



Renting, reselling,
repairing:
The path to a more
sustainable economy in
fashion

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ABSTRACT

Title: Renting, Reselling, repairing: The path to a more sustainable economy in fashion

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The concept of sustainability is increasingly becoming an integral part of our daily lives, emerging as a significant pillar in the strategies of many companies. In the realm of fashion, there has been a notable shift towards a more sustainable, less polluting, and environmentally respectful approach in recent years, driven by a heightened interest among consumers.

However, it remains pertinent to explore whether customers are indeed satisfied with these endeavors or expect further initiatives from fashion companies. An online experiment was conducted to understand consumer behavior better, specifically looking at three strategies to move away from the current linear fashion model towards a more circular one. The main goal was to see if consumers were interested in this new way of thinking about fashion.

Throughout the study, the participants' level of satisfaction and awareness regarding the sustainable actions already implemented by their favorite brands was examined. It was observed that, currently, participants are often dissatisfied and unaware. Participants, randomly exposed to one of these three hypothetical scenarios, demonstrated interest and often willingness to pay (WTP) if these services were implemented. It was also noted that the implementation of these services would enhance customers' perception of the brand, making them more likely to recommend the brands to friends.

Keywords: Sustainability; Fashion; Circular Economy;

RESUMO

Titulo: Alugar, Revender, Reparar: O caminho para uma economia mais sustentável na moda

Autor: Chiara Marconi

O conceito de sustentabilidade está se tornando cada vez mais parte integrante de nossas vidas diárias, surgindo como um pilar significativo nas estratégias de muitas empresas. No mundo da moda, houve uma mudança notável para uma abordagem mais sustentável, menos poluente e respeitosa ao meio ambiente nos últimos anos, impulsionada por um interesse crescente entre os consumidores. No entanto, continua sendo pertinente explorar se os clientes estão realmente satisfeitos com esses esforços ou esperam iniciativas adicionais das empresas de moda. Um experimento online foi conduzido para entender melhor o comportamento do consumidor, especificamente examinando três estratégias para afastar-se do atual modelo de moda linear em direção a um modelo mais circular. O principal objetivo era verificar se os consumidores estavam interessados nessa nova forma de pensar sobre moda. Ao longo do estudo, foi examinado o nível de satisfação e conscientização dos participantes em relação às ações sustentáveis já implementadas por suas marcas favoritas. Observou-se que, atualmente, os participantes muitas vezes estão insatisfeitos e não conscientes. Os participantes, expostos aleatoriamente a um desses três cenários hipotéticos, demonstraram interesse e muitas vezes disposição para pagar (WTP) se esses serviços fossem implementados. Também foi observado que a implementação desses serviços melhoraria a percepção dos clientes sobre a marca, tornando-os mais propensos a recomendar as marcas aos amigos.

Palavras-Chave: Sustentabilidade; Moda; Economia Circular

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I am sure there are students for whom writing the dissertation has not meant a major obstacle, but I am also sure that for many like me the dissertation has been <the obstacle."

Characterized by a great ease to postpone and a great difficulty in writing, it was for me a major challenge in my life that I am happy to have completed.

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Table of Contents

ABSTRACT	2
RESUMO	3
ACKNOWLEDGEMENTS	4
Table of Contents	5
1. Introduction	7
1.1 Academic and Managerial Relevance	8
1.2 Problem Statement	8
1.3 Research Questions	8
1.4 Dissertation Structure	9
2. Literature Review	10
2.1 Sustainability	10
2.2 Types of Fashion Industry	12
2.2.1 Fast-fashion	12
2.2.2 Luxury fashion	13
2.3 Sustainability in Fashion	14
2.4 Sustainable Initiatives in Fashion	16
2.4.1 Sustainable Initiative in Luxury fashion.....	17
2.4.5 Sustainable Initiatives in Fast-Fashion.....	20
2.5 Consumer Decision Making Process	23
2.5.1 Consumer Decision Making Process in Fashion	24
3. Methodology	25
3.1 Research Goals	25
3.2 Research Methods	25
3.3 Online Survey	26
4. Results9 analysis	29
4.1 Data Collection	29
4.2 Data Screening	31
4.2 Research Questions	32
5. MAIN CONCLUSIONS	47
5.1 Limitations of this dissertation	Errore. Il segnalibro non è definito.
REFERENCES	47

1. Introduction

Sustainability has now become an everyday topic in our lives. Awareness regarding this issue has increased exponentially over the past two decades. Due to the pressure of several reasons (government, laws, customers' expectations ...) more and more companies, large and small, have begun to incorporate sustainability into their strategies and they are now more interested in becoming sustainable (Danciu, 2013). Indeed, ADP Total Source White Paper (2011) found that businesses are strongly impacted by environmental forces and that they should integrate sustainability in their strategies as a reaction to the trends, consumer concerns and employee interest.

In a different perspective, some authors have outlined that specifically in the fashion industry produces, every single day, an immense amount of pollution and waste and the situation will just get worst if there is not a change in this industry practices (Revolution, 2018). For example, according to the Ellen MacArthur Foundation, "every year, roughly 40 million tons of textile waste are sent to landfill or incinerated" (The Sustainability Index, 2021). Furthermore, according to Statista, the market of sustainable fashion has grown exponentially in these last years, reaching a value of 7.5 billion dollars today, with an annual growth of 8.3%.

On the other hand, nowadays, the number of costumers concerned with sustainable fashion has also grown. In fact, in a study conducted by Bain (2021), 65% of customers said they are concerned about sustainability in fashion, but only few of them would opt for the sustainable option when purchasing. This phenomenon is called attitude-behavior gap (Boulstridge, Carrigan, 2000), and when it comes to sustainable fashion the reason is often to be found in the economic factor. Customers, in fact, are interested in sustainable fashion but more resistant to price premiums. (Tey, Brindal, Dibba, 2018)

As already stated, one of the biggest obstacles in the fashion industry is the immense amount of waste it creates. Companies should try to solve this problem finding new ways to reuse products, reduce energy of production and restore materials. (McKinsey, 2013).

Several companies are now realizing how the linear production system may be threatening, due to its high cost of production, high competition and stagnant demand. They are indeed looking for ways to shift to a more circular business model (Seetharaman, Shah, Patwa, 2022).

This thesis aims to navigate into the sustainable initiatives and practices currently embraced by fashion brands, while also examining customer satisfaction in this regard. Additionally, it

proposes three distinct alternative strategies—repair, rent, and resale—that hold the potential to enhance customer perceptions of brands and facilitate the transition towards a more sustainable fashion industry.

1.1 Academic and Managerial Relevance

From an academic relevance point of view, this study aims to furnish managers with valuable insights for designing initiatives that foster greater consumer engagement with sustainability by studying consumer perceptions and acceptance of such strategies.

Moreover, this research seeks to raise awareness about the sustainable actions undertaken by brands and the potential benefits of implementing such actions and services, which could prove advantageous for both brands and customers in the long run, given the scarcity of detailed studies on this subject matter.

1.2 Problem Statement

Considering the lack of information and the lack of understanding regarding consumers' awareness and satisfaction concerning sustainable practices in the fashion world, this thesis strives to observe and study if the implementation of sustainable services as renting and reselling and repairing, would eventually bridge these gaps. Furthermore, this thesis will be exploring this topic by focusing in two different fashion categories: fast-fashion and luxury fashion.

1.3 Research Questions

In the following lines I will explain in detail how the problem statement has been divided in sub-goals, research questions, and how each of them will contribute to the main purpose.

Research Question 1: Are consumers aware and satisfied with the sustainable strategies of their favorite brand? Is there a difference between fast-fashion and luxury fashion?

The purpose of the first research question is primarily to explore whether consumers consider themselves aware of and satisfied with the strategies adopted by their favorite fashion brands. In addition, there will be further differentiation to highlight the differences

and disparities that there may be between costumers from the luxury fashion and those from the fast fashion.

Research Question 2: What would be the impact of the implementation of one of the hypothetical scenarios (repair, rent, resale) on participants' perception of the brand?

The purpose of this research question is to assess the impact that the implementation of one of the hypothetical scenarios (repair, rental, resale) would have on the participants' perception of the brand. It aims to understand how the introduction of these different approaches would affect consumers' overall perception of the brand.

Research Question 3: Is there significant variation in consumer “interest”, “WTP” and “likelihood to use” among repair, renting, and reselling services offered by their favorite fashion brand? Is there a significant difference between fast-fashion and luxury fashion?

The last research question aim to examine whether there is a significant variation in consumers' interest, willingness to pay (WTP), and likelihood of use among the repair, rental, and resale services offered by their favorite fashion brand. Moreover, also here, the results will also highlight the differences between the two fashion categories.

1.4 Dissertation Structure

The thesis is structured to provide a clear path for the reader through the chapters. It is structured as follows:

It begins with a comprehensive literature review, chapter 2, exploring key theoretical aspects relevant to the research, drawing on existing literature and studies. Following this, Chapter 3 outlines the research methodology employed to gather and analyze data, including a detailed presentation of the questionnaire structure. Part 4 focuses on presenting and discussing the results obtained in response to the three research questions. This includes a numerical analysis followed by insightful commentary. Finally, chapter 5 summarizes the main conclusions and insights derived from the thesis.

2. Literature Review

This literature review aims to give a concise and comprehensive overview of the topic of sustainability in the fashion world and the strategies already implemented by brands, particularly focusing on the worlds of fast fashion and luxury fashion, which are conceptually opposite.

Initially, the concept of sustainability will be introduced, highlighting the change in the role that this phenomenon has played since the start, which can be traced back to the 1960s of last century, to the present. This will be followed by a presentation of the fashion industry highlighting its increasingly significant role in our society and in the global market. Next, we will focus more specifically on the differences between worlds of fast fashion and luxury fashion.

It will be followed by reintroducing the topic of sustainability but highlighting how this thematic impacts the world of fashion. Some of the sustainability strategies implemented by brands will then be presented, with a particular study of 5 top luxury fashion brands and 5 top fast fashion brands. To finish, consumer behaviour will also be explored, through the elaboration of the topic consumer decision making, addressed more generally initially, and then focusing on the world of fashion, specifically luxury fashion and fast fashion.

2.1 Sustainability

Sustainability is a word with very ancient roots. In fact, its origins can be traced back to the Latin word “sustineo”, which means "to hold up," "to maintain," "to commit." (Silvestri, 2015). From a word, sustainability then became a concept. The concept of sustainability, often used interchangeably with sustainable development (Sutton, 2004), has undergone significant evolution over the years. Only after the 1960s and 1970s the term has started to be used in relation to the environmental context, coinciding with the first environmental issues, addressed in the macro context (Sutton, 2004). At that time, the concept of sustainability was employed to identify the need to sustain the environment on a global scale. (Morelli, 2011). The concept

of sustainability was not defined until 1987, with the Brundtland Report, also known as “Our Common Future”. This definition is considered valid and remains one of the most widely used today (Baumgartner, 2009) : “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED 1987). It is at this moment that sustainability receives a definition that implies a commitment by the present society to enable future generations to have the same rights to fulfill their needs. (Silvestri, 2015)

For decades to come, professionals grappled with the precise definition of the sustainability concept, attempting to delineate clearer boundaries (Morelli, 2011). Then, in 1992, the UN Conference on Environment and Development (UNCED) in Rio set in motion processes like Agenda 21 and Local Agenda 21, which expanded the concept of sustainability into three key dimensions: environmental preservation, economic development, and social progress, implying that sustainable development involves a balance of these three dimensions. (Morelli,2011).

This has led to a decline in the coherence of the term, which is often used inaccurately as "a synonym for everything that is positive." (Kiss, 2011). Nevertheless, the importance of the environmental dimension remains solid, as it is increasingly evident today that it is "the premise from which the rest derives," as any activity would be limited and precluded, strongly tied to the health of the planet. (Del Po, Lupi, 2021). Events such as the Paris Agreement (EU members' plan to limit global warming, 2015) or the emergence of movements like "Fridays for Future" (International protest movement for Climate Justice, Sweden, 2018) have raised awareness in society about the importance of environmental protection. Furthermore, dramatic events such as the global Covid-19 pandemic or the numerous environmental disasters in recent years (fires, droughts, floods, hurricanes) are significantly influencing society and its relationship with the environment. (Del Po, Lupi, 2021) As analyzed in a study conducted by Statista in 2022, 75% of respondents from Belgium and the UK stated that they saw climate change as one of the major threats to their lives. In the case of respondents from the USA, the percentage was 54%. (Statista, 2022)

In addition to an increased consideration of the impact that climate change can have on society and human lives, there has also been a parallel increase in awareness of how our lives and habits can impact climate change, which often translates into purchasing sustainable products. (Da Giau et al.2016). Already at the start of this century, as discussed by Carrigan and Attala in 2001, there was already hope that the next generations will finally start to act ethically. Even if the percentage of consumers willing to buy sustainable product has increased, during the last

20 years, the actual number of final purchasers grows slower, bringing green product market share to reach only 3% of the entire market (Bray, John, and Killburn, 2011).

2.2 Types of Fashion Industry

Fashion, which has always been a central part of society, increasingly serves as a means of self-expression, allowing individuals to identify and convey their creativity. With a current value of \$1.7 trillion, the fashion industry represents 2% of the Global Domestic Product (GDP) (Zippia, 2023). McKinsey has stated that it is one of the most important value-creating industries for the global economy and, if ranked alongside individual countries' GDP, the global fashion industry would be the seventh-largest economy in the world (State of Fashion Report, McKinsey, 2017). Despite experiencing a growth rate of 5.46% since 2017, the fashion industry is now facing challenges due to a complex environment, including hyperinflation and geopolitical concerns, which have negatively impacted consumer demand and brand operating costs (McKinsey, 2022).

Within the industry, there are various players catering to different customer targets and strategies, with fast fashion and luxury fashion being opposite ends of the spectrum. In general, they are based in two different business model strategies: On one hand we have the luxury fashion, proposing two collections per year, targeting a niche part of the market, characterised by high-quality and savoir-faire, provide exclusive products and collection, only affordable by a smaller part of consumers (Brun et al., 2008); on the other hand, fast fashion, which strategy is based in a responsive supply chain, which enable them to reproduce the outfits proposed by luxury brands, with lower quality and at a lower price to a bigger part of consumers, the mass market (Turker & Altuntas, 2014). We will now analyze more specifically at each one of these two fashion categories.

2.2.1 Fast-fashion

The phenomenon of fast fashion has its roots in the 19th century when mass production began, driven by fashion houses' decisions to create pieces without fittings and with standard measurements (Zippia, 2023). However, it's in recent decades that this phenomenon has become

more prevalent in society, driven by the expansion of industry boundaries, which are now almost non-existent (Djelic and Ainamo 1999), and market conditions characterized by unpredictable trends, impulsive consumer buying, shorter product lifespans, and significant fluctuations in market demand (Fernie and Sparks 1998). Around 1990, changes in consumer lifestyles and a growing demand for fashion clothing for specific occasions (Bhardwaj and Fairhurst, 2010) prompted retailers to view this as an opportunity in the highly competitive market. This led to a greater variety of products through quicker responses to new fashion trends (Barnes and Lea-Greenwood 2006). From the initial two collections per year, Spring/Summer and Fall/Winter, which still form the basis of luxury fashion, new mid-season collections were added (Tyler, Heeley, and Bhamra 2006). The term fast-fashion refers to low-cost fashion that seeks to emulate luxury fashion, drawing inspiration primarily from fashion shows (Wen Peiyu, 2020). Fast-fashion retailers like Zara, H&M, and Uniqlo swiftly adopted these designs to attract customers and bring runway-inspired interpretations to their stores within 3-5 weeks (Barnes and Lea-Greenwood 2006). Born to satisfy society's impulsive and insatiable desire for luxury fashion, especially among the younger generation (Annamma, 2015), fast fashion is increasingly captivating older segments that previously preferred buying fewer, higher-quality clothing items (Crewe and Davenport 1992). In 2009, the National Post highlighted how consumers, influenced by price-consciousness, immediate satisfaction, and a desire for variety, end up choosing fast-fashion retailers.

The approach used by fast-fashion retailers is "Here today, gone tomorrow," which encourages customers to visit stores more frequently. This approach implies a shorter product lifespan and higher profit margins (Sydney, 2008). To operate this "fast" strategy, fast-fashion retailers rely on a particularly efficient supply chain, rapid prototyping, fast delivery, and products that are ready for the shop floor with price tags already attached (Skov 2002). Most fast-fashion retailers have offshored their manufacturing and processes to low-labor-cost locations, resulting in a significant cost advantage (Bhardwaj and Fairhurst, 2010). Lower labor costs enable them to reduce overall costs, which, in turn, implies higher production quantities and increased sales. Fast fashion, through its swift and satisfying strategy, caters to the contemporary societal need to identify with ever-evolving temporary identities (Bauman 2005). Clothes and accessories have become a means of expressing identity (Cabigiosu A., 2020).

2.2.2 Luxury fashion

On the other end of the fashion industry's pyramid resides *luxury fashion*, which, in contrast to fast fashion, boasts a rich history and a brand's DNA, with craftsmanship passed down through generations, resulting in unique creations (Annamma, 2015). Many luxury brands, like Chanel and Dior, still rely on their rich heritage for their enduring success and their ability to reinterpret their most iconic and successful creations. Examples include Chanel's classic *tailleur* and pearls, Dior's structured midi dresses (Cabigiosu A., 2020), and Louis Vuitton's luggage supplied to royal families (Annamma, 2015).

Etymologically, luxury derives from the Latin word "luxus," signifying excess in one's way of life but also denoting any expenditure that surpasses necessity (Sombart, 1967). New luxury goods can cost up to 200% more than those of competitors, yet there is still a segment of consumers willing to pay the price (Cabigiosu A., 2020). There are distinct differences between fast fashion and luxury fashion strategies, primarily based on quality and price (Wen Peiyu, 2020). Luxury fashion products are of higher quality than fast-fashion items, and luxury fashion pricing strategies tend to raise prices, even during challenging times. In fact, during the COVID-19 pandemic, part of the luxury brands' strategy included price increases, which not only ensured product exclusivity but also provided greater psychological satisfaction to the buyer (Wen Peiyu, 2020).

Luxury fashion is closely associated with the experience, beginning with elegant shops where customer experience is at the core of the strategy, as well as the symbolic value, status, and satisfaction that these products can offer (Wen Peiyu, 2020).

Significant societal changes in recent decades have compelled major fashion houses to revise their strategies to adapt to the arrival of new generations. While luxury fashion was initially considered an inaccessible luxury, represented by haute couture and available only to a select few (Lipovetsky and Roux 2003), the industry has expanded its boundaries to involve new buyers. As a result of globalization, there has been a "democratization of luxury," offering high-quality products at prices that are still affordable for the majority of middle-class consumers. This "new luxury," in addition to having lower prices, is less exclusive and adaptable to everyday life (Cabigiosu A., 2020).

Nevertheless, owning luxury fashion items remains a desire and motivation for many consumers (Annamma, 2015).

2.3 Sustainability in Fashion

Considered one of the largest and most influential industries globally, the fashion industry plays a significant role in the global economy. In 2017, McKinsey stated: "If it were ranked alongside individual countries' GDP, the global fashion industry would represent the seventh-largest economy in the world."

Apart from being one of the most prominent sectors in the global economy, it is also one of the largest contributors to pollution (Bailey, Basu, Sharma, 2022). With its global carbon emissions accounting for 8% of the world's total, equivalent to the combined emissions of maritime and air transportation, and a production that has more than doubled since 2000, exceeding 100 billion garments annually (McKinsey, 2016), it is considered the second most polluting industry globally (Bailey, Basu, Sharma, 2022), as well as the third-largest consumer of water resources and land use (EU, 2020). In addition to its prominent role in global pollution and its significant impact on the environment and climate change, the fashion industry has had disastrous effects in other areas. For example, in Bangladesh, where there were only 450 textile production companies in 1985, the number had risen to 7,000 by 2015 (Baumann-Pauly, Labowitz, and Banerjee, 2015). Bangladesh became a source of cheap labor for the fashion industry, leading to economic growth, development, and greater empowerment of women on one hand, but also child exploitation, deplorable working conditions, and extremely low wages on the other (Saxena, 2019). Tragic events like the collapse of the Rana Plaza, a commercial building housing clothing production, in which 1,125 people died and 2,000 were injured, underscored the dire conditions (2013).

As one can imagine, the fashion industry has increasingly come under scrutiny for its environmental footprint and social responsibility (Kozlowski, Bardecki, Searcy, 2012), necessitating a change in direction.

The concept of sustainability or sustainable development in the world of fashion is not new. It was discussed as early as the 1600s when only the nobility could afford new clothing, yet even they economized on fabrics, reused garments, or sold those they no longer needed. Today, sustainability in fashion is a choice (Welters, 2022).

"Sustainable fashion" is often used interchangeably with other terms and is frequently associated with ethical fashion or green fashion (Carey and Cervellon, 2014). Sustainable fashion is often linked to that part of the fashion industry that identifies with a sustainable business model (e.g., circular economy), respects human rights (Joergens, 2006), and provides fair working conditions while using environmentally friendly materials (Johnston, 2012). While it is easy for brands to label themselves as "sustainable" by using terms like "plastic-free,"

"organic," or "recycled", it is much more challenging for consumers to discern what is genuinely sustainable and what is not.

A study on sustainability in fashion conducted by Annamma e al. in 2015, showed how sustainability is not a term that consumers, especially young, associate with fashion.

However, the revenue share of the sustainable segment of the fashion industry has been continuously increasing over the past few years and shows no signs of slowing down. This trend is expected to persist, with the market share projected to overpass 6% by 2026 (Statista,2023).

2.4 Sustainable Initiatives in Fashion

For many years, companies perceived sustainability as an obstacle, while now more and more are embracing it, complicit with exponential consumer and stakeholder interest. (Rattalino, 2018). Forbes, named the "7 sustainable Fashion Brands leading the way" in 2023, listed for their action in promoting a more sustainable practices, reducing water consumption during manufacturing, using recycled material, biodegradable or more sustainable products (eg. Organic cottons) or prioritizing fair labour practices. These sustainable solutions are reducing the environmental impact of the company, but at the same time still sticking to the linear system economy of the clothing industry, the same linear system which "leaves economic opportunities untapped, puts pressure on resources, pollutes and degrades the natural environment and its ecosystems, and creates significant negative societal impacts at local, regional, and global scales." (Ellen Mc Arthur Foundation, 2022) This linear system is responsible for the 92 million tons of waste produced per year and most of which is incinerated, landfilled or exported to developing countries. (Niinimäki, et al., 2020). Consequent to the arrival of fast fashion, in the last 15 years, the production of clothes has almost doubled, the life cycle of products has decreased, causing the amount of waste from the textile industry to increase exponentially as well. Therefore, several studies see in the change from linear system to circular economy, the solution for a "greener" fashion. (Mc Kinsey, 2020, Rattalino, 2018), a system that involves extending the life of a product by promoting clothing resale, rental, repair, but also by increasing awareness toward post-purchase. (Ellen Mc Arthur Foundation, 2022).

2.4.1 Sustainable Initiative in Luxury fashion

Table 1. Sustainable Initiatives in top 5 Luxury Fashion Brands

	LOUIS VUITTON	CHANEL	GUCCI	HERMES	DIOR
Reducing Pollution	Yes: Reducing carbon footprint -55% by 2030, renewable energy in our production & logistics sites 100% by 2025, increasing transportation energy efficiency	Yes, “Chanel Mission 1,5°” by 2030: -50% emissions -40% emissions from value chain 100% shift to renewable electricity in Chanel’s operation by 2025, 80% shipment by sea in 2024.	Yes, 10-year plan to reduce environmental footprint of 40% by 2025 -50% greenhouse gas emission by 2025 100% use of renewable energy by end of 2022	Yes. Control of water and energy consumption, and carbon footprint. Carrying action for preservation of biodiversity.	Yes, reducing greenhouse gas emission. Renovation of Dior boutiques to obtain environmental certifications, adoption of ecological packaging.
Responsible sources	Yes: Plastic free after 2025, 100% responsibly sourced raw materials by 2025, shopping bags 100% recyclable able to lower their volume	Yes, collaboration with suppliers for the use of recycled plastic. N°1 de Chanel created with and eco-design approach (97% natural origin ingredients, packaging is eco-designed, weight of the product reduced)	Yes, attaining 100% traceability for raw materials by 2025. Developing new eco-friendly sourcing solutions, raw materials and processes	Yes. 54 production sites based in France, which implies that 76% of Hermes products are manufactured there. By 2024 100% of the textile sector certified.	Yes, protection of natural resources, thanks to the eco-design.

Renting, reselling, repairing: The path to a more sustainable economy in fashion

Circular Mindset and Creativity	Yes: LV products are designed to last. 50% products categories have adopted eco-design approach, 90% reused or recycled materials in events	No*	Yes. Several initiatives proposed to recycle materials, reduce waste, circularize the reintroduce products in the life cycle and reuse clothes (e.g. Gucci-up)	Yes, attentive to lean production, inserting principles of circularity into the production processes	No*
Repair service	Yes, repair workshops around the world	Yes, Care & Service, information for each category of product with the aim of preserving items and keep them in the best conditions.	No*	Yes, e.g. provides repair workshops (in 2022 restored 202.000 Hermes products)	Yes, repair services for every product in boutiques and on the website.
Resale	No**	No, but available in other resale platform (Vestiaire Collective, Farfetch ...)	Yes. Provide platform or partnership with marketplace to resale pre-owned items (Vault, Vestiaire Collective)	No**	Yes, Selling deadstock fabrics via Nona Source
Renting	No***	No***	No***	No***	No***

* No relevant information about it

** , but available in other resale platform (Vestiaire Collective, Farfetch ...)

*** , but available in other rental platforms (rent the runway ...)

The top 5 luxury fashion brands (Forbes, 2023) certainly have an important role in sustainability as they often function as "parent roles" that others will try to copy.

The commitment of these brands to sustainable fashion is real and tangible with 3/5 having a sustainability plan to achieve within the next few years with huge cuts in the consumption of CO₂ emissions, energy, water. Moreover, big efforts are being made to eliminate highly polluting materials and source raw materials with lower environmental impacts.

However, it is noteworthy that Dior and Chanel do not address the circular mindset on their websites, unlike the other 3 brands which prioritize a business model based on circularity.

In terms of repair services, Gucci stands out since is the only brand not offering this service directly, while the others have implemented workshops or dedicated departments to provide repair services to customers.

For what concerns the resale service, the table shows that the only brand that offers such a service is Gucci through an online platform. Dior, on the other hand, focuses on reviewing and reselling unused fabrics while Chanel Pre-Owned is available on external platforms such as "Vestiaire Collective" or "Farfetch".

Interestingly, none of the top 5 luxury brands have implemented yet a renting service, suggesting a potential area of exploration for sustainable fashion initiatives. Despite not offering this service themselves yet, they can be found available for renting in other platforms as "Rent the Runway".

2.4.5 Sustainable Initiatives in Fast-Fashion

Table 2. Sustainable Initiatives in top 5 Fast-Fashion Brands

	Inditex	H&M group	Primark	Uniqlo	Shein
Reducing Pollution	Yes, 100% plastic-free for all costumers, 25% reduce of water consumption in supply chain, protecting and supporting biodiversity across 5 million hectares, reducing emission by over 50%, reducing carbon footpring of 90%. Maximising the positive impact on communities.	Yes, replaced all plastic bags with paper bags, fossil-free commercial transport by 2050, reach a net-zero impact by 2040	Yes, Halve carbon footprint in value chain by 2030. Eliminate single-use plastics, non-clothing waste by 2027. Improving agriculture practices for cotton by 2030.	Yes, Re.Uniqlo is a series of goals and actions that Uniqlo is embracing to decrease its environmental impact. 50% recycled materials by 2030, reduce of single-use plastic	Yes, commitment to reduce greenhouse gas emissions in Shein value chain by 25% by 2030. Increase of energy saving efforts across the business, use of renewable energy, protecting biodiversity and animal welfare
Responsible Sources	Yes, 100% organic cotton, recycled	Yes, Improve of cotton farming, use of	Yes, sustainable cotton programme	Yes, only use responsibly sourced	Yes, EvoluSHEIN promote the use of

Renting, reselling, repairing: The path to a more sustainable economy in fashion

	cotton or Better cotton by 2023, using only preferred fibres (low impact on the environment), 100% organic cotton, recycled cotton, Better cotton, 100% sustainable linen and polyester materials	organic cotton, only use of recycled or sustainable materials by 2030.	(natural fibre), 100% use of organic, recycled cotton by 2027. Improving the traceability in supply chain. Use of paper carrier bag made of 100% recycled material.	materials, all suppliers are RDS certified (Responsible Down Standard). Produce Blue Cycle Jeans, which reduce the amount of water by up to 99%.	rescued deadstock fabrics and recycled content, at least 31% recycled polyester by 2025,
Circular Mindset and Creativity	Yes, helping customers to extend the life cycle with information and resale, repair platform. Offer the possibility to donate used clothing or deposit them in containers in Zara	Yes, propose services to increase consumers' awareness and to make clothes last longer.	Yes, encourage customers to love and wear clothes for longer.	Yes, offer possibility to donate a new life to clothes by collecting them and donating them to people in need or to use them in new clothing	Yes, engaging costumers to this mindset, promoting reselling and educational content about clothes life cycle. Promote an effective product take-back to reduce textile waste.

Renting, reselling, repairing: The path to a more sustainable economy in fashion

	stores for next reuse with non-profits.				
Repair Service	Yes, Zara Pre-Owned offers repairs	Yes, Take Care concept, available in online stores, to increase consumer awareness on how to make clothes last longer.	Yes, 43 repair workshop already in UK and Ireland.	Yes, repair service in selected items	Yes, provide educational content about circularity and prevention of textile waste
Resale service	Yes, Zara Pre-Owned offers the possibility to sell and buy pre-owned clothes from privates.	Yes, Garment Collecting programme launched in 2013, offers the possibility to give back H&M clothes in exchange of a voucher.	Yes, partnership with Wornwell, offering vintage clothing.	No	Yes, Shein Exchange, promote the product resale and purchase of pre-loved items
Rental service	No*	Yes, rental service in Stockholm to rent selected outfits.	No*	No*	No

* No relevant information about it

Referring to table 1, we can identify that in the fast-fashion world, companies have shown a growing interest and effort in implementing initiatives and actions that could in some way reduce their environmental impact. Brands have started to modify their business model across various aspects of their operations. Notably, when it comes to the production itself, we can see that all 5 companies are committed to have minimize pollution, reduce water consumption, using responsible materials and trying to have a business model based on a circular model that can therefore lengthen the life of the products.

If we go into specifics for the 3 categories, repair, resale, and renting, we can see that all 5 companies offer a repair service, although some only offer workshops or repair content to help costumers. Resale is also fairly integrated in the companies for which we see that only Uniqlo have not yet shown interest in including this type of project in the company.

Rental service, on the other hand, is still far from being considered part of fast fashion, with only H&M offering this service but still only available in Stockholm.

In general, this table indicates that fast-fashion companies have an interest in reducing their environmental impact, but with sustainable strategy still very concentrated in the first steps of production (less polluting raw materials, reducing water ...) while certain areas, longer cycle life, remain unexplored.

2.5 Consumer Decision Making Process

Understanding consumer decision making process has been a central concern in marketing for a long time now, as understanding the nuances of consumer actions and decision-making processes empowers companies to refine their marketing strategies and achieve greater market success. (Stankevich A.,2017). The expectations of consumers have evolved, and so too has their approach to making purchases. Nowadays, individuals often engage in extensive pre-purchase activities to ensure they select products that align with their needs and desires. (Grębowiec & Pietrzak, 2023)

Defining "consumer behavior" is essential, as it encapsulates the complex process through which individuals seek, select, purchase, utilize, and dispose of goods and services to meet their needs and desires. This journey involves numerous influencing factors, and for many products and services, it entails a thorough and detailed decision-making process, encompassing extensive information gathering, brand comparisons, and evaluations. (Stankevich A.,2017).

Sproles and Kendall introduced the concept of Consumer Decision-making Styles (CDMS) in 1986, defining it as the mental and cognitive framework that guides consumers in their purchasing choices. The Consumer Style Inventory (CSI), developed by Sproles and Kendall in the same year, serves as a widely utilized tool for categorizing consumers based on their decision-making styles and stands as one of the most comprehensive frameworks in this domain (Jain & Sharma, 2013). The CSI represents one of the earliest efforts to systematically measure buying styles. A fundamental premise of this approach is the belief that each consumer possesses a unique decision-making style shaped by a combination of individual characteristics influencing their decisions. Sproles and Kendall conducted a study involving 482 high school students in the United States, through which they validated eight distinct shopping styles based on specific criteria. (Heba et al., 2023)

Through empirical research, they identified eight categories of decision-making styles: Perfectionistic; Price-Value Consciousness; Brand Consciousness; Novelty-Fashion Consciousness; Confused by Over choice; Recreational Shopping Consciousness; Impulsiveness; Habitual, Brand –Loyalty. (Sproles & Kendall, 1987).

2.5.1 Consumer Decision Making Process in Fashion

Concerning the fashion market, fashion consumers have been scrutinized from various angles across different contexts (Birtwistle and Moore, 2007) . Workman and Caldwell (2017) divided them into 4 different groups: fashion innovators, fashion opinion leaders, innovative communicators, and fashion followers.

Moreover, several studies underlined that another relevant differentiation for consumer decision making process in fashion is for fast fashion and luxury fashion. Fast fashion shoppers enjoy the convenience of “buying in bulk” and delight in the extensive selection offered at stores that cater to their tastes. In contrast, luxury fashion buyers find fulfilment in acquiring crafted, high-quality clothing, items able to evoke emotional satisfaction. (Zarley Watson & Yan, 2013)

3. Methodology

The following section presents an overview of the methodologies and tools employed in this dissertation to tackle and address the research questions, highlighting their strengths and weaknesses.

3.1 Research Goals

The objective of this study is to evaluate how sustainable initiative in fashion brand strategy influence consumer choices, with a special focus on the differences between luxury and fast fashion. It seeks to investigate whether various sustainable practices can guide consumers toward more sustainable fashion choices, by exploring 3 specific ones and their effect on consumer: repair, rent, resale. Furthermore, as already mentioned, this research aims to explore whether if there is a difference between the influence that these sustainable initiatives can have both on fast-fashion as luxury fashion consumers.

3.2 Research Methods

In order to answer to the research questions of this dissertation, an online experimental survey was conducted. Like any other research approach, online surveys offer both benefits and drawbacks. On the positive side, they provide a cost-effective means of gathering data, making them a good option from a financial effort point of view. Moreover, being online allow them to reach a wide audience with very low effort thanks to social medias channels, but also emails. Furthermore, as in this case, Qualtrics, the platform providing the survey, allow interviewees to select language preferences.

On the other hand, there are several limitations that can be observed with online surveys. Firstly, in online surveys there is a lack of control over participant identity and the accuracy of responses. Moreover, misunderstandings can be quite common that can result in biased responses, lowering the quality of answers. Lately, more and more people are concerned for

data privacy, which implies that they are not always willing to share their personal information online. All of these reasons may bring to gathering data which are not 100% accurate, but it is also quite difficult to identify the wrong ones.

3.3 Online Survey

The Online Survey was conducted through Qualtrics Software, shared through Social Media channels (LinkedIn, Instagram, WhatsApp ...) and emails. The survey has been pretested and successively modified before being made public to make sure there were no misunderstandings. The survey was available in English and corresponded to 19 questions. The participants to this online survey were 162, but only 149 completed it. To assist participants to better understand and follow the survey, it was decided to structure it with 5 separated sections, each of which was aiming to explore important variables for the research. Moreover, in section 4, 3 different scenarios are presented, and participants would be randomly exposed to only one of them (see Appendix A).

The first section was focused in exploring the **fashion behavior** and buying habits of the participants with the aim of understanding if they could be classified as **luxury fashion or fast-fashion** consumers. The variables used were frequency of purchase, favorite brand category, and average amount spent annually for fashion.

SECTION 1	VARIABLES
Fashion behavior	1. Frequency
	2. Favorite Brand Category
	3. Annual Expense

Table 3. Variables included in section 1 from survey

The goal of the second section was, instead, to observe participants **environmental concerns**. To increase the accuracy of this section, questions were taken from the “**Ecological attitudes and knowledge scale**” (Maloney,1975), testing the knowledge and responsibility feelings of participants towards sustainability. (e.g. *I feel at least co-responsible for the presently occurring environmental problems*)

SECTION 2	VARIABLES
Environmental Concern Scale	1. Knowledge
	2. Responsibility
	3. Financial Responsibility

Table 4. Variables included in section 2 from survey.

The third section intended to study the **awareness and satisfaction** of participants over the **sustainable strategy** that have been already implemented, or not, by their favorite brands. This section will be crucial for research question 1 (Q1).

SECTION 3	VARIABLES
Perceived Brand	1. Awareness
	2. Satisfaction
	3. Trust
	4. Brand Evaluation

Table 5. Variables included in section 3 from survey.

As already mentioned, in section 4, participants were exposed to one of the 3 hypothetical scenarios (**repair, rent or resale**). Figure 1-3 exhibit the three different scenarios used in the survey.



Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement a **resale service** for its products. By returning one product you will receive a voucher to buy another product on the pre-owned sections.

Figure 1: Scenario 1 – *Resale Service*



Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement **a repair service** for its products. By repairing your clothes, you will give them a longer life cycle and save money in not buying new items.

Figure 2: Scenario 2 – *Repair Service*



Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement a **rental service** for its products. By renting styles, you will always have different outfits at a more accessible price.

Figure 3: Scenario 3 – *Rental Service*

After being exposed to one of the hypothetical scenarios, participants answered to section 5, which consisted of 6 questions in which several variables were evaluated **as interest, expectations, willingness to pay and to use..** Finally, another important variable was tested here testing the brand evaluation, which is the same question asked in section 3. With this variable it was possible to test whether there was a significant change in participants' perception and evaluation of the brand after being exposed to one of 3 hypothetical scenarios.

This section is the most important, since the objective was to test whether if the implementation of these sustainable strategies by their favorite fashion brands, would, in some way, impact their consumer behaviors, trust or consideration of the brand.

SECTION 5	VARIABLES
	1. Interest
	2. Expectation
	3. Willing to Pay
	4. Likelihood to Use
	5. Brand Evaluation
	6. Sustainability Perceived

Table 6. Variables included in section 5 from survey

To conclude, some demographic questions were asked, particularly in relation to **gender, age and annual income**.

SECTION 6	VARIABLES
Demographics	1. Age
	2. Gender
	3. Individual Gross Income

Table 7. Variables included in section 6 from survey

4. Results' analysis

4.1 Data Collection

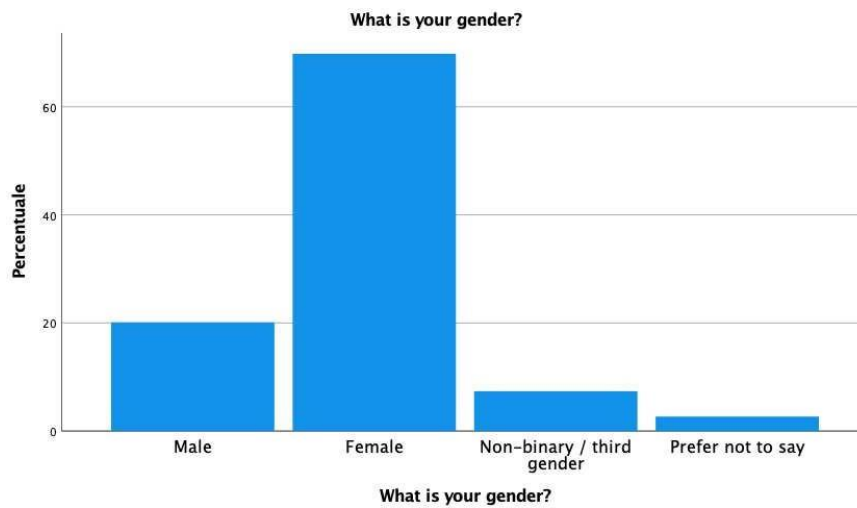
During the two weeks of data collection, the survey was shared on various social media platforms to reach the highest number of participants possible. Finally, the number of respondents amounted to 165, but those who completed the questionnaire were 149, which will be the responses considered for analysis.

Thanks to the inclusion of demographic questions in the questionnaire, it was possible to classify and divide the participants as follows:

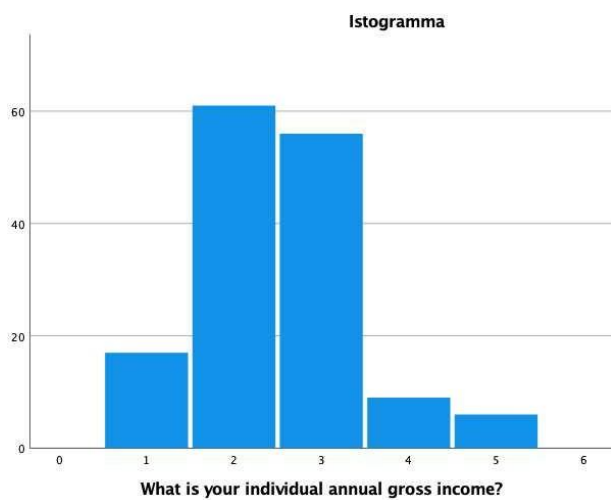
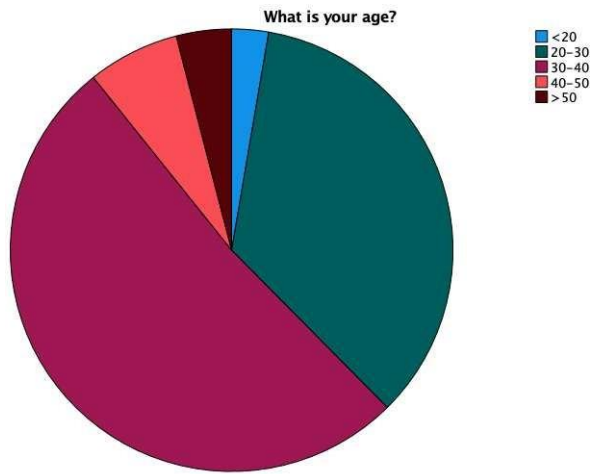
- **GENDER:** 69.8% female, 20.1% male, 7.4% non-binary, and the remaining 2.7% preferred not to disclose. See Graph 1

- **AGE:** Those aged between 30-40 and 40-50 were the largest participants in the questionnaire, representing 34.9% and 51.7%, respectively. The remaining were as follows: 6.7% aged 40-50, and at the two extremes, >50 and >20 with 4% and 2.7%. See Graph 2

- **ANNUAL INCOME:** There was greater participation among those with an annual income between 20k-40k and 40k-60k, representing 40.9% and 37.6% of participants, respectively. 11.4% had an annual income <20k, 6% had an annual income >60k, and the remaining 4% reported having no annual income. See Graph 3



Graphic 1: Gender



Graphic 2: Age

Graphic 3: Annual income

4. 2 Data Screening:

To ensure that the data analyzed were correct and accurately reflected the phenomenon studied, a data cleaning had to be conducted before starting with the analysis, which included:

removal of responses with missing data, correction of errors and identification of outliers.

In particular, two analyses were used to ensure that outliers were identified:

- 1) Univariate outliers' analysis: With the purpose of identifying extreme values that could in some way impact the reliability of the study, the Z-score values for all variables were calculated with descriptive statistics. The threshold taken as valid was 3.29, so every value that was found to be higher than 3.29 or lower than -3.29 would have been considered as potential outlier.

Through this analysis, 3 potential outliers were identified but it was still decided to keep them in the database and to proceed with the multivariate analysis in order to confirm the actual existence of these outliers.

- 2) Multivariate analysis: Through multivariate analysis using mahalanobis distance, however, only one outlier was identified. Considering the minimal impact this outlier has on the total responses, however, it was decided not to exclude this participant.

4.2 Research Questions

Q1: Are consumers in the fast-fashion and luxury categories aware and satisfied with the sustainable strategies of their favorite fashion brand?

Participants were required to answer several questions with the goal of observing their level of awareness and satisfaction concerning the sustainable strategies of their favorite fashion brands.

Moreover, at the beginning of the questionnaire participants had to answer a question by which they could be divided into two categories depending on their favorite fashion brand: fast-fashion costumers or luxury fashion consumers.

With the aim of answering this first research question and to have a bigger perspective of the general trend of the answers, a descriptive analysis was conducted.

Regarding participants' awareness of sustainable strategies followed by their favorite brand, we can observe that the majority of participants (50.3%) answered "Might or might not," followed by "Probably yes" (26.2%) and "Probably not" (13.4%). Only a small percentage answered "Definitely not" or "Definitely yes." This indicates that generally most participants seem to be at least partially aware of their brands' sustainable initiatives, but it still remains a significant portion when considering those who consider themselves unaware (see Figure 4.).



Figure 4. Consumers' Awareness of sustainable actions

The results were different, however, for the satisfaction of their favorite brands' sustainable strategies. In this case we can observe that most participants consider themselves satisfied (46%) with the sustainable actions taken by their favorite brand. The rest, on the other hand, is divided between "might or might not," "probably not," and "definitely not."

These statistics shows that more than the half of the participants (54%) do not consider themselves satisfied for sustainable initiatives of their favorite brand.

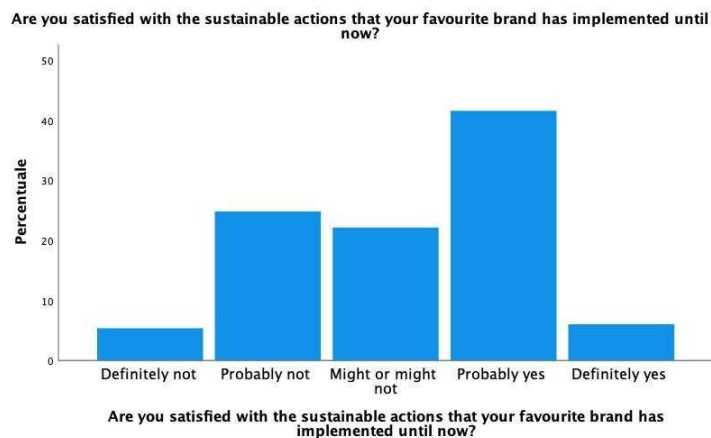


Figure 5. Consumers' Satisfaction with sustainable actions

A correlation analysis was then conducted with the purpose of seeing the level of correlation between the two variables questioned in this question. The analysis gave positive results with a correlation 0.472** and a significance level of $p < 0.001$. Thus, it can be concluded that awareness concerning sustainable brand strategies and satisfaction are correlated and influence each other.

As anticipated before, another important factor that have been considered in this dissertation was the identification of the category of the favorite fashion brand in fast-fashion or luxury fashion.

In order to identify the potential differences related with the type of fashion brand participants had in mind (fast-fashion and luxury fashion), a crosstab analysis was conducted, highlighting potential differences between brand categories and awareness of sustainable actions.

More specifically, an independent-samples t-test analysis was conducted that was able to show the differences between the averages of the variables Satisfaction and Awareness, concerning brand sustainability strategies, for the fast fashion and luxury fashion categories.

	M. Fast-Fashion	M. Luxury-Fashion	t-test
Satisfaction	2.97	3.39	$t = -2.483$, $p = 0.007$
Awareness	2.95	3.20	$t = -1.785$, $p = 0.038$

Table 8. Results for Satisfaction and Awareness variables

What we could observe was that in general, consumers in the luxury fashion sector showed more satisfaction ($M_{\text{luxury}} = 3.39$, $M_{\text{fast}} = 2.97$, $t(df) = -2.483$, $p < 0.01$) and more awareness ($M_{\text{luxury}} = 3.20$, $M_{\text{fast}} = 2.95$, $t(df) = 1.785$, $p < 0.05$) regarding the sustainable strategy adopted by their favored brand. Consequently those, which favorite brand is instead in the fast-fashion category, are less aware and satisfied in this aspect.

To conclude this first research question, these analyses showed that consumers who are satisfied are also to be considered aware, as there is a strong influence between the two variables.

Moreover, generally, consumers are to be considered on average satisfied and aware for what concerns the sustainable strategies of their favorite fashion brands. Furthermore, consumers

whose favorite brands are classified as luxury consider themselves more satisfied and aware than those whose favorite brands are instead classified as fast-fashion.

O2: What are the effects of manipulating the hypothetical scenarios (repair, rent, resale) on participants' perception of the brand?

Brand perception was measured through the variable answering the following question, "Would you recommend it to your friends?" which then tested the willingness to recommend the brand to a friend.

Participants were required to answer this same question twice, once before the manipulation regarding the scenarios, and once after. It was therefore important to analyze whether there was a significant difference in the responses to the same question before and after, to consequently understand whether these three sustainable initiatives might influence participants' perception of the brand.

This analysis was done through a paired t-test, which then allowed us to compare the averages of the same question before and after. Comparing the averages and looking at the table below, we can observe that there has been a noticeable increase in the average brand ratings. The averages increased in order for Repair ($M_{brandperception1} - M_{brandperception0} = 1.33$), Rent ($M_{brandperception1} - M_{brandperception0} = 1.13$), (Resale ($M_{brandperception1} - M_{brandperception0} = 0.96$)). As mentioned above, the significance of the comparison of the averages was then verified by a t-test whose output was significant ($t(df=11.642, p>0.01)$)

	$M_{brandperception0}$	$M_{brandperception1}$	t-test
Repair	3,12	4,45	$t(df=11.642, p>0.01)$
Rent	2,84	3,97	$t(df=11.642, p>0.01)$
Resale	2,97	3,93	$t(df=11.642, p>0.01)$

Table 9. Impact of different sustainable strategies on brand perceptions

In conclusion, the results of the analyses listed above indicate that there would be a significant and positive influence on the participants' perception of the brand in case any of the 3 scenarios was implemented.

Q3: Is there significant variation in consumer “interest”, “WTP” and “likelihood to use” among repair, renting, and reselling services offered by their favorite fashion brand? Is there a significant difference between fast-fashion and luxury fashion?

To complete these 3 questions, a 2-ways ANOVA analysis was conducted for the 3 variables (Interest, WTP, and Likely to Use) considering instead the 3 scenarios and the 2 product categories as fixed factors. The results are presented in table 10.

	<i>LUXURY FASHION</i>			<i>FAST-FASHION</i>			M.E. type of product	M.E. sust. strategy	Interaction Effect
	Repair	Rent	Resale	Repair	Rent	Resale			
<i>Interest</i>	3.75	3.10	3.32	3.86	3.50	3.57	2.922	4.134**	0.306
<i>WTP</i>	4.13	4.00	3.8	4.00	3.77	3.48	2.076	2.875 ^a	0.122
<i>Likely to use</i>	4.13	3.9	4.04	4.00	3.83	3.77	1.225	0.754	0.837

Note: ^a p<0.1; *p<0.05; ** p<0.01; *** p<0.001;

Table 10. Impact of different sustainable strategies* Fashion type

As we can see, the analysis revealed some important data:

- **Interest:** Scenarios have a significant effect ($F=2,143=4.134$, $p=0.018$), thus suggesting that consumer interest in these projects varies depending on the hypothetical scenario it was subjected to.

- **WTP:** For this variable, the significance is $p=0.060$, thus showing a tendency to be significant, thus implying that there could be differences in the various WTP values depending on the different scenarios. ($F(2,143)=2.875$, $p=0.060$)

- **Likely to Use:** On the other hand, the data show that there is no significant impact for this variable, and thus there are no significant differences between the different scenarios ($F(2,145)=0.794$, $p=0.454$)

In conclusion, we see that the different scenarios significantly affect consumers' interest and "almost" significantly affect their WTP, while they are not affected from a "likelihood to use" point of view. We also note that being a fast-fashion and luxury fashion consumers does not seem to significantly influence any of the dependent variables considered in this study.

To continue, a post-hoc test was then done, which is an analysis through which the different averages and values in each of the 3 scenarios (repair, rent, resale) are evaluated for the two variables that showed significant differences.

This analysis showed that the effects of the 3 scenarios vary depending on the variable. The results are presented in Table 11.

- **Interest:** There are significant differences between scenario 1 (Repair) and scenario 2 (Rent). The averages difference is 0.5144 and is significantly different ($p=0.025$). In contrast, the differences between repair and resale and between rent and resale are not significant as the data in the table show. Thus, the analysis shows that there is more interest in the scenario 1- the repair service.

- **WTP:** In this case the mean difference is significant for the repair resale case where the mean difference is a value of 0.4618 ($p=0.034$). In contrast, the rest of the cases are nonsignificant as shown in the data in the table below. Analysis shows that participants would be more willing to pay for a repair service.

In both cases, the data show a tendency for participants to be more interested in and willing to pay for a repair service.

VARIABLE	I SCENARIO	J SCENARIO	DIFF- AVERAGE	SIGNIFICANCE
INTEREST	1- REPAIR	RENT	.5144*	.025
		RESALE	.3373	.132
	2- RENT	REPAIR	-.5144*	.025
		RESALE	-.1772	.621
	3- RESALE	REPAIR	-.3373	.132
		RENT	-.1772	.621
WTP	1- REPAIR	RENT	.1837	.650
		RESALE	.4618*	.034
	2- RENT	REPAIR	-.1837	.650
		RESALE	.2781	.351
	3- RESALE	REPAIR	-.4618*	.034
		RENT	-.2781	.351

Note: ^a $p<0.1$; * $p<0.05$; ** $p<0.01$; *** $p<0.001$;

Table 11. T-tests analysis on the impact of different sustainable strategies* Fashion type

5. MAIN CONCLUSIONS

In this final section, the main conclusions will be presented by connecting what has been found with the already existing literature with the results of the analysis conducted for this dissertation. Lastly, the major limitations of this study will be mentioned.

Sustainability in the fashion world is rapidly evolving and increasingly playing a significant role within this industry. According to recent data, sustainability has become a cornerstone of many fashion brands' missions, with a growing emphasis on reducing environmental impact through the use of less polluting materials. What was once considered optional has now become an integral part of daily operations for companies striving to be sustainable. Behind the increased commitment from companies lies a heightened awareness and interest among consumers, who in recent years have been seeking more sustainable purchasing options and choices.

In this thesis, a comparison was made between the representation of sustainability in the luxury fashion world and the fast-fashion sector, often viewed as opposites. Although conceptually different, with luxury fashion focusing on the uniqueness and preciousness of its garments and fast fashion emphasizing mass usage, both are increasingly opting for more sustainable strategies, such as utilizing less polluting materials. Reducing environmental impact is now considered a crucial pillar of a company's mission, where being sustainable is no longer optional but has become part of everyday practice.

The first research question helped highlight two important factors: consumer satisfaction and awareness regarding the sustainable initiatives implemented by their preferred brands. The data collected revealed that these values could be considered low, as more than half of the participants do not consider themselves satisfied, and only 36% consider themselves aware of their brand's sustainable actions. Furthermore, it is important to note that for these two factors, the difference between the averages of the two customer categories (fast fashion and luxury fashion) is significant. From the collected data, it emerged that luxury fashion customers ($M_{\text{luxury}} = 3.39$) are more satisfied and aware than fast fashion customers ($M_{\text{fast}} = 2.97$ and $M_{\text{luxury}} = 3.20$, $M_{\text{fast}} = 2.95$, respectively).

The second question is useful for analyzing the potential variation in consumer perception of the brand if one of the three hypothetical scenarios (repair, rent, resale) were implemented by their favorite brand. The results showed that consumers respond positively to sustainable initiatives undertaken by fashion brands, which affects their perception of the brand. In fact, the averages increased for Repair ($M_{\text{brandperception1}} - M_{\text{brandperception0}} = 1.33$), Rent ($M_{\text{brandperception1}} - M_{\text{brandperception0}} = 1.13$), and Resale ($M_{\text{brandperception1}} - M_{\text{brandperception0}} = 0.96$).

The final question aimed to explore how the hypothetical implementation of the three scenarios could influence consumer purchasing behavior, particularly regarding the three factors indicated below: WTP (willingness to pay), interest, and likelihood to use. Observing the results based on the collected data, it seems that the most acclaimed initiative is repair, followed by resale and renting. Through the conducted analyses, it was possible to identify a significant variation in interest and WTP depending on the three scenarios, with the implementation of repair being preferred by customers in terms of interest and WTP. Additionally, initially, this analysis was conducted to highlight whether there were any significant differences in the impact that the implementation of these three scenarios could have on luxury fashion consumers compared to those of fast fashion. However, the analyses conducted revealed that there are no significant differences between these two customer categories regarding the implementation of the three scenarios.

In conclusion, we can affirm that there is consumer interest in a transition of fashion towards a more circular direction.

5.1 Limitations of this dissertation

This thesis, aimed at delving deeper into sustainability in the fashion industry, is deemed valuable and insightful as it has provided comprehensive insights into various aspects of this subject and addressed previously unexplored areas. However, the research is not without its limitations, which may have impacted the accuracy and completeness of the study.

Beginning with the availability of data, which is relatively limited with 149 responses, the precision of the findings may be compromised. Consequently, the conclusions drawn may not be entirely representative of the reality. Furthermore, over 75% of the participants fall within the age range of 20 to 40 years, with nearly 70% being female, thus leaving other age and

gender demographics underrepresented and making it challenging to draw conclusions regarding the total population.

Another limitation pertains to the methodology and interpretation of results, which may have been susceptible to errors and could have influenced the final outcomes. It is important to acknowledge these limitations to ensure a nuanced understanding and interpretation of the research findings.

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APPENDIX A- Online Experimental Survey

Introduction:

Dear participants,

I'm Chiara and I'm in my final year of my master in management. As a conclusion of my academic career, I'm writing a dissertation about sustainability in fashion and I would appreciate if you could answer to the following questions. The survey will take only take you 10 minutes.

Thank you.

Q1 How often do you buy fashion items?

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q2 In which category would you classify your favourite brand?

- Fast-fashion (1)
- Luxury (2)

Q3 How much do you pay for fashion every year?

- <1000 (1)
- 1000-5000 (2)
- 5000-10000 (3)
- >10000 (4)

Q4 Please, select the answer you find more appropriate.

	I agree (1)	Maybe (2)	Don't agree (3)
World climate will probably massively change if CO2 continues to be emitted into the atmosphere in as huge amount as it is now (1)			
I feel at least co-responsible for the presently occurring environmental problems (2)			
I'm ready to pay environmental taxes (3)			

Q5 Are you aware of the sustainable actions that your favourite brand is implementing to reduce its environmental impact?

- Definitely not (1)
- Probably not (2)

Might or might not (3)
Probably yes (4)
Definitely yes (5)

Q6 Are you satisfied with the sustainable actions that your favourite brand has implemented until now?

Definitely not (1)
Probably not (2)
Might or might not (3)
Probably yes (4)
Definitely yes (5)

Q7 Do you consider their sustainable strategy and goal clear and transparent?

Definitely not (1)
Probably not (2)
Might or might not (3)
Probably yes (4)
Definitely yes (5)

Q8 Would you recommend this brand to your friends?

Definitely yes (1)
Probably yes (2)
Might or might not (3)
Probably not (4)
Definitely not (5)

SCENARIO 1

Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement **a repair service** for its products. By repairing your clothes, you will give them a longer life cycle and save money in not buying new items.



Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement **a repair service** for its products. By repairing your clothes, you will give them a longer life cycle and save money in not buying new items.

SCENARIO 2

Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement a **rental service** for its products. By renting styles, you will always have different outfits at a more accessible price.



Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement a **rental service** for its products. By renting styles, you will always have different outfits at a more accessible price.

SCENARIO 3

Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement a **resale service** for its products. By returning one product you will receive a voucher to buy another product on the pre-owned sections.



Imagine your favourite brand just launched a sustainable campaign to reduce the environmental impact and decides to implement a **resale service** for its products. By returning one product you will receive a voucher to buy another product on the pre-owned sections.

Q9 Would you be interested in adopting this service?

Definitely not (1)

Probably not (2)

Might or might not (3)

Probably yes (4)

Definitely yes (5)

Q10 Do you expect your brand to offer this service now or in the future?

Definitely not (1)

Probably not (2)

Might or might not (3)

Probably yes (4)

Definitely yes (5)

Q11 Would you be willing to pay for this service?

Definitely not (1)

Probably not (2)

Might or might not (3)

Probably yes (4)

Definitely yes (5)

Q12 How likely would you use this service?

Extremely unlikely (1)

Somewhat unlikely (2)

Neither likely nor unlikely (3)

Somewhat likely (4)

Extremely likely (5)

Q13 Would you recommend it to your friends?

Definitely not (1)

Probably not (2)

Might or might not (3)

Probably yes (4)

Definitely yes (5)

Q14 Do you consider it a sustainable choice?

Definitely not (1)

Probably not (2)

Might or might not (3)

Probably yes (4)

Definitely yes (5)

Q15 What is your age?

<20 (1)

20-30 (2)

30-40 (3)

40-50 (4)

>50 (5)

Q16 What is your gender?

Male (1)

Female (2)

Non-binary / third gender (3)

Prefer not to say (4)

Q17 What is your individual annual gross income?

(1)

20.000 - 40.000 (2)

40-60 (3)

>60 (4)

no annual revenue (5)