately aware	Mayb e	No	May be
19-23	F	Novia Vasa	Every couple of weeks	H&M	billigt	Regularly (≈ 50%)	Not at all aware	Neutr al	No	No
19-23	F	Novia Åbo	Every couple of weeks	Zalando, Gina Tricot	Variation i klädesplaggen	Regularly (≈ 50%)	Very aware	Mayb e	May be	May be
19-23	F	Novia Jakobstad	Every few months			Always (100%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every few months	H&M, Cubus	Pretty clothes for a good price	Usually (≈ 75%)	Slightly aware	Neutr al	May be	Yes
19-23	F	Novia Vasa	Every month	gina tricot, bikbok	simple style	Sometimes (≈ 25%)	Moderately aware	Yes	May be	May be
19-23	F	Novia Vasa	Every few months	HM	cheap	Sometimes (≈ 25%)	Not at all aware	Mayb e	No	May be
19-23	F	Novia Vasa	Every few months	Zara, Mango, yesstyle(retail), AliExpress(retail)	Style +reasonable price	Usually (≈ 75%)	Very aware	Yes	May be	May be
24-28	F	Novia Vasa	Every month	hm, KappAhl, Lindex, Only, Vila	Mostly good	Usually (≈ 75%)	Moderately aware	Mayb e	Yes	Yes
19-23	F	Novia Vasa	Every couple of weeks	H&M, Gina Tricot, Second Hand	Their clothes often fit me properly and it´s not too expensive	Always (100%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every few months	'H&M'', "Vero Moda'', ''Adidas'', "Nike''		Regularly (≈ 50%)	Very aware	Yes	Yes	Yes
29-33	F	Novia Åbo	Every few months	I buy everything second hand		Always (100%)	Extremely aware	Neutr al	Yes	May be

24-28	M	Novia Vasa	1-2 times per year	dressman, adidas, reebok, nike, blåkläder, fristads, fjällräven	They look really good and will last a lifetime most of the time	Regularly (≈ 50%)	Moderately aware	Mayb e	May be	May be
19-23	F	Novia Vasa	Every month	Lewi´s, Hollister, Dr. Denim, Adidas, Gina Tricot	Good looking, comfort	Always (100%)	Moderately aware	Mayb e	No	May be
19-23	F	Novia Vasa	Every month	ginatricot, h&m, only		Usually (≈ 75%)	Not at all aware	Mayb e	May be	Yes
43≥	F	Novia Jakobstad	Every few months	hm, lindex, prisma	the price	Always (100%)	Moderately aware	Yes	May be	May be
19-23	F	Novia Jakobstad	1-2 times per year	Vila, Everlane	The clothes last for a long time, I like the style of the clothes that the brands make. I value the ethics of Everlane.	Always (100%)	Extremely aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every few months	H&M, Zara	Basic clothes with a large range of choices	Sometimes (≈ 25%)	Moderatelya ware	Yes	Yes	Yes
24-28	F	Novia Åbo	Every few months	I buy mainly second-hand, or order from zalando	Quality	Always (100%)	Extremely aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every few months	Nanso	Finnish, sustainable, good materials, they are a bit expensive but last for long so it's worth it	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
39-42	F	Novia Vasa	Every few months	Nike, adidas	Quality	Regularly (≈ 50%)	Slightly aware	Neutr al	May be	May be
19-23	F	Novia Vasa	Every month	H&M, Gina Tricot,	Cheap	Never (0%)	Moderately aware	No	No	No
19-23	M	Novia Vasa	1-2 times per year	jack & jones	they fit	Usually (≈ 75%)	Slightly aware	Yes	No	May be
19-23	M	Novia Vasa	Every few months	Pull&Bear, Tommy Hilfiger, Adidas, Blåkläder		Regularly (≈ 50%)	Moderately aware	Mayb e	May be	May be

29-33	F	Novia Jakobstad	Every few months	COS, rarely H&M (only in case the quality looks long lasting), otherwise second hand	I am changing now totally my attitude towards clothes. I try to buy rarely. I can be more expensive that H&M for example, but if I see that the quality is really good and this clothes going to last for much longer, i prefer it then. COS represents exactly this kind of brand.	Usually (≈ 75%)	Extremely aware	Yes	Yes	Yes
43≥	F	Novia Vasa	1-2 times per year	No special		Sometimes (≈ 25%)	Moderately aware	Mayb e	Yes	May be
39-42	F	Novia Åbo	1-2 times per year	zara, h&m, Cellbes, vila.	the material is very important	Always (100%)	Moderately aware	Mayb e	May be	May be
19-23	F	Novia Jakobstad	1-2 times per year	Shein "H&M" "Lindex"	Sheap and have what I like.	Sometimes (≈ 25%)	Extremely aware	Yes	Yes	No
19-23	F	Novia Jakobstad	Every month	Adidas	They are so cool	Regularly (≈ 50%)	Very aware	Mayb e	Yes	Yes
24-28	M	Novia Vasa	Every few months	dressman, prisma	cheap, semi-good quality	Never (0%)	Slightly aware	Mayb e	No	No
34-38	F	Novia Vasa	Every month	Second hand	Recykled	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
24-28	F	Novia Vasa	Every month	H&m, ginatricot, bikbok	Affordable	Sometimes (≈ 25%)	Very aware	Mayb e	May be	May be
24-28	F	Novia Vasa	Every few months	Nike, lindex	Quality, style	Usually (≈ 75%)	Moderately aware	Yes	Yes	Yes
29-33	F	Novia Ekenäs	Every month	hm zara	just is cheap	Regularly (≈ 50%)	Slightly aware	No	May be	Yes
24-28	M	Novia Ekenäs	Every few months	Adidas, Reebok, Nike	Standard	Sometimes (≈ 25%)	Very aware	Yes	Yes	Yes
29-33	M	Novia Ekenäs	Every few months	Adidas,47 Brand, American Eagle,CCM	Comfortable and good looking	Usually (≈ 75%)	Moderately aware	Mayb e	Yes	No
19-23	M	Novia Vasa	1-2 times per year	always diffrent ones, I don't care about the brands	-	Always (100%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every couple of weeks	Second hand/thrift shopping	Its environmental friendly	Always (100%)	Extremely aware	Yes	Yes	Yes

34-38	F	Novia Åbo	Every few months	I buy almost 100% second hand clothing, so I can'tsay I favor any particularbrand. Maybe espirit/H&M is where most of them come from. It's about whether or not I like the clothing, not the brand.	Any brand that makes somethingthat fits well, and that I like, without too much or any synthetic materials.	Usually (≈ 75%)	Moderatelya ware	Yes	Yes	May be
19-23	F	Novia Vasa	Every couple of weeks	NAKD, H&M	They have fashionable and comfortable clothes and they are not too pricy.	Regularly (≈ 50%)	Very aware	Yes	Yes	Yes
34-38	F	Novia Jakobstad	Every month	H&M, Zara, Mango	Price	Never (0%)	Moderately aware	Mayb e	No	May be
43≥	F	Novia Vasa	1-2 times per year			Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Jakobstad	Every month	H&M	Price	Usually (≈ 75%)	Slightly aware	Neutr al	May be	No
29-33	F	Novia Jakobstad	1-2 times per year	H&M, myWear, only, second hand	Affordable	Always (100%)	Moderately aware	Neutr al	May be	No
19-23	F	Novia Vasa	Every month	H&m, Lindex	Stilrena/enkla kläder	Usually (≈ 75%)	Extremely aware	Yes	May be	Yes
19-23	M	Novia Vasa	Every month	Björnborg, jack and jones, addidas, dc, icepeak, blåkläder, sievi, dimex	I like dem a lot, else i wouldent by them	Regularly (≈ 50%)	Not at all aware	Yes	No	May be
19-23	M	Novia Vasa	Every few months	Chanpion, winwin, hm	Good quality	Sometimes (≈ 25%)	Slightly aware	Yes	May be	Yes
19-23	F	Novia Jakobstad	1-2 times per year	I don't care about brands, I buy most clothes in second hand stores		Usually (≈ 75%)	Moderately aware	Yes	Yes	Yes
29-33	M	Helsinki University	Every month	zara, HM	price and look	Sometimes (≈ 25%)	Slightly aware	Yes	Yes	Yes

19-23		Novia Vasa	Every few months	H&M	Cheap	Never (0%)	Moderately aware	Neutral	Yes	Maybe
24-28	F	Novia Åbo	1-2 times per year			Sometimes (≈ 25%)	Slightly aware	Yes	Maybe	Maybe
19-23	F	Novia Vasa	Every month	H&M, Superdry, Tommy Hilfiger	bra kvalité (ej H&M) , fina	Always (100%)	Slightly aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every month	Not bying the clothes because of the brand, I just buy what I like to see myself in. And I don't want to spend too much money on clothes.		Regularly (≈ 50%)	Slightly aware	Yes	Maybe	Yes
19-23	F	Novia Vasa	Every couple of weeks	H&M, New yorker, Aliexpress	Cheap	Regularly (≈ 50%)	Very aware	Yes	No	Yes
19-23	F	Novia Vasa	Every few months	H&M, Cubus, Adidas	H&M and Cubus is cheap, which is good for a poor student. Adidas has very nice-looking clothes, but is a more expensivebrand. However, I feel that the clothes are a higher qualityand lasts longer.	Sometimes (≈ 25%)	Extremelyaware	Yes	Maybe	Yes
19-23	F	Novia Vasa	Every month	only, vero moda, haglöfs, fjällräven, HM, Gina Tricot	De dyrare märkena håller längre än de billigare	Never (0%)	Slightly aware	Yes	Yes	Yes
≤18	F	Novia Åbo	Every month	Adidas, Nike, Zara, H&M	Good quality, not too expensive	Sometimes (≈ 25%)	Slightly aware	Yes	Maybe	Yes
24-28	M	Novia Vasa	Every couple of weeks			Sometimes (≈ 25%)	Moderately aware	Yes	Maybe	Yes
19-23	F	Novia Åbo	1-2 times per year	I don't remember, I rarely buy new clothes.		Never (0%)	Moderately aware	Yes	Maybe	Yes
19-23	M	Novia Vasa	Every few months	-	-	Sometimes (≈ 25%)	Slightly aware	Neutral	Maybe	No

19-23	F	Novia Vasa	Every few months	Vero moda, Gina tricot, HM	vero moda, gina tricot have good quality and nice variety. hm has cheap clothes but not so good quality and bad industy...	Sometimes (≈ 25%)	Very aware	Yes	Yes	May be
34-38	F	Novia Vasa	Every few months	Different kind of brands for my self (my favourite is Ted Baker and Sweet pants)	Very good quality and the brand itself (e.g polarn o. pyret for my daughter)	Never (0%)	Moderately aware	Mayb e	Yes	May be
24-28	F	Novia Vasa	Every few months	Hm	Cheap	Sometimes (≈ 25%)	Very aware	Mayb e	May be	Yes
19-23	M	Vasa University	Every month	"Gant" and "Tommy Hilfiger"	good quality	Never (0%)	Moderately aware	No	No	No
19-23	F	Novia Vasa	1-2 times per year	My wear	Good quality and you can buy them while getting groceries.	Usually (≈ 75%)	Extremely aware	Yes	May be	Yes
19-23	M	Novia Åbo	Every month			Sometimes (≈ 25%)	Moderately aware	Yes	May be	May be
19-23	F	Novia Jakobstad	Every few months	Vero Moda, Only, Cubus, Noisy May, and all kinds brands I can find second hand	Vero Moda uses some good materials and seems a bit more high quality while stile being sort of cheap and they have eco-friendly collections, I buy Cubus when I'm on budget and it's the only thing I have access to, and Noisy May has jeans that fit me as a tall peson.	Sometimes (≈ 25%)	Extremely aware	Yes	Yes	Yes
≤18	F	Novia Vasa	Every couple of weeks	H&M	cheap	Sometimes (≈ 25%)	Moderately aware	Neutr al	May be	May be
19-23	F	Novia Vasa	Every month	nike, adidas, hm, gina tricot...	the quality, the look and so on...	Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes
29-33	M	Novia Ekenäs	1-2 times per year	Never check for brands, dont have a special brand	-	Sometimes (≈ 25%)	Very aware	Yes	May be	Yes
19-23	F	Novia Jakobstad	1-2 times per year	Puma, köper inte så mycket brand kläder	Byxorna e bra.	Regularly (≈ 50%)	Very aware	Mayb e	Yes	May be

24-28	M	Novia Ekenäs	Every few months	Nike, Adidas, Gant, Tommy Hilfiger,jack& Jones,umbro	The names	Regularly (≈ 50%)	Extremelyaw are	Mayb e	No	No
24-28	F	Novia Ekenäs	Every month	I make my clothes or buy in second hand	Guaranteed 100% Natural materials, high quality	Always (100%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every few months	Whatever I find	The styles	Never (0%)	Slightly aware	Yes	May be	May be
19-23	F	Novia Vasa	Every few months	HM, Lindex	Kläder jag gillar	Sometimes (≈ 25%)	Slightly aware	Yes	May be	Yes
19-23	F	Novia Åbo	Every few months	no specific brand		Sometimes (≈ 25%)	Moderately aware	Neutr al	May be	No
43≥	F	Novia Vasa	Every few months			Regularly (≈ 50%)	Moderately aware	Yes	Yes	Yes
29-33	F	Novia Vasa	Every few months	lindex, kappahl, h&m, papu	lindex and kappahl i mostly buy kids clothes at, i like that they have some organic stuff and quiet ok prices + good second hand value and good quality. h&m is mostly if i just need something basic, like a t-shirt or hat, i do find it a bit hard going there since i know there´s a lot of issues with the brand ethically. Papu is a finnish brand and has super quality clothing, sure a bit pricey but i feel like i support a small local brand and that way i truly love and wear the pieces i buy too.	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every month	H&M		Regularly (≈ 50%)	Moderately aware	Yes	May be	Yes
19-23	F	Novia Vasa	Every few months	Gina tricot, h&m, Bikbok	Kläder i min stil	Usually (≈ 75%)	Slightly aware	Yes	May be	May be
19-23	F	Novia Vasa	Every couple of weeks	Gina Tricot, H&M, Veromoda	Billigt och trendigt mode	Sometimes (≈ 25%)	Slightly aware	Yes	May be	Yes
34-38	F	Novia Vasa	Every few months			Sometimes (≈ 25%)	Slightly aware	Yes	May be	May be

≤18	F	Novia Åbo	Every few months	Zara	They produce clothes that are my style, I havent seen a brand like that before.	Sometimes (≈ 25%)	Slightly aware	Mayb e	Yes	May be
19-23	F	Novia Vasa	1-2 times per year	second hand, finnish brands	environmental aspect, durability	Always (100%)	Moderately aware	Yes	Yes	No
19-23	M	Novia Vasa	Every few months	H&M, Pepe Jeans, Wrangler, Raymond, Jack & Jones	The design, the price, and the quality	Sometimes (≈ 25%)	Very aware	Neutr al	No	No
19-23	M	Novia Åbo	Every month	Makia, Adidas, Lee	Good looking clothes	Sometimes (≈ 25%)	Moderately aware	Mayb e	May be	May be
19-23	F	Novia Vasa	Every few months	H&M, New Yorker, Cubus	affordable as a student, huge range of variety, accessable	Sometimes (≈ 25%)	Not at all aware	Yes	May be	Yes
19-23	F	Novia Åbo	Every few months	Clothes from New Yorker	Cheap	Sometimes (≈ 25%)	Moderatelya ware	Neutr al	May be	May be
19-23	F	Novia Vasa	Every month	H&M, Lindex		Usually (≈ 75%)	Slightly aware	Yes	May be	Yes
29-33	F	Novia Åbo	Every few months	Levi's, Revolution race, H&M	Easy to get, i know their sizes (makes it easy to order)	Usually (≈ 75%)	Moderately aware	Yes	Yes	May be
19-23	F	Novia Vasa	Every month	H&M, Cubus, Tyngre, MyProtein	Price, quality	Sometimes (≈ 25%)	Slightly aware	Neutr al	No	May be
19-23	M	Novia Vasa	1-2 times per year	Fjällräven, Chevalier.	Anpassad för utomhus ärenden.	Sometimes (≈ 25%)	Slightly aware	Yes	Yes	Yes
24-28	O	Novia Åbo	1-2 times per year	I don't look at brands, I buy at flea markets or opportunistically. In practice you often find H&M.	Price and availability (at flea markets)	Usually (≈ 75%)	Extremely aware	Yes	May be	May be
24-28	M	Åbo Akademi Vasa	Every month			Never (0%)	Slightly aware	Mayb e	No	No
34-38	M	Novia Vasa	Every few months			Usually (≈ 75%)	Moderately aware	Yes	May be	Yes
19-23	F	Novia Åbo	Every month			Sometimes (≈ 25%)	Moderately aware	Mayb e	May be	May be

24-28	M	Novia Vasa	Every few months	I dont really have specific brands, I just buy whatever looks best	Price, comfort and looks	Never (0%)	Slightly aware	Neutral	No	Yes
19-23	F	Novia Vasa	Every month			Regularly (≈ 50%)	Moderately aware	Maybe	Yes	Maybe
29-33	M	Novia Vasa	1-2 times per year	adidas, nike, puma	common sports wear brands, dont care about the reputation, i would wear any brand	Regularly (≈ 50%)	Very aware	Yes	Yes	Yes
24-28	M	Novia Åbo	1-2 times per year	lee, adidas, nike	lee jeans are the best	Never (0%)	Moderately aware	No	No	No
34-38	M	Novia Vasa	Every few months	gant levis th	quality	Regularly (≈ 50%)	Moderately aware	Maybe	Yes	Maybe
24-28	F	Novia Åbo	Every month			Usually (≈ 75%)	Moderately aware	Yes	Yes	Yes
19-23	M	Novia Vasa	Every couple of weeks			Sometimes (≈ 25%)	Slightly aware	Yes	Maybe	Maybe
39-42	F	Novia Jakobstad	Every few months	Marimekko, Gudrun Sjöden, Lindex, H&M,	Colorful, sustainability, price	Always (100%)	Moderately aware	Yes	Yes	Maybe
39-42	F	Novia Åbo	Every few months	Lindex, gudrun sjöden,	clothes that fit my size, easy to find and buy, the look of them, sustainability	Always (100%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every few months	HM, ginatricot, cubus	köper inte i onödan, köper det jag absolut behöver	Never (0%)	Slightly aware	No	Maybe	Yes
19-23	M	Novia Vasa	Every few months	jack and jones	it's cheap	Always (100%)	Very aware	No	No	No
19-23	F	Novia Vasa	Every couple of weeks			Sometimes (≈ 25%)	Moderately aware	Maybe	No	Maybe
19-23	M	Novia Vasa	Every few months			Never (0%)	Slightly aware	Neutral	No	Maybe
24-28	M	Novia Vasa	1-2 times per year	volcom,makia,gant	quality and style	Never (0%)	Slightly aware	Maybe	Yes	Maybe
19-23	M	Novia Ekenäs	Every month			Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes

19-23	F	Novia Vasa	Every month	Nelly.com, h&m	They have lots to chose from and they’re cheap.	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
24-28	F	Novia Åbo	1-2 times per year	Zara, H&M	Cheap	Usually (≈ 75%)	Moderately aware	Yes	Yes	Yes
24-28	M	Novia Åbo	Every few months	i dont care about brand		Never (0%)	Slightly aware	Neutr al	May be	May be
29-33	M	Novia Vasa	1-2 times per year	Casuals (Stone Island, CP Company, Lacoste, Sergio Tacchini, Fila, Fred Perry, Lyle & Scott). why can you choose other gender?	They are timeless	Never (0%)	Moderately aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every month	very mixed brands, only, second hand	durable	Usually (≈ 75%)	Very aware	Yes	May be	May be
24-28	M	Jyväskylä University	Every month	fjällraven,	They are durable	Usually (≈ 75%)	Slightly aware	Neutr al	Yes	No
19-23	F	Novia Ekenäs	Every few months	Lindex, kappahl, hm, xxl	Billigt	Sometimes (≈ 25%)	Slightly aware	No	No	Yes
29-33	F	Jyväskylä University	Every few months	H&M, Cubus, New Yorker	Cheap prices	Regularly (≈ 50%)	Very aware	Yes	May be	Yes
19-23	F	Jyväskylä University	Every few months	Gina Tricot, H&M, Nike	They have the latest fashion, aren''t that expensive and are comfortable.	Never (0%)	Very aware	Yes	Yes	Yes
24-28	F	Jyväskylä University	Every few months	H&M, Cubus	I don't really like these brands as such but whenever I (rarely) need to buy clothing, I admit I tend to buy from the cheapest store. This is unfortunate but necessary because I am a student with not too much extra money.	Sometimes (≈ 25%)	Extremely aware	Yes	May be	Yes

24-28	F	Jyväskylä University	Every few months	House, Mywear, Sloggi	House and MyWear are cheap and quality is good enough for me, Sloggi isn't as cheap and they don't sustain in my use for very long.	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
24-28	F	Jyväskylä University	Every few months	Masai, Marimekko, Nanso	I have worked representing Finland in office environments, so "nice" Finnish designs are useful. I want clothes that are comfortable and made with good materials (for example, Nanso often has cuts that suit my body type and they are really comfortable to wear). I don't really enjoy shopping for clothes so rarely buy on impulse.	Regularly (≈ 50%)	Moderately aware	Yes	Yes	May be
24-28	M	Jyväskylä University	Every few months			Sometimes (≈ 25%)	Very aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every few months			Always (100%)	Moderately aware	Yes	Yes	May be
24-28	F	Jyväskylä University	Every few months	Vila, h&m, vero moda, gina tricot, new yorker, soc	Affordable prices	Always (100%)	Moderately aware	Yes	Yes	Yes
24-28	F	Jyväskylä University	Every few months	H&M, Cubus	Price	Regularly (≈ 50%)	Slightly aware	Yes	May be	May be
24-28	F	Jyväskylä University	Every few months	Emp?	They loock goth-y	Never (0%)	Very aware	Mayb e	May be	May be
19-23	F	Novia Åbo	Every few months	Zara, H&M, Only, Gina Tricot	Somewhat good quality for a moderately cheap price.	Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes
19-23	F	Novia Vasa	Every month			Usually (≈ 75%)	Very aware	Yes	May be	Yes
19-23	F	Novia Ekenäs	Every few months	Pull and bear, costes	relitavly cheap and follow the latest trends	Usually (≈ 75%)	Moderately aware	Mayb e	Yes	Yes

24-28	F	Jyväskylä University	Every few months	Armedangels, ThokkThokk, Zara (second-hand), H&M (second-hand)	The first two are sustainable fashion brands whereas I often end up buying Zara or H&M clothing by accident in the second-hand shop because I like the design or the colours.	Regularly (≈ 50%)	Very aware	Yes	Yes	Yes
19-23	O	Jyväskylä University	Every couple of weeks	H&M, Ellos, Zalando		Sometimes (≈ 25%)	Extremely aware	Yes	May be	May be
29-33	M	Jyväskylä University	1-2 times per year			Regularly (≈ 50%)	Very aware	Yes	Yes	May be
19-23	F	Novia Vasa	Every few months	Divide	They are nice	Sometimes (≈ 25%)	Moderately aware	Yes	May be	May be
19-23	F	Jyväskylä University	Every few months	No preference	Cheap	Never (0%)	Moderately aware	Yes	Yes	Yes
29-33	F	Novia Vasa	Every few months	No specific brand, because I find almost all my clothes in second hand-shops.	I value quality material and if it feels like a brand that I want to support (rarely think about it actively though)	Usually (≈ 75%)	Very aware	Yes	May be	Yes
24-28	F	Jyväskylä University	Every month	Not a specific brand as I buy most of my stuff from flea markets	If I would buy brands, I would like to buy clothes from sustainable and ecological brands	Usually (≈ 75%)	Slightly aware	Yes	No	May be
19-23	F	Jyväskylä University	1-2 times per year	Nike, Adidas, Esmara	They are quite high in quality.	Usually (≈ 75%)	Very aware	Yes	May be	Yes
19-23	F	Novia Åbo	Every couple of weeks	Nike, gant, gymshark	Quality	Sometimes (≈ 25%)	Moderately aware	Mayb e	Yes	May be
24-28	F	Jyväskylä University	Every month	H&M, Adidas, Nike	Mostly cheap price, style, functionality	Usually (≈ 75%)	Very aware	Yes	May be	Yes
34-38	F	Novia Vasa	Every few months	Inga speciella bara det jag tycker är snyggt	Stilen	Regularly (≈ 50%)	Very aware	Mayb e	No	May be
19-23	F	Novia Åbo	Every few months	Gina Tricot, H&M	Nice clothes	Always (100%)	Moderately aware	Yes	Yes	Yes
24-28	F	Jyväskylä University	Every month	don't know		Usually (≈ 75%)	Very aware	Yes	Yes	Yes

43≥	F	Novia Åbo	Every few months	Nothing specifik. I prefer ecologically grown cotton and natural materials.		Usually (≈ 75%)	Extremely aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every few months	r-collection, papu, soc		Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every few months	Last year: weekday, H&M, vero moda, bikbok, gina tricot and whichever from the fleamarket	I don't like brands, but I recently discovered especially weekdays cotton jeans that are not made of ridiculous blends of plastic materials. A few basics from H&M. I've liked it in the past because it's easy to find things from them but I barely go there anymore because of the environment or any of these really. Bik bok sells clothing that are different, bought one shirt from the sale. One "conscious" shirt from gina. I found some better quality basics from vero moda.	Always (100%)	Very aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every few months	"Prisma" "Zizzi" "Halonen"	Good, affordable, suitable. Actually not so much into any specific brand, not such a maniatic shopper.	Usually (≈ 75%)	Moderately aware	Yes	May be	May be
19-23	F	Jyväskylä University	Every few months	Nike	It's suitable for sports	Sometimes (≈ 25%)	Extremely aware	Yes	Yes	Yes
29-33	F	Jyväskylä University	Every month	Flea market finds, mostly H&M and Gina Tricot unfortunately		Usually (≈ 75%)	Very aware	Yes	May be	May be
24-28	F	Jyväskylä University	1-2 times per year	Second hand		Usually (≈ 75%)	Very aware	Yes	Yes	Yes

19-23	F	Jyväskylä University	1-2 times per year			Always (100%)	Very aware	Mayb e	No	May be
19-23	F	Jyväskylä University	Every few months	Kapphal, Lindex, Luhta		Usually (≈ 75%)	Very aware	Yes	Yes	May be
19-23	F	Jyväskylä University	Every few months			Regularly (≈ 50%)	Moderately aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every few months			Usually (≈ 75%)	Moderately aware	Yes	Yes	May be
29-33	F	Jyväskylä University	Every few months	Vila, Selected Femme, Pieces	Nice fit and styles, good price	Always (100%)	Very aware	Yes	Yes	May be
24-28	F	Jyväskylä University	Every few months		I'm not at all interested in brands, I was unable to think any I could say I "buy the most"	Usually (≈ 75%)	Very aware	Yes	May be	May be
19-23	F	Jyväskylä University	1-2 times per year			Usually (≈ 75%)	Very aware	Yes	Yes	May be
43≥	M	Novia Ekenäs	1-2 times per year			Always (100%)	Extremely aware	Mayb e	No	No
24-28	M	Jyväskylä University	1-2 times per year	Mil-Tec, Fruit of Loom	Mil-Tec's clothes are very functional. Fruit of Loom T-shirts are widely used for different promotional purposes.	Never (0%)	Slightly aware	Yes	May be	May be
43≥	M	Novia Ekenäs	Every few months	none	nothing	Usually (≈ 75%)	Very aware	Yes	May be	No
19-23	M	Novia Vasa	Every few months	Kända märken.	Kvalitet	Regularly (≈ 50%)	Very aware	Yes	May be	Yes
29-33	F	Jyväskylä University	1-2 times per year	Kappahl	They are very basic and quite cheap	Sometimes (≈ 25%)	Moderately aware	Yes	Yes	May be
24-28	F	Jyväskylä University	Every month	Junkyard	unique style	Sometimes (≈ 25%)	Moderately aware	Yes	May be	May be
19-23	F	Jyväskylä University	Every month	HM, Holly Gabrielle, Zara	cheap and easy (nearby) (HM, Zara), ethical brand and small entrepreneur	Usually (≈ 75%)	Very aware	Yes	May be	Yes
24-28	F	Jyväskylä University	Every few months	H&M, Stadium, Vero Moda	Cheap and classic	Regularly (≈ 50%)	Extremely aware	Yes	Yes	Yes

24-28	F	Jyväskylä University	Every few months	I don't buy by brand	-	Regularly (≈ 50%)	Very aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every month	H&M, BikBok, Gina Tricot	The prices, I would prefer buying local brands etc. but the prices are often too high	Usually (≈ 75%)	Very aware	Yes	May be	Yes
19-23	F	Jyväskylä University	1-2 times per year			Regularly (≈ 50%)	Moderately aware	Yes	Yes	Yes
24-28	F	Jyväskylä University	Every few months	Divided, amisu	Cheap, looks good and not too flashy	Usually (≈ 75%)	Slightly aware	Mayb e	May be	No
19-23	F	Jyväskylä University	Every few months	Adidas, Nike, Ellesse, H&M, Gina tricot, Only, VILA	I like my clothes to feel good and look good, I care about the quality and cleanliness	Sometimes (≈ 25%)	Moderately aware	Yes	May be	May be
29-33	F	Jyväskylä University	1-2 times per year	No preferences, second-handed, Triumph (underwear)	Triumph is comfortable, I practically buy socks and underwear anymore	Usually (≈ 75%)	Very aware	Yes	Yes	May be
24-28	F	Jyväskylä University	Every few months	Only, Vero Moda	Style, quality	Always (100%)	Extremely aware	Yes	May be	Yes
24-28	F	Jyväskylä University	Every few months	HM	it's cheap and they sell basic clothes	Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every month			Usually (≈ 75%)	Extremely aware	Yes	May be	Yes
43≥	F	Novia Vasa	1-2 times per year			Usually (≈ 75%)	Extremely aware	Yes	May be	May be
24-28	F	Novia Vasa	Every month	H&M, New Yorker, Vila, Vero Moda, Aukia, Zara,	Most of them sell quite cheap clothes and that fits my economy.	Regularly (≈ 50%)	Moderately aware	Mayb e	Yes	May be
19-23	F	Jyväskylä University	Every few months	Finnish design like Kainoand also cheaper products for example from tokmanni	Price or ethical making and sustainability	Regularly (≈ 50%)	Extremelyaw are	Yes	Yes	Yes
24-28	F	Novia Vasa	Every month			Regularly (≈ 50%)	Moderately aware	Mayb e	Yes	No
43≥	F	Novia Vasa	Every few months	Bryr mej int om märke	Det ska vara snyggt, hållbart och lättskött.	Always (100%)	Very aware	Yes	May be	May be

34-38	F	Novia Vasa	1-2 times per year	Not fussy.		Always (100%)	Extremely aware	Yes	No	No
19-23	F	Jyväskylä University	Every month	I shop a lot at second hand stores. I don't prefer any specific brands.	They are unique.	Always (100%)	Very aware	Yes	Yes	Yes
24-28	F	Novia Vasa	1-2 times per year	H&M etc.	Changing styles	Always (100%)	Moderately aware	Yes	Yes	Yes
24-28	F	Jyväskylä University	Every few months	Vero Moda, KappAhl, Lindex	The style of the clothes	Always (100%)	Extremely aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every few months			Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Jyväskylä University	Every month			Usually (≈ 75%)	Moderately aware	Mayb e	May be	May be
19-23	F	Jyväskylä University	Every few months	Carlings, h&m	Cool clothes	Regularly (≈ 50%)	Moderately aware	Yes	May be	May be
34-38	F	Jyväskylä University	Every few months			Always (100%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Åbo	Every month	Idk	Idk	Sometimes (≈ 25%)	Slightly aware	Yes	Yes	Yes
34-38	M	Novia Vasa	Every few months	H&M, Revolution Race,Northern Frontier, unknown brands/cheap brands	The style	Regularly (≈ 50%)	Slightly aware	Yes	May be	Yes
24-28	F	Jyväskylä University	Every few months	No brand preferation		Usually (≈ 75%)	Very aware	Yes	Yes	Yes
19-23	F	Novia Vasa	1-2 times per year	Lindex, Zalando, Urban Outfitters, HM	The styles	Sometimes (≈ 25%)	Moderately aware	Yes	Yes	Yes
43≥	F	Novia Åbo	1-2 times per year	No particular brand		Usually (≈ 75%)	Very aware	Yes	Yes	May be
19-23	F	Novia Åbo	1-2 times per year	H&M	affortable	Sometimes (≈ 25%)	Moderately aware	Yes	May be	May be
19-23	M	Novia Vasa	Every few months	Lee, dressmann	Durability	Never (0%)	Slightly aware	Yes	No	May be
19-23	F	Novia Åbo	Every month	New Yorker, H&M	not too expensive, my kind of and good enough quality	Sometimes (≈ 25%)	Slightly aware	Yes	May be	May be

43≥	F	Novia Åbo	1-2 times per year	Jag köper så lite jag kan. Jag får kläder av vänner eller köper secondhand.	-	Always (100%)	Very aware	Yes	Yes	Yes
24-28		Novia Vasa	Every month			Regularly (≈ 50%)	Moderately aware	Mayb e	May be	May be
19-23	M	Jyväskylä University	Every few months	I don't usually buy brand clothes becauseI buy second-hand clothes, earlier I've bought H&M, Bershka, Zara	Quite affordable and usuallytrendy clothes	Always (100%)	Moderatelya ware	Yes	Yes	Yes

Appendix 2. Full list of brands.

Brands names collected from replies in the survey. With same colors are marked brands owned by the same holding company.

Total of 160 brands. 80 in each column.

#	Brand Name	# votes
1	HM	136
2	GINA TRICOT	45
3	SECOND HAND/ FLEA MARKET	33
4	ADIDAS	29
5	LINDEX	27
6	NIKE	27
7	ZARA	26
8	CUBUS	24
9	VEROMODA	23
10	JACK&JONES	21
11	VILA	21
12	BIKBOK	19
13	NEW YORKER	18
14	NELLY	12
15	LEVI'S	10
16	ONLY	10
17	KAPPAHL	9
18	no specific	9
19	GANT	8
20	TOMMY HILFIGER	8
21	DRESSMAN	7
22	ASOS	6

#	Brand Name	# votes
81	B-YOUNG	1
82	CAMEL ACTIVE	1
83	CAMPADRE	1
84	CAT	1
85	CCM	1
86	CHAMPION	1
87	CHEVALIER	1
88	CHIQUELLE	1
89	COSTES	1
90	CROOKERS	1
91	DC	1
92	DIDRIKSONS	1
93	DIMEX	1
94	DR. DENIM	1
95	DUSTIN	1
96	ELLESSE	1
97	EMP	1
98	EVEREST	1
99	EVERLANE	1
100	FILA	1
101	FRED PERRY	1
102	FRISTADS	1

Holding companies that own more than 1 brand from the list
H&M Group
Varner-Gruppen AS
Adidas AG
Inditex S.A.
Maus Frères S.A.
PVH Corp.
Bestseller A/S

No specific brand/Second hand

23	FJÄLLRÄVEN	6
24	NA-KD	5
25	BLÅKLÄDER	4
26	CALVIN KLEIN	4
27	LEE	4
28	MYWEAR	4
29	CARLINGS	3
30	COS	3
31	HAGLÖFS	3
32	HELLY HANSEN HH	3
33	HOUSE	3
34	MANGO	3
35	PULL&BEAR	3
36	SALOMON	3
37	VANS	3
38	ALIEXPRESS	2
39	AUKIA	2
40	BERSHKA	2
41	BJÖRN BORG	2
42	BOOHOO	2
43	BROTHERS	2
44	CELLBES	2
45	CP COMPANY	2
46	DIVIDED	2
47	ELLOS	2
48	ESMARA	2
49	ESPRIT	2
50	FOREVER 21	2
51	GUDRUN SJÖDEN	2
52	GYMSHARK	2

103	FRUIT OF LOOM	1
104	G-STAR	1
105	GUESS	1
106	HALONEN	1
107	HAMPTON REPUBLIC	1
108	HERON PRESTON	1
109	HOLLISTER	1
110	HOLLY GABRIELLE	1
111	ICEPEAK	1
112	INDISKA	1
113	JUNKYARD	1
114	KAINO	1
115	LEE COPER	1
116	LEGEND LONDON	1
117	LIDL	1
118	LIVERGY	1
119	LYLE & SCOTT	1
120	MADS NORGAARD	1
121	MARCO POLO	1
122	MASAI	1
123	MASSIMO DUTTI	1
124	MIL-TEC	1
125	MISSY EMPIRE	1
126	MONKI	1
127	MY PROTEIN	1
128	NOISY MAY	1
129	NORTHERN FRONTIER	1
130	OUTDOOR RESEARCH	1
131	PEPE JEANS	1
132	POLARN O PYRET	1

53	LACOSTE	2
54	LUHTA	2
55	MAKIA	2
56	MARIMEKKO	2
57	NANSO	2
58	PAPU	2
59	PEAK	2
60	PIECES	2
61	PRISMA	2
62	PUMA	2
63	REEBOK	2
64	REVOLUTION RACE	2
65	SELECTED	2
66	SOC	2
67	STONE ISLAND	2
68	SUPERDRY	2
69	URBAN OUTFITTERS	2
70	DIVIDED	2
71	47 BRAND	1
72	ALPHA IND	1
73	AMERICAN EAGLE	1
74	AMISU	1
75	ANTHONY MORANO	1
76	ARELA	1
77	ARKET	1
78	ARMEDANGELS	1
79	BETTER BODIES	1
80	BOOST	1

133	RALPH LAUREN	1
134	RAYMOND	1
135	R-COLLECTION	1
136	REIMA	1
137	RIVER ISLAND	1
138	SERGIO TACCHINI	1
139	SIEVI	1
140	SLOGGI	1
141	STADIUM	1
142	SWEET PANTS	1
143	SÄRMÄ	1
144	TED BAKER	1
145	THESE GLORY DAYS	1
146	THOKKTHOKK	1
147	TOKMANNI	1
148	TRIUMPH	1
149	TYNGRE	1
150	UFF	1
151	UNIQLO	1
152	VALENTINO	1
153	WEEKDAY	1
154	WILLYS	1
155	WINWIN	1
156	VOLCOM	1
157	WRANGLER	1
158	Y-3	1
159	YESSTYLE	1
160	ZIZZI	1