



Is Green the New Black?

The Impact of Sustainability on Brand Attitude: Conscious Fashion, a Case Study on H&M

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Abstract

Dissertation Title: “Is Green the New Black? The Impact of Sustainability on Brand Attitude: Conscious Fashion, a Case Study on H&M”

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The fast-fashion industry has been criticized along the years for its lack of environmental and social ethics. In this frame we find H&M, the world’s second largest fashion retailer. The Swedish fast-fashion retailer has set its goal towards making fashion sustainable and has launched in 2011 its sustainable clothing line “Conscious”.

The present dissertation aims to discover the potential of sustainable fashion in changing consumers’ attitude towards the brand. For this matter, literature concerning important theories about sustainability, consumer reaction towards sustainable products, sustainable marketing and brand attitude will be discussed. This literature review will be followed by a case study, focused on H&M’s sustainable goals and its “Conscious” line. Market research, composed by an online survey, will support the case study in order to, later, provide with recommendations and teaching notes.

The results of this study supports that the “Conscious” line has the power to change consumer attitude towards H&M. It was confirmed that exposure to facts about the sustainable activities of a brand has a positive impact and triggers a spill over effect to unrelated areas. After displaying information about “Conscious”, significant improvement was observed in attitudes such as willingness to pay, evaluations of products and even general judgments about H&M.

Keywords: sustainability, sustainable fashion, fast-fashion, brand attitude, H&M, “Conscious” by H&M.

Resumo

Titulo da Dissertação: “É Verde o Novo Preto? O Impacto de Sustentabilidade em Atitude face à Marca: Moda “Conscious”, o Caso da H&M”

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A indústria da “fast-fashion” tem sido criticada ao longo dos anos pela falta de ética ambiental e social. Neste enquadramento encontramos a H&M, o segundo maior retalhista de moda no mundo. O gigante da “fast-fashion” tem como objetivo tornar sustentável a moda e lançou em 2011 a sua própria linha de moda sustentável, denominada “Conscious”.

A seguinte dissertação pretende descobrir o potencial da moda sustentável em relação à mudança da atitude dos consumidores face à marca. Nesse contexto, foram investigados temas relevantes sobre sustentabilidade, reação dos consumidores face à produtos sustentáveis, marketing sustentável e atitude face à marca. Também foi desenvolvido um caso de estudo focado nos objetivos sustentáveis da H&M e, em particular da “Conscious”. Um estudo de mercado, composto por um questionário online, vai apoiar o caso de estudo para posteriormente apresentar recomendações e notas didáticas.

Os resultados do estudo suportam que a “Conscious” tem o poder de mudar a atitude dos consumidores face à H&M. Foi confirmado que a exposição a dados sobre as atividades sustentáveis da marca tem consequências positivas em diferentes áreas. Depois de exibir informação sobre a “Conscious”, foram observadas melhorias significativas na atitude do consumidor como intenção de compra, avaliação de produtos e até avaliações gerais sobre a H&M.

Palavras-chave: sustentabilidade, moda sustentável, fast-fashion, atitude face à marca, H&M, “Conscious”.

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1. Introduction

Environmental and social concerns have been increasing along the years and have led to the popular term known nowadays as “sustainability”. It is no secret that sustainability is one of the biggest trends spreading through all industries. Consumers are more aware of their surroundings and its problems, which has led to an increased demand of environmental-friendly products. No stranger to the pressure derived from consumers, media and activists is the fashion industry. Big companies like Nike have been in the public eye, after scandals related to matters such as child labor and unfair salary came out to the public. Dubious practices have pushed consumers to question the business ethics behind the products they buy and have triggered concerns that demand nothing else but sustainable practices. Companies will have to evolve if they intend to survive in this new, and greener, industry.

Very much aware of this need of change was fashion giant H&M, who saw the potential benefits of creating a sustainable line extension and launched “Conscious”, its sustainable clothing line, in 2011. “Conscious” aims to provide consumers with products that are good for the planet, the people and their wallets by using only materials from sustainable sources like recycled and organic cotton. H&M is not only committed to produce in a responsible way but targets also social problems like unfair wages and child labor. Nevertheless, H&M’s ambition goes beyond creating only a sustainable line. The company is planning to expand its green practices outside the “Conscious” line and strives to turn its whole value chain into a sustainable one. Green products can be greatly beneficial for companies and their brands, as firms who succeed in creating the image of an environmental-friendly and socially responsible company are rewarded with the support of consumers who are more willing to purchase their products. Moreover, these products benefit not only of a price premium, thus increased revenues, but also enhance the external image of the company as well as the attitude of consumers towards the brand.

It is therefore the aim of the following paper to discover if the commercialization of sustainable products through the “Conscious” line, and the commitment of H&M towards a sustainable future, is in fact capable of creating a positive impact among consumers and reflect on attitude towards the brand.

1.1 Research Problem and Key Research Questions

The following paper seeks to discover the impact of sustainable fashion, more specifically the impact of “Conscious”, on consumers’ attitude towards H&M. In order to address the stated problem, the subsequent four research questions will be addressed:

- 1. What is the importance and impact of sustainability on consumers’ everyday life, mainly, when shopping for clothing?**
- 2. What is the level of consumer awareness towards the “Conscious” line and how receptive are they to consume its products? Moreover, could “Conscious” potentially be a source of increased revenue?**
- 3. Are H&M’s advertising campaigns effective in promoting its sustainable goals and “Conscious” line or is there a better way?**
- 4. In what way does sustainability influence the attitude of consumers?**

1.2 Methodology

For the writing of this paper, and answering of research questions, primary and secondary data will be used. For primary data, an online survey was performed and will be further explained in one of the following chapters. As for secondary data, papers about past studies, H&M sustainability reports and information gathered from diverse online sources were used.

1.3 Outline

This paper will be divided in the following way. Literature Review is up next to create the framework were, later, the case study and market research will be presented. Afterwards, conclusions, recommendations to the company, limitations and future research will be stated. Finally, the paper will end with a chapter addressing teaching notes.

2. Literature Review

2.1. Corporate Social Responsibility (CSR) as a response to ethical demands

CSR includes all company activities that aim the enhancement of social wellbeing (Korschun, Bhattacharya and Swain, 2014 and Mishra and Modi, 2016) and represent the company's commitment to its perceived social obligations (Sen and Bhattacharya, 2001, Luo and Bhattacharya, 2006, Sen, Bhattacharya and Korschun, 2006 and Verrochi, 2009). These activities address the social expectations of stakeholders and are therefore capable of generating positive corporate image and associations. Given to external pressure and backed up by extensive research, many companies have embraced CSR practices (Mishra and Modi, 2016) as its positive impact on a variety of cognitive, affective and behavioral aspects has been proven (Sen, Bhattacharya and Korschun, 2006). Socially responsible behavior has the power of changing product performance perception in a positive way (Chernev and Blair, 2015), increasing reputation and company identity (Verrochi, 2009) and helping to build customer satisfaction (Luo and Bhattacharya 2006). As a matter of fact, consumers like CSR-related products for two main reasons. First, because of their capacity of serving as social signals of kindness and philanthropy and second, for its self-signaling ability (Bennet and Chakravarti, 2008). Good CSR reputation is able of decreasing price sensitivity, increasing brand loyalty and sales while allowing consumers to achieve moral gratification. Furthermore, socially responsible behavior benefits attitudes towards the brand even for companies with negative reputation (Chernev and Blair, 2015) and influences beliefs and attitudes towards new products (Brown and Dacin, 1997). Considering all these factors, CSR activities could potentially be a source of competitive advantage (Luo and Bhattacharya 2006 and Mishra and Modi, 2016).

2.2. Sustainable products and the ethical consumer

Sustainable development is defined as development that “meets the needs of the present without compromising the ability of future generations to meet their own needs” (Hunt, 2011). The growing interest in environmental issues has led to an increase in ethical production and recycling activities, which in turn have boosted the diffusion of green marketing and conscious behavior (Essoussi and Linton, 2010). It is thanks to these consumption changes that the market for environmentally friendly products has

experienced an exceptional growth during the past few decades (Newman, Gorlin and Dhar, 2014). As demand for greener products and companies expands, sustainability, as a business approach, continues to attract firms and managers who see this green product trend as a way of creating product differentiation (Essoussi and Linton, 2010 and Rios et al., 2006). By breaking old rules and norms, companies have started to focus not only on their own economic benefit but also on delivering environmental and social benefits (Chabowski, Mena and Gonzalez-Padron, 2011).

Even though environmental issues, such as global warming, are being considered threats to modern society, they also represent opportunities for companies (Luchs et al., 2010) as consumers report to be willing to pay (WTP) a premium for ethically produced products (Kotler, 2011). Firms engaging in green behaviors get higher financial gains and market share as well as improved employee commitment and firm performance (Gleim et al., 2013). Moreover, it has been proven that socially responsible actions increase customer satisfaction, firm valuation and reduces firm idiosyncratic risk (Cronin et al., 2010), besides of improving consumers' attitudes towards the company and its brands (Chernev and Blair, 2015). Unfortunately, despite the positive attitude of consumers towards sustainable products, this does not always translate into increased green consumption. Therefore, sustainable products are still a fraction of the overall demand (Gleim et al., 2013 and Luchs et al., 2010).

2.2.1. Drivers and barriers to sustainable product consumption

Factors influencing the consumption of ecological products can be classified into internal, external and situational. However, value, beliefs, norms and habits have also proven to be important when attempting to explain green behaviors (Carrete et al., 2012).

- **Cost**

Green products are often related to higher cost, not only monetary but also connected to information search and performance risk. Nevertheless, out of the costs associated to these products, economic cost is probably the most influential one (Gleim et al., 2013) given that consumers perceive sustainable products as being more expensive (Chang, 2011). Very often green products are priced higher

than normal products making the sustainability appeal dependent of the product category (Luchs et al., 2010). Moreover, the lack of familiarity with these products makes it difficult for consumers to understand the effect of using, for example, recycled materials in the production (Essoussi and Linton, 2010). Given these high costs, consumers may experience a social dilemma when purchasing green products as they try to maximize their personal interest while supporting the actions of society (Gleim et al., 2013).

- **Social Norms**

Past research has proven that individuals are highly influenced by the social group they identify themselves with (Childers and Rao, 1992). Nevertheless, the weight of that influence will depend on the characteristics of the product, the coercive power of the group and the individual's susceptibility (Pickett-Baker and Ozaki, 2008). Just as social norms have a positive impact on environmental conservation (Cronin et al., 2010) they can also lead to non-green consumptions (Gleim et al., 2013).

- **Personal Norms**

Social norms lead to more specific personal norms, which includes what consumers feel they should do when confronted with a determined consumption situation. These personal norms derive from social norms and lead consumers to act according to the groups' beliefs (Gleim et al., 2013) being responsibility towards the behavior an important moderator, like social norms, in the development of personal norms (Osterhus, 1997).

- **Personal Beliefs (PCE)**

A person's belief that his actions, in this matter the purchase of green products, will make a difference on the environment is known as Perceived Consumer Effectiveness (PCE). PCE is considered an important forecaster of sustainable consumption (Chang, 2011, Cronin et al., 2010 and Gleim et al., 2013). Conscious consumers try to consider the social and environmental impact of their buying behavior because of the belief that their actions can make a positive impact on the planet. However, it is not uncommon that consumers believe their individual purchase, independently of being green, will fail in making a difference on the environment (Gleim et al., 2013). This is considered to be one of the main reasons hindering people from engaging in pro-ecological consumption, even when ecological concern is expressed, as individuals believe that the responsibility relies

not on them but on governments and/or big organizations (Laroche, Bergeron and Barbaro-Forleo, 2001).

- **Trust**

When customers evaluate a green product it is trust in the company that directly influences the way the product is perceived (Gleim et al., 2013). In order to create trust the product must match the company's sustainable statements (Wagner, Lutz and Weitz, 2009). Unfortunately, some firms have tried to take advantage of consumers' environmental concerns by employing green claims without actually changing their processes and products (Mendleson and Polonski, 1995). The negative effect of these actions have originated a general lack of trust in green firms and is nowadays an infamous obstacle that companies must try to beat (Cronin et al., 2010).

- **Credibility**

Credibility is gained by investing in projects that improve a company's sustainable impact on the environment, which at the same time creates environmental legitimacy by representing the firm's commitment to sustainability. Even though disclosure is greatly demanded by stakeholders, it still happens that companies engage in misleading green product promotion (Olsen, Slotegraaf and Chandukala, 2014), better known as "Greenwashing" (Gleim et al., 2013), which describes the actions of companies engaging in deceiving or even false green claims (Do Paço and Reis, 2012). Severe negative publicity and boycotts are the consequences for companies that get caught at "Greenwashing" (Mendleson and Polonski, 1995).

2.3. The rise of Sustainable Marketing

Sustainable marketing stands for marketing that focuses on creating sustainable development as well as a sustainable economy (Hunt, 2011). One of the problems it faces is how to stimulate customers to choose products based on ethical attributes instead of attributes like performance or price (Peloza, White and Shang, 2013). As discovered by Pickett-Baker and Ozaki (2008), most consumers are not really aware of green product marketing and thought the marketing used to promote these products did little to engage them. Hence, green communication is one of the biggest weaknesses of sustainable consumption given that most of the messages fail at making an impression in the minds of consumers (Borin, Cerf and Krishnan, 2011).

2.3.1. Green Marketing

Green Marketing is contemplated as one of the greatest trends in business (Ku et al., 2012). It is advertising that raises attention towards environmental problems while proposing behaviors that may help to amend these issues (Fowler and Close, 2012). Communicating green products plays a relevant role in creating a green identity and, thanks to CSR visibility, improving the influence on customer response (Olsen, Slotegraaf and Chandukala, 2014). However, environmental benefits are often difficult to see or verifiable only after some time. This has tempted many companies to advertise their products with false environmental claims (Tucker et al., 2012) in order to benefit from the willingness to pay (WsTP) premium for pro-environmental products (Luchs et al., 2010). As a consequence, consumers have turned skeptical and cynical towards green marketing (Chang, 2011, Cronin et al., 2010, Fowler and Close, 2012 and Rios et al., 2006), which negatively affects companies with authentic claims (Borin, Cerf and Krishnan, 2011). This is especially concerning given that high credibility is capable of leading to positive brand attitude as it influences advertising in terms of attitude, behavioral intentions and even purchase intention (Tucker et al., 2012). For sustainable marketing to succeed, marketers will have to develop strategies to help them overcome the problems associated with green marketing, mainly credibility, cynicism and confusion (Mendleson and Polonski, 1995).

2.3.2. Social Marketing

Social Marketing considers the interests and worries of society (Verrochi, 2009) and seeks to advertise an idea, cause or behavior (Kotler, 2011) in order to encourage people to behave in a certain way that will benefit the individual and society in general (Bloom and Novelly, 1981). The support of these causes makes consumers' purchase intention to rise as they see the company in a more positive way (Simmons and Becker-Olsen, 2006). It is therefore no surprise that companies decide to put these activities into action to increase favorable judgments and product choice. These social causes can range in a variety of forms, from charity donations to the development of green and ethical products (Verrochi, 2009). As for usage, social marketing can be employed in several occasions, being one of the most appropriate ones informing

consumers of a practice that may potentially improve their lives (Fox and Kotler, 1980).

2.4. Sustainable products and their role in changing brand attitude

The last decade has revealed the value of branding as one of the highest management priorities, given that companies started to recognize brands as one of the most important possessions among their intangible assets. For consumers, brands are a mean of identification and differentiation of products, as well as a signal of quality level, a way of reducing risk and creating trust (Keller and Lehmann, 2006). Moreover, brands have a strong symbolic value as they allow customers to manifest their self-image and communicate, to themselves and others, the person they are or aspire to be (Keller, 1998). Marketers, on the other hand, are in the position of influencing customers' beliefs, behaviors and decisions by using branding as a manipulation tool, given its power of translating rational reasons into emotional choices (Pickett-Baker and Ozaki, 2008).

2.4.1. Brand attitude

Brand attitude is the connection between a brand and the evaluations of its products (Farquhar, 1989). It is therefore one of the main components of a brand's value (Keller and Lehmann, 2006). Brand attitude represents the judgments and global evaluations (Keller, 2003). It includes cognitive, affective and behavioral intentions (Olsen, Slotegraaf and Chandukala, 2014) and is frequently influenced by the introduction of new products (Aaker and Jacobson, 2001 and Keller and Lehmann, 2006). Given its relative stability, it is considered a valuable predictor of consumer behavior (Mitchell and Olson, 1981). Brand attitude is one of the main components of brand equity and vital for a brand to succeed (Aaker and Jacobson, 2001). It has been proven that information about the ecological nature of the company (Rios et al, 2006) as well as a firm's CSR activities influence consumers' attitudes towards companies and brands (Wagner, Lutz and Weitz, 2009). Moreover, the introduction of new green products is capable of improving brand attitude as social and/or environmental responsibility, because of its capacity to humanize a firm, allows consumer to better relate with the company (Olsen, Slotegraaf and Chandukala, 2014).

2.4.2. Components of brand attitude

- **Cognitive**

Cognitive evaluations are judgments about a brand that derive from beliefs (Farquhar, 1989). With the objective of reinforcing certain brand associations, managers highlight special product attributes given that these associations are the foundation of a brand's identity and play an important role when changing brand attitude (Olsen, Slotegraaf and Chandukala, 2014). Companies who engage in socially responsible activities manage to increase consumers' belief about the brand's social responsibility (Du, Bhattacharya, and Sen 2007). This positive impact spills over to other unrelated beliefs such as performance and quality (Chernev and Blair, 2015). Therefore, building a brand's identity around social responsibility by introducing green products has an influence on consumers' overall cognitive evaluations of the brand (Olsen, Slotegraaf and Chandukala, 2014). Nevertheless, engaging in misleading CSR information can negatively affect the green beliefs about a firm and adversely influence attitude towards the company (Wagner, Lutz and Weitz, 2009).

- **Affective**

Affective responses include emotions and feelings towards brands, such as social status or the "feel-good" sensation consumers get of using a brand's product (Farquhar, 1989). Emotions have an important role in influencing consumer response to brands as well as decisions and attitudes. The desired self-concept that green products enhance, allowing consumers to "feel good" about a purchased item (Picket-Baker and Ozaki 2008), could explain why consumers are more inclined to choose products of companies that engage in pro-environmental activities (Du et al, 2007). Therefore, consumers' affective evaluations will increase as the brand strengthens its green identity (Olsen, Slotegraaf and Chandukala, 2014).

- **Behavioral**

Environmental values have a key role in promoting green behavior as they affect beliefs, which affect personal norms and later lead to pro-environmental behavior (Picket-Baker and Ozaki, 2008). Nevertheless, concern about the environment does not always imply green behavior or actual purchase (Chang, 2011 and Luchs, 2010). Behavioral intentions originate from habits (Farquhar, 1989), even

though consumers show a significant degree of concern for the environment they do not engage in green consumptions as frequently as expected (Gleim et al., 2013). This mismatch of intention and behavior is called the value-action gap (Picket-Baker and Ozaki, 2008), better known as “The Green Gap”, which refers to what consumers believe they should do to protect the environment and how they actually behave (Fowler and Close, 2012). Despite associated costs of green consumption being the main deterrent of pro-environmental consumption (Gleim et al., 2013), CSR is able of increasing purchase intention, loyalty and support (Olsen, Slotegraaf and Chandukala, 2014) as well as affecting a company’s image and even its financial performance (Cronin et al., 2010 and Wagner, Lutz and Weitz, 2009). WsTP does not measure the economic value of a product but the willingness of acquiring moral peace of mind (Essoussi and Linton, 2010). This could explain the notable growth experienced by the eco-friendly market (Newman, Gorlin and Dhar, 2014).

2.4.3. Line extensions

Line extensions are created by brands that apply their existing names to new products in the same category (Farquhar, 1989 and Kirmani, Sood and Bridges, 1999) and can produce positive feedback for the parent company (Keller and Lehmann, 2006). It is a strategy used by companies looking to access customers who demand further characteristics such as more features or higher quality. Using an established brand name lowers costs while allowing leveraging from the parent brand (Kirmani, Sood and Bridges, 1999) but it does not guarantee the extension’s success and it could even weaken the parent brand (Reddy, Holak and Bhat, 1994). Nevertheless, line extensions have proven their role as brand attitude changers (Olsen, Slotegraaf and Chandukala, 2014), considering that even a small innovative sub-brand is able of changing the judgments of a parent brand (Aaker and Jacobson, 2001).

3. Case Study

3.1. Rana Plaza

It was the 23th of April 2013, a normal workday for Shila Begum, one of the roughly 3639 workers of “Rana Plaza” in Bangladesh. Like every morning, workers arrive around 7,45 am and at 8am, a bell announces the start of their 13 to 14-and-a-half hour shift. This day however, there is unrest among the workers. They refuse to enter the building given to the large cracks discovered in the factory walls. As a result, the building is evacuated. Nevertheless, Sohel Rana, the owner of Rana Plaza claims the building to be safe and threatens workers to return the following day. Wednesday morning, the 24th of April 2013, giving in to the pressure, Shila and her coworkers reluctantly enter the building. It is now 8,45 am and the electricity goes out, not an uncommon scenario in the factory, so the workers wait in the dark for the five generators to start working. This time however, a loud explosion announces the start of what later would be considered the most fatal disaster in history of the garment industry.

A corner pillar gives way, the floor starts shacking and in a matter of seconds, Rana Plaza collapses. Shila was rescued after one day of being trapped under the remains. She is one of the lucky ones, together with about other 2500 workers who were rescued alive. Unfortunately, she is now unable to work given to the pain she suffers in her arm and the trauma left by the events of that day. Nevertheless, around 1130 workers weren't this lucky and never made it out alive.

Among the rubble, investigators found clothing belonging to western labels like Benetton, Mango, Primark and Walmart. Other 25 brands were linked to the five factories operating in Rana Plaza and public outrage demanded proper financial compensation for the victims and their families. In order to oversee the raising and distribution of medical and financial remuneration, “The Rana Plaza Coordination Committee” was created. Nonetheless, convincing all companies to pay appropriate compensation was not an easy task and only after more than two years, on June 8th 2015, the committee finally announced to have achieved the target sum of \$30 million.

People around the world saw the poor conditions workers were forced to work in, where some received as little as 12 cents an hour. Public pressure demanding preventive measures and remedy affected not only the companies that supplied from Rana Plaza

factories, but also the garment industry as a whole. Brands like H&M, despite having no working relationship with the factory, acted fast and contributed to the Rana Plaza trust fund from the beginning. These brands received positive feedback from consumers, given to its willingness to remedy the harm done to these people. On the other hand, brands like Benetton, which contributed only after two years, triggered a negative reaction on consumers.

The collapse of Rana Plaza marks a turning point in the fashion industry. Despite being the result of structural failure, this disaster brought real and severe issues to the public eye, mainly, the consequences of a globalized desire for cheap clothing and the human cost of fast fashion.

3.2. “McFashion” aka The Fast Fashion Industry

Once upon a time, two fashion seasons dictated the trends for a year. They were called Spring/Summer and Fall/Winter, but then, Zara came along. Inditex, Zara’s parent company, was the pioneer in fast fashion. Short production cycles, a fast supply chain and incredibly low prices characterize this business model. It captures trends almost instantly and encourages consumers to be constantly looking out for new pieces. As Zara is capable of taking a design from paper to the shop in only two weeks, it manages to create excitement among consumers who eagerly go to the stores to get the latest trends before they disappear. Meanwhile, several retailers have adopted the fast fashion business model, such as H&M and Mango.

Gone are the days of two seasons per year, there are now up to 52 “micro seasons” and new trends coming out every week. Fast fashion is characterized by speed, and most importantly, very affordable prices. The goal of fast fashion is to get consumers to buy as much and as fast as possible, without good pricing, this would be impossible. One question remains, how is it possible for retailers to sell their garments to these prices?

3.2.1. The hidden cost of fast fashion

There are an estimated amount of 40 million garment workers employed by the fast fashion industry. Mostly located in Eastern Europe and Asia, these workers receive shockingly low wages and work under unsafe conditions. What many don't know is that it would be practically impossible for fast fashion to exist without the usage of exploited work force. Behind every 8-euro-Primark-dress, there is an underpaid worker working under what many consider are inhuman conditions. Prove of this are the stitched SOS labels found in 2014 on Primark clothing. These labels had "degrading sweatshop conditions" and "forced to work exhausting hours" stitched on the back, and even though there were speculations about these being part of some kind of hoax, it was impossible not to wonder about how, and under what conditions, were clothes being produced.

Besides of the human cost, there are evident environmental consequences related to the production and transportation of clothing. Specially concerning, and one of many examples, is the case of the Citarum River in Indonesia. After concluding investigations performed by Greenpeace, brands like Adidas, GAP and H&M came under fire given to their involvement with PT Gistex Group, a company responsible of dumping hazardous chemicals directly into the Citarum River. These chemicals are highly toxic, some being able of burning skin when in direct contact and others deadly for wildlife. Over 200 textile factories operate next to the river, turning it into one of the most polluted in the world. The effects have been devastating, dead fish float on the surface of the river and former fishermen have been forced to work as plastic collectors, that they later sell for recycling in order to survive.

Over the years, big companies like Forever 21, H&M and Zara have been accused of engaging in these dubious activities. It is a fact that clothing has gotten cheaper for consumers, nevertheless, fast fashion does not highlight where in the supply chain have costs been cut to bring these low prices to existence. The truth is, the only affected ones are the workers, who now receive a few cents for each garment they produce. This not being enough, fast fashion has created a society of disposability, where throwing away a piece of clothing after being worn only a few times is considered normal. Garments are no longer produced to last, but to be replaced after a

few weeks. Some try to engage in activities that seem to alleviate the problem, like charity donations or recycling. Most of the clothing, however, still ends up on landfills and lies there for decades until it decomposes. Moreover, as most of the materials used are non-biodegradable, like nylon and polyester that are made from petrochemicals, they release toxic gases into the air that end up polluting the environment. This problem passes often unnoticed, as the consequences aren't immediate or easy to spot. This is why consumers dispose clothing without feeling much guilt, without knowing that it isn't only the cheap workforce who suffers the consequences, but in the long term; society as a whole.

The garment industry is considered to be the second biggest polluter after the oil industry. The human and environmental issues related to this industry are undeniable, which makes it obvious that change is needed. Players like NGO's and the press have brought the truth to light and companies risk severe retaliations if they fail to apply more sustainable practices. People power is changing the fashion world, conscious consumers are speaking out and in order to survive, companies will have to listen.

3.3. Sustainable Fashion: Detoxing the garment industry

Sustainability is all about reducing, reusing and recycling. Following this belief, sustainable fashion has the goal of finding a way for garments to be produced, marketed and used in the most environmentally and socially responsible way as possible. Vogue already predicted it in 2007; "sustainable fashion does not appear to be a short term trend" and this could not have been more accurate. Fast-forward to 2016, were external pressure has forced companies to come up with several ways of greening their supply chains. Nevertheless, fast fashion still encounters itself on rough waters. Many claim that the sole nature of fast fashion, one that incites exuberant consumerism and disposability, already makes it impossible for the business model to ever be truly sustainable. In order to fight these claims retailers will have to work hard to prove the opposite. Fast fashion retailers are focusing their efforts on proposing their own way of sustainability. Opposite to less production and consumption, which is proposed by standard sustainability beliefs, they present a vision based on fair living wage and safe working conditions, using natural fibers for production, polluting less by replacing dangerous chemicals and creating a

closed-loop system that ensures the reutilization of unwanted clothes. Fast fashion retailers are doing it all, or so they claim.

Greenpeace's "Detox Campaign" is one of many initiatives pressuring companies to change. This one in particular wants retailers to commit to end all use and release of poisonous chemicals from their supply chain as well as products until January 2020. Among the companies who have accepted the ambitious challenge we find H&M, which is one of the few who appear to be truly committed to the sustainable cause.

3.4. The H&M group

H&M is probably Sweden's biggest fashion success story. The company was founded under the name of Hennes in 1947 and started off as a women's wear retailer. It was only in 1968 that the name was changed to Hennes & Mauritz, better known as H&M, as a result of the acquisition of Mauritz Widfoss, a hunting and fishing equipment store. After almost 70 years, H&M's empire is now formed by the brands H&M, COS, & Other Stories and Cheap Monday. The fashion giant has expanded to 61 countries with more than 3900 stores worldwide, making H&M the second-largest fashion retailer in the world.

H&M's business concept focuses on three main topics, design, quality and sustainability. According to the company, these three points should not depend on money, so it's goal of providing the latest trends made out of the best material, and to the best price, while using human as well as natural resources in the most responsible way. H&M's headquarters is placed in Stockholm. From there, more than 260 in-house designers, pattern makers and print designers work to create the most diverse collections. Instead of owning factories, H&M works with around 820 independent suppliers mostly located in Asia and Europe. The company has generated work for more than 1 million people and considers that, as its suppliers operate in many of the world's poorest countries, it is a main player in driving change and getting people out of poverty.

Not underestimating the importance of sustainability, H&M has developed a plan to make fashion more sustainable without jeopardizing quality or price. Led by Anna Gedda, head of sustainability at the H&M group, a team of around 200 people work to implement

sustainable actions and to control supplier compliance with H&M's "Sustainability Commitment", the company's own version of a Code of Conduct. At the heart of this initiative, we find H&M "Conscious".

3.5. Greening the company: H&M Conscious Actions

As stated by Karl-Johan Persson, CEO of the H&M group, "I believe that companies that take responsibility for people and the environment will be the most successful in the long run". H&M's belief in a sustainable fashion future has taken them to develop a plan build upon seven commitments, which they hope will eventually lead them to be economically, socially and environmentally sustainable. This year, the company has issued its 2015 sustainability report, which is the company's 14th report so far. It explains in detail all of H&M's achievements and future goals based on their commitments.

1. Provide fashion for conscious customers

To provide conscious fashion, H&M has set several actions in practice. They aim to increase the use of sustainably sourced materials such as organic cotton, recycled fibers and innovative new materials like Tencel, which is made out of certified eucalyptus and has a lower impact on the environment than cotton. Currently 20% of H&M's materials are sustainably sourced (Appendix 2). In 2015, 31,4% of H&M total cotton usage was sustainable, organic, recycled or Better Cotton¹, which shows a significant increase when compared to the mere 7,6% in 2011 (Appendix 3). Moreover, it has the ambitious goal of using only sustainable cotton in all its production by 2020. H&M is also attempting to replace solvent-based glues, whose chemicals are potentially dangerous for workers. In 2015, 24,1% of all shoes were made with water-based glues, which is a safer and less toxic option. Additionally, until 2017, H&M is planning to use only man-made cellulosic fibers like viscose that do not contribute to the deforestation of protected forests. In order to do so, H&M promotes the use of fabrics coming from FSC certified plantations or the use of alternative sources such as recycled textile fibers. Another topic concerning many consumers is animal welfare. This is why H&M does not perform animal tests on their beauty products nor do they use real fur, exotic skins or angora wool. For showing their

¹ Better Cotton comes from the Better Cotton Initiative. A non-profit organization that grows cotton in a better and more sustainable way

commitment to the cause, H&M aims to make fully traceable all materials derived from animals, such as wool and down, until 2018 (Appendix 4).



Figure 1 - Issues addressed in H&M's first commitment

(Source: Author, based on H&M Sustainability Report 2015)

2. Choose and reward responsible partners

H&M works with about 820 independent suppliers who manufacture the clothing in 1900 factories. Around 1,6 million people are employed by these factories and about 60% are women, which many times play an important role at sustaining their families. H&M feels therefore great responsibility towards its suppliers, as the textile industry is sometimes the only way out of poverty. As H&M seeks to establish long-term partnerships, they make sure to provide their partners with training and the right tools in order to help them improve their performance. This includes as well rewarding good performance. In this matter, H&M offers strategic partnerships to their best suppliers, which allows them to benefit from joint capacity planning for up to five years ahead (Appendix 5).

Moreover, the company has changed their Code of Conduct and transformed it into a “Sustainability Commitment”, one that besides of fundamental compliance requirements also includes aspirational goals that their suppliers have to integrate. In order to assess their suppliers’ sustainability performance, offer support and rewards, H&M has developed over the past two years a new program called “Sustainable Impact Partnership Program” (SIPP). This new Sustainability Index will replace their former Code of Index, which served to measure sustainability performance, during 2015. Additionally, in order to show their commitment with transparency, H&M, who was one of the first brands in

making their supplier list public, has expanded the list in order to include names and locations of the most important plants providing fabrics and yarns.

One of their most important goals is to assure a fair living wage to all workers. In order to do this, H&M has developed a Fair Living Wage roadmap together with NGOs, unions and other important players. This fair wage should cover at least a workers basic needs and a discretionary income (Appendix 6). Nevertheless, this is a difficult topic that varies from one country to the other. In order to succeed, H&M aims for the wage to be negotiated at least on a factory level involving unions or democratically elected worker representatives. To ensure that suppliers are actually implementing the right pay structure and systems, defined by the “Fair Wage Method” and developed by the Fair Wage Network, H&M is working with its suppliers to ensure that the company’s purchasing practices support the implementation of these wages (Appendix 7). However, H&M is not alone at promoting fair payments. Prove of this is the conjoint effort of the company and other important players to form a new collaboration called Action, Collaboration, Transformation (ACT) that aims to improve wages by promoting responsible purchasing practices.



Figure 2 - Issues addressed in H&M's second commitment

(Source: Author, based on H&M Sustainability Report 2015)

3. Be ethical

H&M has a clearly defined Code of Ethics, which embraces matters ranging from legal compliance to no-gift policies. This code has to be signed by all business partners and is supported with training provided by H&M. The company also counts with an internal audit system and a whistleblowing procedure. The efforts are focused on preventing corruption and detecting non-compliance. Another important issue are human rights. As

H&M operates in many countries where these rights aren't always respected, they have made sure to implement a policy based on the UN Guiding Principles on Business and Human Rights in order to address these problems (Appendix 8). Other important policies worth noting are H&M's global diversity, anti-discrimination, equality and harassment policies as well as their advertising policy, which promotes the use of advertising in a responsible way by choosing models and images that carry a positive message.



Figure 3 - Issues addressed in H&M's third commitment

(Source: Author, based on H&M Sustainability Report 2015)

4. Be climate smart

In 2015, H&M managed to use only renewable energy for their own operations; this means offices, stores and warehouses, in all markets with credible renewable energy certificates that met the company's evaluation criteria about quality and impact. This represented a 78% of that year's global energy usage (Appendix 9). Additionally, they succeeded in reducing its total greenhouse gas emissions by 56% compared with 2014. The company is focused on maintaining their low emissions and even decreasing it further by promoting renewable energy in markets where certificates do not meet H&M's standards. Nevertheless, as only about 10% of the climate impact occurs during the retail phase, H&M is also concerned about reducing emissions along their whole value chain (Appendix 10). This means choosing sustainable materials, controlling and helping to reduce the emission of suppliers by using the above-mentioned SIPP program.

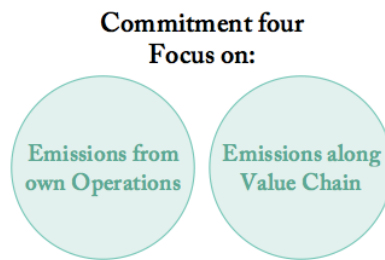


Figure 4 - Issues addressed in H&M's fourth commitment

(Source: Author, based on H&M Sustainability Report 2015)

5. Reduce, reuse, recycle

When it comes to recycling, the biggest concerns are clothes and textiles, which end up in landfills when consumers no longer need them. However, around 95% of these products could be reused or recycled. For the textile industry, this represents a new production source with low environmental impact. Considering this, H&M has put their focus on closing the loop. This means moving from a linear to a 100% circular model that uses only sustainably sourced materials (Appendix 11). In order to achieve this goal, H&M has been providing since 2013 garment collecting boxes in almost all of their H&M (brand) stores and in an increasing number of their other brands (Appendix 12). Given that current technology limits this kind of recycling to be used on a big scale, H&M has started to invest in innovative ideas. An example of this is the one million dollar grant provided annually through their “Global Change Award”, one of the biggest competitions aiming to discover innovations capable of protecting the earth’s natural resources (Appendix 13).

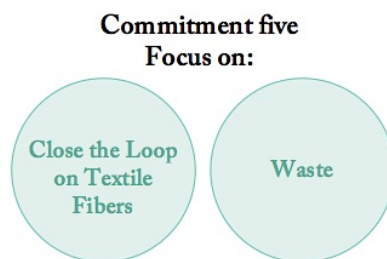


Figure 5 - Issues addressed in H&M's fifth commitment

(Source: Author, based on H&M Sustainability Report 2015)

6. Use natural resources responsibly

One of the most concerning global problems is the access to clean water. Only raw material production, like cotton, is responsible for 87% of H&M’s water footprint so the company has teamed up with organizations such as the WWF to set new standards and ensure responsible water usage (Appendix 14). In terms of chemical discharge, H&M has

set a number of requirements in order to have a better control of the chemicals used by suppliers. Moreover, the company is part of the Zero Discharge of Hazardous Chemicals (ZDHC) group, which has the ambitious goal of having a zero discharge of dangerous chemicals by 2020.



Figure 6 - Issues addressed in H&M's sixth commitment

(Source: Author, based on H&M Sustainability Report 2015)

7. Strengthen communities

This last commitment is focused on creating shared value in the communities were H&M operates. In order to secure growth and profitability, the company beliefs it should have a positive impact on the people surrounding them. More than merely creating jobs, H&M wants to ensure that these jobs also originate better livelihoods for people and their communities. This includes educating and training workers as well as making development programs accessible to them (Appendix 15). In this matter, H&M is working with partners like UNICEF and WaterAid. Besides of these partnerships, H&M's founder and major shareholder family has financed the "H&M Foundation" (Appendix16). This nonprofit and independent organization is mainly focused in education, clean water and strengthening women. Areas that were chosen by H&M customers and employees through an online voting performed in 2013.



Figure 7 - Issues addressed in H&M's seventh commitment

(Source: Author, based on H&M Sustainability Report 2015)

3.6. “Conscious” by H&M

H&M alone, with its 3610 stores in 61 markets, remains the most important as well as the most well known brand from the H&M group. It is also the brand with the most diverse product ranges. From sportswear to its newest “H&M beauty” range, launched in 2015, H&M is constantly being refreshed. With pressure to create a greener image building up, the company has taken a step further. The H&M brand, besides of being the most popular one of the group is also home of “Conscious”, H&M’s sustainable line and its ultimate commitment towards sustainability.

This clothing line represents all of H&M’s efforts to achieve a more sustainable fashion future and was launched in spring 2011. Only products with the highest sustainability credentials get to be labeled with their “H&M Conscious” tag. In order to be called “Conscious” the garments must be made of at least 50% independently certified sustainable materials. Exception to this rule is recycled cotton, which, to ensure high quality garments, can only be blended on a ratio of maximum 20%. Nevertheless, this is a challenge being currently addressed by H&M, who is investing on finding a way of recycling cotton without compromising quality.

Since 2011, the line has expanded to several other areas. In October 2014, H&M launched its first “Conscious Denim” collection. The production of denim is normally a heavy process with important social and economical impacts. These issues arise not only from the growing of cotton but also from the toxic dyes used during production. Creating sustainable denim sounds therefore more like science fiction or “Greenwashing” than reality. Nevertheless, H&M managed to do this by working with Jeanologia, a Spanish company whose technology used 98% less water and 79% less energy than traditional techniques. This partnership successfully developed the capsule collection with 40 different pieces. Later in September 2015, H&M released the “Denim Re-Born”, its latest range of sustainable denim. This time the pieces were produced with a blend of organic cotton and recycled fibers collected from their in-store donation program (Appendix 17).

To complement “Conscious”, H&M launched in 2012 its first “Conscious Exclusive” line. This variation shows red-carpet ready pieces in order to prove that high-end fashion can be sustainable, and affordable, as well. This years collection was launched in April, in

order to coincide with the exhibition “Fashion Forward: 300 years of Fashion” sponsored by H&M, and represents the brand’s collaboration with the Louvre’s Musée des Artes Décoratifs in Paris. All 35 pieces were inspired by the museum’s art archives and includes, for the first time at H&M, three wedding dresses. The garments combine sophistication with sustainable materials such as beads made out of recycled glass (Appendix 18). Even though prices are considerably higher than normal H&M or “Conscious” clothing, they still remain affordable with shirts starting at 35€ and wedding dresses at 200€. Even A-list celebrities, such as Penelope Cruz and Vanessa Hudgens, have been seen wearing pieces from the “Conscious Exclusive” collection to important events such as Vanity Fair’s Oscar after-party (Appendix 19). Proving that, sustainable fashion, far away of being the clothing choice of hippies, is glamorous enough for the Oscars.

From investing in top-notch technology and launching sustainable lines, to custom dressing celebrities with eco-friendly dresses for the 2016 MET Gala, one of fashion’s most prestigious nights, H&M is truly making it all. As a result, the group has been included five times in the list of the “The World’s Most Ethical Companies”, four times in the “World Index” and in 2015, for the first time, in the “Dow Jones Sustainability Europe Index”. The company is on a mission of turning “fashion sustainable and sustainability fashionable”, as said by H&M’s CEO. Despite of the company’s effort to address sustainability from different angles, a question remains unanswered; is H&M capable of convincing the skepticals who do not buy into H&M’s sustainability claims?

3.7. Greening or “GreenWashing”?

The fashion industry is held responsible for innumerable cases of environmental and social problems. Companies face the challenge of changing the perception that “affordable” cannot go in hand with “sustainable”. H&M knows this problem all too well. The company has been repeatedly under attacked of not only skeptical consumers and protesting workers, but also international organizations like NGOs.

As the company was expected to produce over 600 million garments, only in 2015, and expand its number of stores by 10% to 15% every year, critics put in question the company’s commitment towards sustainability. H&M has fought the attacks by stating

that the only way to sustain a growing world population is through the creation of jobs. This means that producing less or even leaving developing countries would cause more harm to its inhabitants than good, as millions are directly or indirectly dependent on the fast fashion industry and their overly consumerist clientele. Despite H&M's goal of paying a fair living wage to all its workers until 2018, some ask themselves why aren't they already doing it. Moreover, many do not understand how can the prices be kept low while making profit and ensuring fair payments for everyone. Even with H&M's garment collecting efforts, the current technology does not allow recycling of all materials at a large scale, meaning that landfills will still be growing at an exponential rate. Likewise, even organizations like the Clean Clothes Campaign have accused H&M of using sustainability as a marketing stunt, despite the several awards gained by the company for its greening efforts.

Society is used to see companies as the "evil" ones, driven only by economical gain without measuring the consequences. Nevertheless, people forget it is them who possess most of the power to shape a company's behavior, as companies would be forced to change in prospect of not having consumers. It is true that there is more companies could do, however, it has to be understood that this is a highly complex industry. Besides of technological and economical restrictions, overview and control of the players is incredibly complicated as the value chain is dispersed all over the globe.

Consumers and critics are hard to convince and skepticism surrounds the company, as it remains focused on its mission of making fashion more sustainable. Will they ever succeed? Or will they end up labeled as one of the many "Greenwashing" companies who use sustainability as a marketing stunt? Sustainable lines seem to be a step to the right direction but more research is needed to conclude if sustainability is actually capable of changing attitudes. Meanwhile, H&M will have to wait and see if its "Conscious" collection and green actions pay off and succeed in changing consumers' attitude towards the brand.

4. Market Research

4.1. Methodology

For matters of this study, a survey using the Qualtrics platform was created and later analyzed using spss. The questionnaire was made public through social media and the topics divided in the following five sections:

1. Shopping habits & attitude towards H&M

The survey started with a demographic question about gender, given that some questions presented to the respondents depended on it. It was decided that the topic of research wouldn't be explained to the respondents beforehand. This was of major importance in order to test the existence of a change in attitude after exposing the respondents to sustainable ideas and information.

2. Sustainability

The aim of this second part was to discover information about the importance of sustainability in every day life, sustainable products and sustainable fashion.

3. “Conscious” by H&M

For both sections, WsTP and advertising, respondents were divided according to gender in order to be exposed to the appropriate image. They were further divided into two, control and treatment, sub-groups. Using randomization, half of the respondents were sent to each sub-group.

- **Willingness to pay**

According to gender, sub-groups received the same product, a T-shirt, and set of six different prices with the first option already representing a 10% increase on the real retail price and the last price a 60% increase. For female sub-groups, prices started at 8,8€ and finished at 12,8€. For male sub-groups, prices started at 7,7€ and finished at 11,2€. Each of the price options was 10% higher than its predecessor. As a basis for price increase, real retail prices were used (Appendix 20).

Control groups:

The T-shirt, branded as “Conscious”, was shown together with details about real production standards implemented by H&M, nevertheless, the product was displayed without price. Equivalent price increase in percentage was not disclosed to participants, which were subsequently asked about their WsTP for the “Conscious” T-shirt.

Treatment groups:

For this group the T-shirt was unbranded. Information about price and production standards, which were not of sustainable nature, was provided. Following, the respondents were told H&M’s “Conscious” line was selling the same T-shirt but with a more sustainable production process and materials. Participants received the same prices, this time around, with their equivalent price increase in percentage. Respondents were later asked to state how much more would they be WTP for the “Conscious” T-shirt.

• **Advertising**

Two different ads were included in this part of the study.

The first ad aimed to test its convincing power and discover the effect on attitude towards “Conscious” clothing.

Control group:

This group received H&M’s real advertising with no modification. It was only informed that the displayed products belonged to H&M’s “Conscious” denim line.

Treatment group:

Additional information about pricing, taken from similar products in H&M’s current “Conscious” catalogue, and details referring to the more sustainable production process was provided.

The second ad was focused on H&M’s recycling system. In this case, all 128 respondents saw the same advertising.

4. H&M

Both questions in this part aim to discover possible changes in opinion towards H&M, after exposure to information regarding “Conscious” and sustainability.

5. Demographics

Finally, information about nationality, age and current professional status was recovered.

4.2. Sample Characterization

In total, 167 answers were recorder. Nevertheless, after cleaning the sample, only 128 responses were considered valid and used for the analysis. Respondents came from 14 different nationalities with 54,7% of them being female and 45,3% male. 50% were between 21 and 23 years old, followed by 43,8% with ages ranging between 24 and 26 years old. 5,5% stated to be 18 to 20 years old and only 0,8% 27 to 30 years old. 65,6% were Master students, 17,2% bachelor students as well as workers (Appendix 21). The target group was decided to be people in their late teens to their late twenties as they will mainly be university students or recent workers and have similar economical and social background.

4.3. Analysis

For matters of simplification, values for agree and strongly agree will be counted together, as well as values for strongly disagree and disagree.

4.3.1. Sustainability and Consumers

Respondents were asked about what they considered to be the most important factors when shopping for clothing. For this, five factors had to be ranked from most to least important. 52,3% chose “Design” as the most important. “Price” was second most chosen (46,9%), followed by “Quality” (36,7%). 46,9% chose “Brand” in fourth place and 65,6%, of the participants chose “Eco-friendliness” as the least important factor. Only 25%, stated to take into account social & environmental issues when shopping. 75% agreed on caring about the opinion of friends and family and being concerned with wearing the latest trends (50,7%). 72,7% have a few go to brands they wouldn’t change and 62,5% would prefer buying a few high quality clothes rather than buying a lot (Appendix 22). Through independent sample T-test analysis, significant difference

was found between this last statement and genders, with $p=0,022$, being the mean of males higher than the one of females (Appendix 23).

When asked about sustainability, 89,8% said to be familiar with the term. After presenting its definition, 72,7% of respondents affirmed that sustainability was important for them and 50% agreed it was for their friends/family as well. 83,6% expressed to be concerned with environmental and social problems and 67,2% affirmed they recycle (paper, plastic etc.) as much as they can. 70,3% would be interested in buying sustainable products, 89% feel like they should be more sustainable and 81,2% belief their individual consumption could “make a difference” (Appendix 24). Through independent sample T-test analysis, significant differences in mean scores were found between genders and “I recycle as much as I can” ($p=0,013$), “I feel like I should be more sustainable” ($p=0,24$) and “I can make a change by engaging in sustainable consumption” ($p=0,018$). For all three variables, female means were higher (Appendix 25).

Concerning green products, 54,7% claimed to buy them, with the majority being women, as crosstabulation proved significant difference ($p=0,041$) between genders. The most bought green products were “Vegetables & fruits” with 50% and the least chosen option, “Clothing”, with 10,9%. On the social context, 69,5% said to know someone who uses sustainable brands with 56,3% stating it was their friends/colleagues who engaged in green consumption. “Family” was chosen 32,8% and “Someone famous I like/follow” 14,1% (Appendix 26). In total, 71,9% of the respondents were WTP more for sustainable products with no significant difference between gender (Appendix 27). 91,4% agreed to understand the benefit of these products, 76,3% believe they are better for their health/body and 45,6%, agree on being open to change their current brand for a sustainable option. 49,6%, believe these products have better quality, 51,8% agree on them being better than normal products, however, only 16,10% thought they were affordable. By performing an independent sample T-test, significant difference between the mean scores of genders and “they are affordable” ($p=0,041$) as well as “they are better for my body/health” ($p=0,040$) was found. Means were higher for males in the first case and in the second, for females (Appendix 28).

Moving on to Sustainable Fashion, 64,1% were familiar with the term. Nevertheless, out of the sample, only 26,6% knew which fashion brands offered sustainable products and named 33 different brands. H&M was mentioned 23 times, which accounts for 67,6% of the respondents. Almost all other brands received only one mention. 72,7% were WTP more for sustainably produced clothing and 94,5% believed there was not enough advertising about the subject (Appendix 29). Through crosstabulation, significant association was found between gender, knowledge about sustainable brands ($p=0,030$), with women being more likely to know, and WsTP more for sustainably produced garments ($p=0,014$), with women being more likely to pay more (Appendix 30).

As for the reasons to why respondents would buy sustainable fashion, 74,2% would do it “because it’s the right thing to do”, 61,7% to feel better about themselves and 94,5% to help the environment and society. 21,1% stated “to follow the lead of family/friends”, 7% would do it in order to follow the lead of a celebrity, 13,3% “because society says so” and 15,6% to be part of the sustainable “trend” (Appendix 31). Through independent sample T-test analysis, the following significant differences were discovered. “Do you buy sustainable products” has an impact on doing it to “help the environment and society” ($p=0,003$) with means being higher for respondent who buy green products. WsTP more for sustainable products and WsTP more for sustainably produced clothing was found to have an impact on “Because it’s the right thing to do” ($p=0,001$ & $p=0,005$), “To feel better about myself” ($p=0,001$ & $p=0,007$) and “To help the environment and society” ($p=0,039$ & $p=0,000$), with means being higher for respondents who said to be WTP more for both, sustainable products and sustainably produced clothing (Appendix 32).

4.3.2. The “Conscious” Line

Only 28,9% of the respondents knew H&M’s “Conscious” line. Significant difference was found between being familiar with “Conscious” and knowing what sustainable fashion is ($p=0,001$) as well as knowing fashion brands that offer sustainable products ($p=0,000$). Meaning, respondents who knew about sustainable fashion and brands with these offerings were also more likely to know “Conscious” (Appendix 33).

- **Willingness to pay**

Female

- Control group:

It was discovered that 25,7% of female respondents were WTP until 10,4€, equal to a 30% increase. The same proportion of participants was WTP up to 12,8€, a 60% increase, for the Conscious T-shirt.

- Treatment group:

The analysis shows that the majority, 37,10%, was WTP up to 10,4€, equal to a 30% price increase. 31,4% accepted a maximum of 12€, equivalent to a 50% increase (Appendix 34).

- Control vs. Treatment group:

Through independent sample T-test, no significant difference was found between the means of control and treatment group (Appendix 35). Nevertheless, there is a large difference when it comes to WsTP more than 60%, equivalent to 12,8€. Whereas 25,7% of the control group stated to be WTP up to this price, only 8,6% of the treatment group agreed to it.

Male

- Control group:

35,7% of male respondents were WTP a maximum of 9,8€, equal to a 40% increase. A majority of 42,9% would agree to pay 11,2€ for the “Conscious” T-shirt, which represents a 60% increase on real retail price.

- Treatment group:

21,4% were WTP up to 9,8€, equivalent to a 40% increase. The majority, 35,7%, accepted paying up to 10,5€, equal to a 50% price increase (Appendix 36).

- Control vs. Treatment group:

Through independent sample T-test, means between WsTP of control and treatment group were found to be significantly different ($p=0,020$), with higher means belonging to control group (Appendix 37). While 7,1% and 10,7% of treatment group respondents were only WTP 10% and 20%, respectively, more for the “Conscious” price, no control group respondents were accounted in these two price options. Moreover, while 42,9% of the control group respondents were prepared to pay the highest price, only 14,3% treatment group participants stated to be willing as well.

- **“Conscious” Advertising**

Female

- Control group:

88,6% agreed they had understood the ad and 65,7% thought it had captured their interest. Nevertheless, only 22,9% said the ad explained how they were helping the environment. 40% stated to be interested in buying the denim shirt, with 28,6% stating to buy it, rather than one from another brand, because it was sustainable. 54,3% believed the item was probably expensive and only 37,2% considered it a great ad (Appendix 38).

- Treatment group:

Again, 88,6%, stated they had understood the ad, 80% admitted it had captured their interest and 65,7% thought it explained how they were helping the environment. A total of 60% were willing to buy the displayed item and 54,3% would rather buy the “Conscious” product because it is sustainable, than buying one from another brand. In this case, only 17,1% thought the clothing was expensive. Additionally, 48,5% believed it was a great ad (Appendix 39).

- Control vs. Treatment:

Through independent sample T-test, means between sub-groups and “the ad explains how I’m helping the environment” ($p=0,001$), “The ad captured my interest” ($p=0,039$), “I would buy that shirt” ($p=0,021$) and “The shirt is expensive” ($p=0,002$) were found to be significantly different. Means were higher for treatment groups except “The shirt is expensive” were control group had a higher mean (Appendix 40).

Male

- Control group:

69% thought they had understood the ad and 37,9% agreed it had captured their interest. However, only 20,7% said the ad explained how they were helping the environment. 24,1% were interested in buying the jacket, with 34,5% saying they would rather buy this garment than one from another brand because it was sustainable and 37,9% stating they thought the jacket was probably expensive. Only 24,1% considered it a great ad (Appendix 41).

- Treatment group:

86,2%, stated to have understood the ad, 44,8% admitted it had captured their interest and 72,4% thought it explained how they were helping the environment. 27,5% would buy the jacket. 31% stated to rather buy this jacket, because it was sustainable, than one from another brand and 3,4% thought the item was expensive. 51,7% believed it to be a great ad (Appendix 42).

- Control vs. Treatment:

Through independent sample T-test, means were found to be significantly different between control and treatment groups for “the ad explains how I’m helping the environment” ($p=0,000$), with higher mean for treatment group, and “the jacket is expensive” ($p=0,000$), with higher means for control group (Appendix 43).

When asked about the second ad, 71,1% said they had understood it, with 92,2%, stating it talked about recycling. The second most chosen option was “donating clothing” with 46,9%. 66,4% admitted it had captured their interest and 54,7% would follow the ads indications. Nevertheless, only 36,8% thought it explained how they were helping the environment and just 35,9% considered it to be a great ad (Appendix 44).

4.3.3. Attitude towards H&M

Through paired sample T-test, it was proven that the means between before and after presenting the information were significantly different for all opinion questions. These being; H&M is: a brand for people like me ($p=0,000$), affordable ($p=0,002$), I admire the brand ($p=0,000$), good quality ($p=0,000$), sustainable ($p=0,000$), good designs ($p=0,002$) and has good variety of clothing ($p=0,017$). All means, except one, increased after exposing respondents to the information, with the two biggest variations being the ones from “I admire H&M”, with an increase of 1,8 points, and “H&M is sustainable”, with a mean increase of 2,9 points. Sustainable information had opposed effect on “H&M is affordable”, where the mean suffered a slight decrease of 0,5 points (Appendix 45). By performing an independent sample T-test, significant difference between the means of males and females in the questions “H&M is a brand for people like me” ($p=0,005$), “I admire H&M” ($p=0,007$) and “H&M is

Sustainable” ($p=0,035$) was found, with the means of female respondents being higher than the ones from male respondents for all variables (Appendix 46).

Additionally, 48,5% stated they would buy more often at H&M, 47,7% would be WTP more for H&M products, 60,1% thought H&M was a great brand, 57% would advise others to buy at H&M, 64,9% considered H&M more sustainable than Zara, Mango or Primark, 69,6% believed in H&M’s sustainability claims and 89,9% thought having a sustainable brand was great (Appendix 47). By performing an independent sample T-test, significance difference was found between genders and “I think H&M is a great brand” ($p=0,027$), “I would advise others to buy at H&M” ($p=0,036$) and “H&M is more sustainable than Zara, Mango or Primark” ($p=0,010$), with means of female respondents being higher for all variables (Appendix 48)

4.4. Discussion

RQ1: What is the importance and impact of sustainability on consumers’ everyday life, mainly, in their shopping activities?

Respondents affirmed they cared about social and environmental sustainability. It is present in their everyday life as they engage in activities such as recycling and buying organic products, which are considered to contribute towards a sustainable future. Sustainability has barely any impact when shopping for clothing. Eco-friendliness was the least of their concerns and many admitted to not think about these issues when buying clothing. Even though they are aware of the benefits of green products, there is a link missing between fashion and sustainable behavior, as barely any respondent shops at, or could recall, a sustainable brand. Nevertheless, there is interest in sustainable fashion and WsTP more. As for the reasons to buy sustainable fashion, intrinsic motives were predominantly more important than extrinsic ones. Participants’ main reasons would be to help the environment and society, feeling better about themselves and even because they consider it to be “the right thing to do”, rather than doing it to follow others. These findings point to a need of satisfying a “feel good” necessity when participating in superfluous activities, like shopping. Despite the intention of engaging in green fashion consumption, sustainability is currently not relevant when it comes to shopping.

RQ2: What is the level of consumer awareness towards the “Conscious” line and how receptive are they to consume its products? Moreover, could “Conscious” potentially be a source of increased revenue?

The study revealed that barely any respondent knew about “Conscious”, highlighting the great lack of awareness about the sustainable line. Moreover, it was discovered that respondents were ready to pay between 10% and 60% more than the price currently charged for a “Conscious” T-shirt, especially, when not informed that they were paying “more”. This was mainly the case of male respondents, which unknowingly of the significant price increase, stated to be prepared to pay up to 60% more. On the other hand, females did not present such a notable variation and had a more positive attitude when confronted with the price increase. A possible explanation could be females higher concern with being more sustainable and believing they are able of making a change by engaging in this kind of consumption. Paying “more” for a “Conscious” item could possibly give them some moral peace of mind and provide them with the “feel-good” factor to counter the feelings of guilt that shopping tends to trigger. Still, both male and females were ready to pay at least 10% more, which supports the revenue potential of the “Conscious” line.

RQ3: Are H&M’s advertising campaigns effective in promoting its sustainable goals and “Conscious” line or is there a better way?

“Conscious” advertising campaigns modified with more information regarding price and a brief description about sustainability, “Less water. Less energy. Less processed”, made the real ads more efficient. With an increase of information about how respondents were helping the environment, the perception of the garments being expensive decreased among females and males. In this case females showed to be more respondent to the sustainable characteristic of the ad. As they got more information about how they were helping the environment by purchasing “Conscious” clothing, their willingness to buy the garments instead of one from another brand, only because of their sustainable background, increased. Therefore, a combination of price and sustainable information is found to trigger a positive response and has the sufficient convincing power to make female participants more likely of buying the products. Men were less susceptible to sustainable claims showing only a slight increase in purchase intention. Nevertheless, the treatment ad was rated more appealing and had better results at capturing the interest of

participants. As for advertising promoting their recycling effort, it was better received by respondents. Although only half of them would have followed the ad's indication of bringing unwanted clothing back to the store, as they stated it did not provide enough information about how exactly they were contributing to sustainability.

RQ4: In what way does sustainability influence the attitude of consumers?

Research has shown major improvements in attitudes towards H&M after exposing respondents to information regarding H&M's sustainable goals and sustainable line, "Conscious". Opinions towards H&M products, such as quality, sustainability, design and variety of products enhanced significantly. However, not only the products but also the brand by itself felt the benefits of owning a sustainable line. Participants increased their level of admiration and relatability with H&M and, despite the brand being perceived slightly less affordable as before, subjects were still ready to shop more often and even pay more for its products. It has been a constant problem for companies to convince consumers about the truthfulness of their green actions. Surprisingly, this was not the case, as research showed that subjects believed in H&M's sustainable claims and even said to consider the brand more sustainable than its competitors Mango, Primark and Zara. This research proves that sustainability can actually "spill over" to unrelated matters, like design and quality, and improve in a general way perceptions and opinions. Moreover, it carries the power of changing not only opinions about products but attitudes towards brands, in this case, towards H&M.

5. Conclusion

This paper had the mission of discovering and understanding how sustainability, more specifically sustainable fashion, affects consumers and their attitude towards H&M. As the importance of a sustainable future increases, so does the demand for sustainable products. The “Conscious” line plays the important role of materializing H&M’s commitment towards social and environmental responsibility. Unfortunately, this research has brought to light several obstacles for the brand. Even though consumers are ready and willing to engage in pro-environmental activities, the link between clothing and sustainability is missing, which leads to a “Green Gap”. There is a predominant necessity for consumers to feel like they are helping the environment and society, which in turn makes them feel good about themselves, but the lack of information, not to mention the perception of being “too expensive”, portrays a barrier for eco-fashion. Aggravating the situation, a significant lack of awareness towards “Conscious” was found. Without consumers being aware of the existence of the green fashion line, it is naïve to believe H&M will manage to fully profit of it. Nevertheless, consumers would be ready to pay up to double as much for “Conscious” clothing, which shows the monetary potential of the line. Advertising is H&M’s way of reaching out to customers and is also an area with need of improvement. Information about pricing and sustainable characteristics of the garments were found to have a strong convincing power and are therefore of uttermost importance when presenting the line and its products. Some improvements are needed for the true potential of the line to be unveiled, but this research has proven that “Conscious” has a positive impact and is capable of turning people’s minds around and changing their attitude towards H&M.

The H&M Group has its eyes set on sustainability; not only “Conscious” but also H&M and the other brands of the group are set towards a sustainable goal. Low prices and fast supply chains have worn their “game-changer” potential off, green fashion has the power to change the fashion game and “Conscious”, has proven to be the perfect Trojan horse. People care about the environment and society and, unlike a random fashion trend; this is one that has come to stay.

5.1. Recommendations for H&M

As for what to do next, H&M should bet on strong marketing campaigns to increase awareness. Research has proven that “Conscious” possesses great potential to exponentially increase H&M’s revenues. This potential, however, is not being exploded. It cannot be said that “Conscious” advertisings are not effective the way they currently are. However, they could have a stronger impact if H&M would do some minor but important changes to it. As proven, for consumers it is highly relevant to understand “how” they are helping the environment and society. Providing more information is highly relevant as it can help to overcome issues regarding green marketing, namely, confusion and credibility. Imagery should therefore be provided of facts, such as definitions about the sustainable production, capable of creating a relationship between purchasing “Conscious” pieces and contributing to a better future. Additionally, H&M should consider to ad pricing to “Conscious” advertisings. Consumers tend to believe sustainability is equal to expensive and lose interest on green clothing given that they perceive it as being out of their budgetary possibilities. H&M’s “Conscious” line, even though slightly more expensive, is still inside the budget of consumers and as proven, people are WTP for it. Besides, it was shown that design is more relevant than price. This is good news for H&M, as long as they combine sustainable clothing with good designs they will be able of charging an increased price and therefore, increase revenues.

As for how to sell “Conscious” products, they are currently dispersed inside the store and, besides of the green “Conscious” nametag, there is nothing differentiating the green garments from normal ones. A possible alternative to consider could be creating a “Conscious” department, not separated from the store but rather inside of H&M, one with appropriate decoration to call the attention of customers. By putting “Conscious” clothing together, price comparison with cheaper options will be avoided and as shown, consumers are more open to accept increased pricing when not knowing they are paying “more”. Additionally, the sustainable background of the clothing will be put into highlight and might make it “worth it” paying a higher price. In turn, that “feel-good” sensation people are looking for, as a reward for engaging in pro-environmental activities, will be triggered.

As stated before, consumers want information. If they are going to buy green clothing, and pay even the slightest price increase, they will need to know how are their actions

making a difference in this world. As people increase their WsTP, so will H&M have to increase its green efforts. If the company wants to avoid backlash and accusations of “Greenwashing”, they will have to prove that the money is being well used not only in benefit of H&M, but of society and the environment as well.

5.2. Limitations and Future Research

There are a few limitations worth noting. First, findings are restrained by the amount of respondents and age range. It must also be considered that the data was collected from university students and recent professionals, which means their similar economical and social background represents a restriction to generalizing findings to a broader population. Additionally, the analyzed sample comes from people of 14 different nationalities. Despite this providing with an international overview of opinions, findings cannot be used to describe similarities or differences between countries and cultures, as the sample of each nationality is not equal or big enough.

Future research should focus on performing the survey to a bigger amount of people and from different age ranges. Moreover, recovering information of consumers in different countries could more adequately confirm the existence, or not, of a global trend.

6. Teaching Notes

6.1. Synopsis

With the aggravation of environmental and social issues, fashion retailers are being pressured to move its practices towards a sustainable future. No exception to this is H&M; the fast-fashion retailer is now trying to pursue a more sustainable goal and does no longer want to sell fashion to the best price but also one that does well to people and the planet. H&M is one of the first fast-fashion brands truly embracing the sustainable trend. Nevertheless, the road to sustainability is not an easy one. Consumers are not easily convinced and critics and skepticals do not hesitate to label as “Greenwashing” every sustainable effort made by the company. The battle towards a green future is being fought with “Conscious”, H&M’s sustainable line, in hopes of convincing that fashion can be both, affordable and sustainable.

The following paper had the purpose of discovering the real importance of sustainability, mainly, sustainable fashion. How relevant is it for consumers and what are the potential benefits of owning a sustainable line? Moreover, does sustainable fashion have the power of changing the attitude of consumers towards H&M?

6.2. Target audience

This case is fit for Undergraduate, Master and MBA students in Business Management or Marketing. It can be used in courses related to Marketing and Business such as Brand Management, Marketing Communication or Strategic Management.

6.3. Teaching Objectives

As sustainability gets more important, it seems highly relevant to discover how sustainable offering impact consumers and therefore, their attitudes towards a brand. The case is focused on H&M, which competes in the fast-fashion industry, so the paper can be applied to almost every other company in the same industry. It provides knowledge about how consumers react to sustainable fashion, how their attitude can change towards a brand and how can a brand take advantage of this.

6.4. Assignment Questions

1. What is Greenwashing and why are some companies being accused of it?

In theory, sustainable fashion is exactly what people and the environment wants and needs. Nevertheless, in practice, many point out that it is not a realist idea. Fast fashion's nature, one that provokes people to be constantly shopping, looking out for new trends every week and throwing away clothing after wearing it only a few times, is considered to be the nemesis of sustainability. They state that the fast-fashion business model already makes it impossible for the industry ever be sustainable. This is why companies are often being accused of "Greenwashing", of using sustainable claims as a marketing stunt and charge a higher price without ever truly making any sustainable changes.

2. How are companies trying to prove that fast-fashion can actually be sustainable?

Fast-fashion retailers are proposing their own kind of sustainability. They focus not on less production or consumption but on providing workers with a fair living wage and good working conditions, employing natural fibers, decreasing pollution by replacing hazardous chemicals and creating a closed-loop system. Companies state that the only way of sustaining a rapidly growing world population is through the creation of jobs, which means that leaving a production country or even producing less would harm the ones who depend from the fashion industry and its excessive consumerist clients.

3. What was discovered to be the most important factor for consumers when it comes to sustainable clothing advertising and why?

When it comes to advertising, the most important is providing enough information about how purchasing "Conscious" clothing will help the environment. Consumers are willing to engage on sustainable behavior when they understand how their actions will have an impact in the world. This is linked to the desire of helping the environment and society as well as feeling good about themselves. In that matter, paying extra for green fashion gives them that "feel-good" sensation they are looking for. If there is a lack of information and understanding, consumers are less willing to believe and purchase the sustainable clothing. A possible reason could be the skepticism that surrounds companies' sustainable claims.

4. Draw a table and, based on H&M's 7 commitments, briefly state which are the main actions that are good for the planet and good for people.

	Good for people	Good for the planet
1. Provide fashion for conscious customers	Replace solvent-based glues Make materials derived from animals traceable	Sustainably sourced materials like organic cotton Man-made cellulosic fibers No animal testing
2. Choose and reward responsible partners	Training for workers Strategic partnerships for best suppliers "Sustainability Commitment" "SIPP" program Public supplier list Fair living wage	
3. Be ethical	Code of Ethics Internal audit & whistleblowing procedure Human Rights policies	
4. Be climate smart		Only renewable energy for own operations Reducing greenhouse emissions
5. Reduce, reuse, recycle		Close the loop: from linear to circular economy Clothing collecting boxes Global Change Award
6. Use natural resources responsibly		New standards for responsible water usage & chemical discharge "Zero Discharge of Hazardous Chemicals"
7. Strengthen communities	Create shared value in surrounding communities Partnerships with UNICEF & WaterAid The "H&M Foundation"	

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8. Appendix

Appendix 1:

Online Survey

Q2. What is your gender?

- Female
- Male

Q3. Please rank the following aspects from most to least important. With 1 being the most important and 5 the least important.

When shopping for clothes the most important for you is...

- Quality
- Price
- Eco-friendliness
- Design
- Brand

Q4. When you go shopping...

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am concerned with wearing the latest trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take into account social and environmental issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I care about the opinion of friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a few go-to brands that I wouldn't change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rather than buying a lot, I prefer buying a few clothes with high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. What is your opinion about H&M?

Where 0 means “Strongly Disagree” and 10 “Strongly Agree”. (Respondents also have the “I don’t know” option)

- A brand for people like me
- Affordable
- I admire the brand (H&M)
- Good Quality
- Sustainable
- Stylish (good designs)
- Has a good variety of clothing

Sustainability

Q6. Do you know what sustainability is?

- Yes
- No

Q7. Definition of Sustainability

Development that meets the needs of the future without compromising the ability of future generations to meet their own needs



Q8. In your opinion...

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Sustainability is very important for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned with the environment and social problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I recycle as much as I can. Ex: paper, plastic, glass etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy sustainable products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I should be more sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can make a change by engaging in sustainable consumption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability is important for my friends/family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sustainable Products

Q9. Do you buy sustainable/green products?

- Yes
- No

Q10. What kind of sustainable/green products do you buy? Multiple answers are possible. (Question displayed if “yes” in Q9)

- Vegetables & Fruits
- Recycled products. Ex: Paper
- Other groceries. Ex: Cereals
- Cleaning products. Ex: Detergent
- Clothing
- Beauty products. Ex: Body Lotion

Q11. Do you know someone that uses sustainable/green brands?

- Yes
- No

Q12. Who do you know that uses sustainable/green brands? Multiple answers are possible. (Question displayed if “Yes” in Q11)

- My family
- Someone famous I like/follow
- My Friends/Colleagues

Q13. Would you be willing to pay more for sustainable products?

- Yes
- No

Q14. What is your opinion on sustainable/green products?

Where 0 means “Strongly Disagree” and 10 “Strongly Agree”. (Respondents also have the “I don’t know” option)

- They have better quality than normal products
- I understand the benefit of buying them
- They are affordable
- They are better for my body/health
- I wouldn’t change my current brand for a sustainable option
- They are better than normal products

Sustainable Fashion

Q15. Do you know what sustainable fashion is?

- Yes
- No

Q16. Definition of Sustainable Fashion

Part of a growing trend of creating sustainable, environmental friendly and ethical products. Great importance is given to responsible material sourcing and manufacturing, reducing carbon footprint and increasing safety for laborers as well as consumers



Q17. Do you know which fashion brands offer sustainable products?

- Yes
- No

Q18. Which brands? (Question displayed if “Yes” in Q17)

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	

Q19. Would you be willing to pay more if you knew that the clothes were produced in a sustainable way? (i.e. with organic cotton, better working conditions, faire salaries)

- Yes
- No

Q20. Do you think there is enough advertising on sustainable fashion?

- Yes
- No

Q21. Why would you buy sustainable fashion?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Because it's the "right thing to do"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To feel better about myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To help the environment and society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To follow the lead of friends/family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To follow the lead of a celebrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because society says so	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be part of this new trend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Conscious

Q23. Are you familiar with H&M's Conscious line?

- Yes
- No

Q24. Introduction to Conscious

With **Conscious**, H&M aims to provide more fashion choices that are good for people and the planet while being affordable. They are committed to:

- Provide fashion for conscious customers
- Chose and reward responsible partners
- Be ethical
- Be climate smart
- Reduce, reuse and recycle
- Use natural resources responsibly
- Strengthen communities



WTP Female Treatment

Q25. Question displayed randomly to half of female respondents

Imagine you are interested in the following T-shirt

The same T-shirt is available at **H&M Conscious**
The difference is:



- The T-shirt is made out of **recycled** polyester
- **No crazy schedules** forced to workers
- Workers receive a **fair living wage** that assures all of their basic needs, and the ones of their families, can be covered plus a discretionary income

How much more would yo be willing to pay for the **Conscious** T-shirt?

	No	Yes
8,8€ (10% more)	<input type="radio"/>	<input type="radio"/>
9,6€ (20% more)	<input type="radio"/>	<input type="radio"/>
10,4€ (30% more)	<input type="radio"/>	<input type="radio"/>
11,2€ (40% more)	<input type="radio"/>	<input type="radio"/>
12€ (50% more)	<input type="radio"/>	<input type="radio"/>
12,8€ (60% more)	<input type="radio"/>	<input type="radio"/>

This T-shirt costs **8 Euros** and was manufactured in Bangladesh.
Workers work 14 hour shifts and receive 0,12 cents an hour

WTP Female Control

Q27. Question displayed randomly to half of female respondents

Imagine you are interested in the following **H&M Conscious** T-s



How much would yo be willing to pay for the **Conscious** T-shirt?

	No	Yes
8,8€	<input type="radio"/>	<input type="radio"/>
9,6€	<input type="radio"/>	<input type="radio"/>
10,4€	<input type="radio"/>	<input type="radio"/>
11,2€	<input type="radio"/>	<input type="radio"/>
12€	<input type="radio"/>	<input type="radio"/>
12,8€	<input type="radio"/>	<input type="radio"/>

- The T-shirt is made out of **recycled polyester**
- **No crazy schedules** forced to workers
- Workers receive a **fair living wage** that assures all of their basic needs of their families, can be covered plus a discretionary income

WTP Male Treatment

Q29. Question displayed randomly to half of male respondents

Imagine you are interested in the following T-shirt



The **same T-shirt** is available at **H&M Conscious**
The difference is:

- The T-shirt is made out of **organic cotton**
- **No crazy schedules** forced to workers
- Workers receive a **fair living wage** that assures all of their basic needs, and the ones of their families, can be covered plus a discretionary income

How much more would yo be willing to pay for the **Conscious** T-shirt?

	No	Yes
7,7€ (10% more)	<input type="radio"/>	<input type="radio"/>
8,4€ (20% more)	<input type="radio"/>	<input type="radio"/>
9,1€ (30% more)	<input type="radio"/>	<input type="radio"/>
9,8€ (40% more)	<input type="radio"/>	<input type="radio"/>
10,5€ (50% more)	<input type="radio"/>	<input type="radio"/>
11,2€ (60% more)	<input type="radio"/>	<input type="radio"/>

This T-shirt cost **7 Euros** and was manufactured in Bangladesh.
Workers work 14 hour shifts and receive 0,12 cents an hour

WTP Male Control

Q31. Question displayed randomly to half of male respondents

Imagine you are interested in the following **H&M Conscious** T-shirt



How much would yo be willing to pay for the **Conscious** T-shirt?

	No	Yes
7,7€	<input type="radio"/>	<input type="radio"/>
8,4€	<input type="radio"/>	<input type="radio"/>
9,1€	<input type="radio"/>	<input type="radio"/>
9,8€	<input type="radio"/>	<input type="radio"/>
10,5€	<input type="radio"/>	<input type="radio"/>
11,2€	<input type="radio"/>	<input type="radio"/>

- The T-shirt is made out of **organic cotton**
- **No crazy schedules** forced to workers
- Workers receive a **fair living wage** that assures all of their basic needs, and the ones of their families, can be covered plus a discretionary income

Advertising Female Treatment

Q33. Question displayed randomly to half of female respondents



What is your opinion on the ad?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I understand the ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad explains how I'm helping the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad captured my interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy that shirt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a great ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rather buy that shirt than one from another brand because it's sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The shirt is expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advertising Female Control

Q35. Question displayed randomly to half of female respondents



What is your opinion on the ad?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I understand the ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad explains how I'm helping the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad captured my interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy that shirt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a great ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rather buy that shirt than one from another brand because it's sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The shirt is expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advertising Male Treatment

Q37. Question displayed randomly to half of male respondents



What is your opinion on the ad?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I understand the ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad explains how I'm helping the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad captured my interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy that jacket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a great ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rather buy that jacket than one from another brand because it's sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The jacket is expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advertising Male Control

Q39. Question displayed randomly to half of male respondents



	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I understand the ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad explains how I'm helping the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad captured my interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy that jacket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a great ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rather buy that jacket than one from another brand because it's sustainable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The jacket is expensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q41. Question displayed to all respondents



Q42. What do you think the ad is talking about? Multiple answers are possible.

- Donating clothing
- Renting clothing
- Re-selling
- H&M will throw it away for you
- Recycling
- H&M will burn the clothes you don't need

Q43. What is your opinion on the ad you previously saw?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I understand the ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This ad explains how I'm helping the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ad captured my interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would do what the ad says	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a great ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q44. Now that you know that H&M is concerned about sustainability. Where 0 means “Strongly Disagree” and 10 “Strongly Agree”. H&M is...

- A brand for people like me
- Affordable
- I admire the brand (H&M)
- Good Quality
- Sustainable
- Stylish (good designs)
- Please chose “10” in this question
- Has a good variety of clothing

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I would buy more often at H&M	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm willing to pay more for H&M products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think H&M is a great brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would advise others to buy at H&M	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H&M is more sustainable than Zara, Mango or Primark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe in H&M's sustainability claims	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's great that H&M has a sustainable brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

Q55. What is your nationality?

Q56. What is your age range?

18-20 27-30

21-23 >30

24-26

Q57. What is your current status?

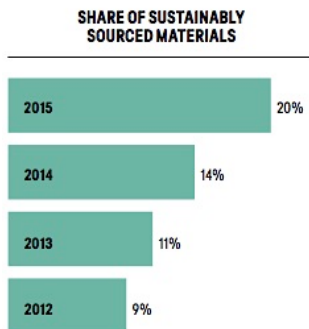
Bachelor Student

Master Student

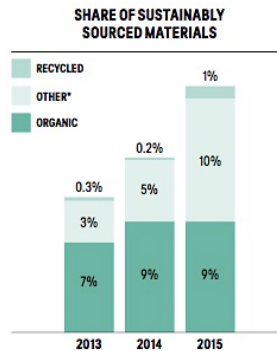
Working

Other

Appendix 2

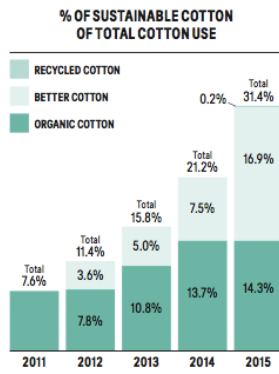


Included are all materials classified as conscious materials, such as certified organic or recycled fabrics, as well as Better Cotton.



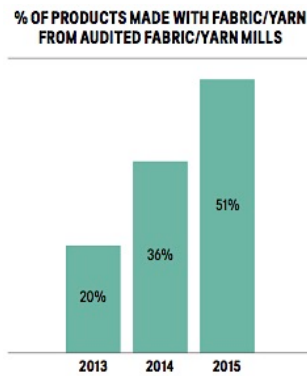
**Including Better Cotton (BCI).*

Appendix 3



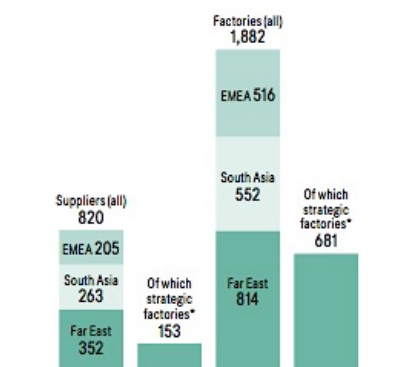
Please find an independent assurance statement related to GRI G4-EN1 here (p. 123).

Appendix 4



Appendix 5

NO OF SUPPLIERS AND FACTORIES BY REGION (1ST TIER) 2015

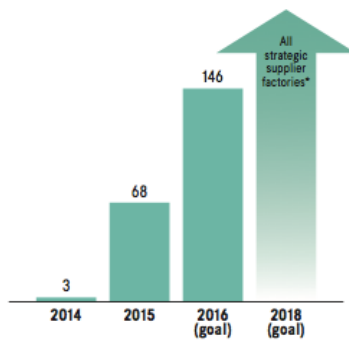


*Including both manufacturing and processing factories.

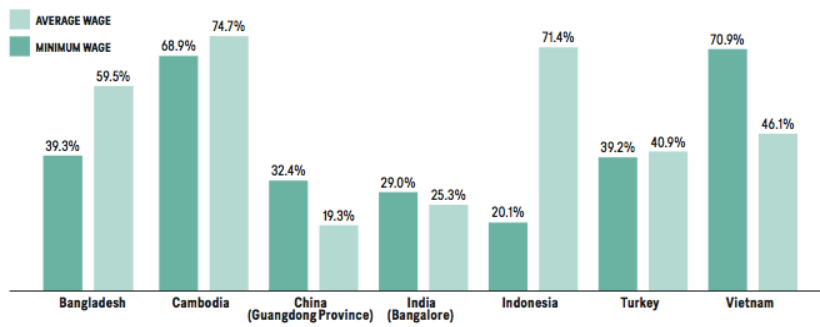
One supplier can own or use (subcontract) one or more factories. Strategic partners are our preferred suppliers. Strategic factories are manufacturing or processing factories that are owned or used by our strategic partners. We regard owned and subcontracted factories the same way and treat them according to the same terms through our supply chain management strategy.

Appendix 6

NO. OF STRATEGIC SUPPLIER FACTORIES* WITH IMPROVED PAY STRUCTURES IMPLEMENTED

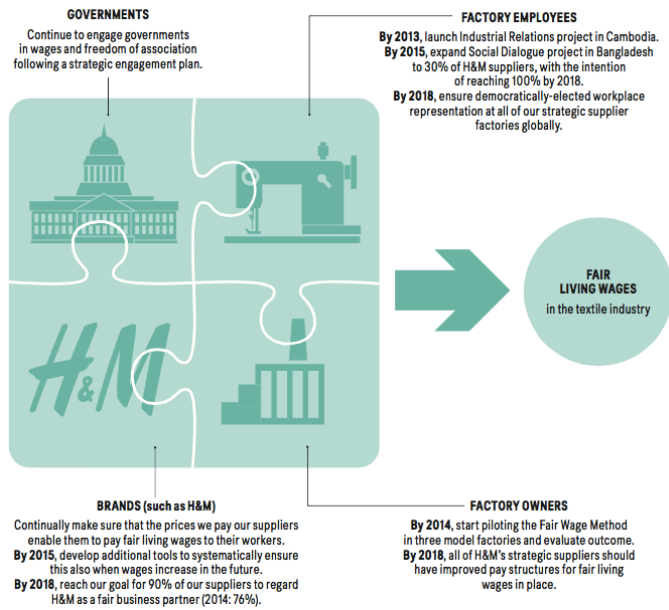


AVERAGE WAGE INCREASES AT H&M SUPPLIER FACTORIES AND APPLICABLE MINIMUM WAGES IN % FROM 2012 TO 2015*

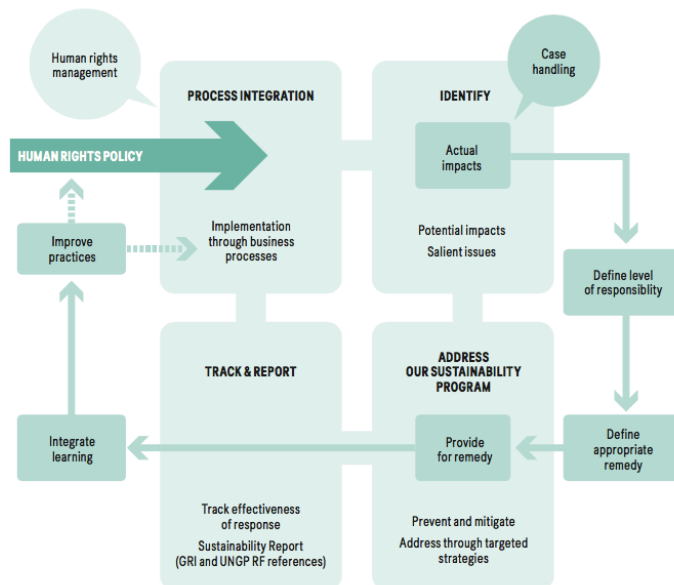


*Data based on audit results from randomly selected factories in each country/region. Based on basic wages excl. overtime for machine operators, who are usually the largest group of employees. In China, piece-rate systems often apply, hence wage data for China is not fully comparable to other markets. Figures are converted to USD using comparable exchange rates.

Appendix 7

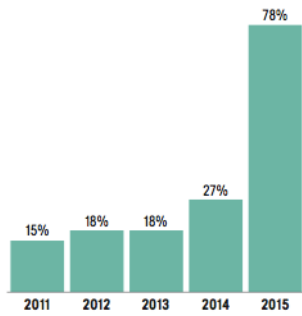


Appendix 8



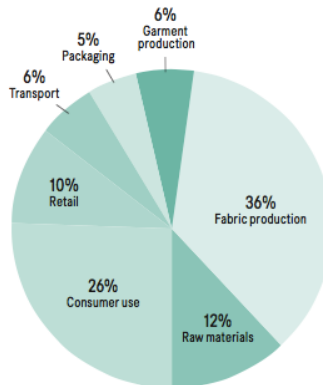
Appendix 9

% OF RENEWABLES IN OUR OWN TOTAL ELECTRICITY USE



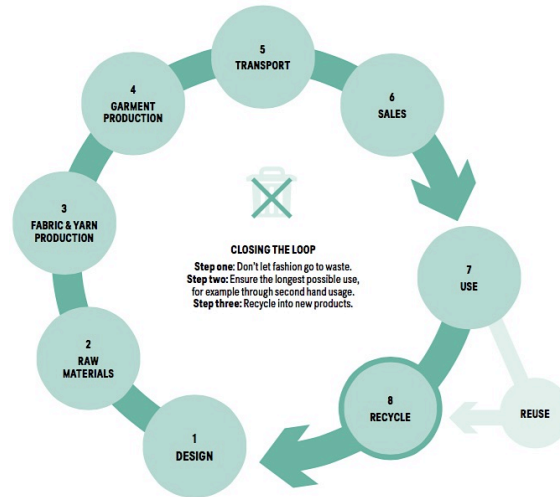
Appendix 10

% BREAKDOWN OF CLIMATE IMPACTS ACROSS THE VALUE CHAIN



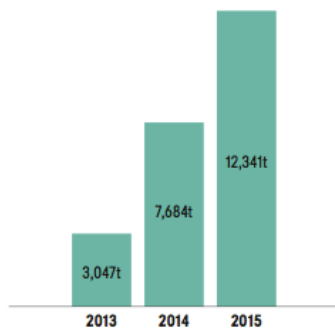
Climate impacts are estimated H&M value chain footprints from Lifecycle Assessments (LCAs) conducted on behalf of H&M and are based on our total use of cotton, organic cotton, polyester and viscose in 2011/2012. Deviation from 100% due to rounding effects.

Appendix 11

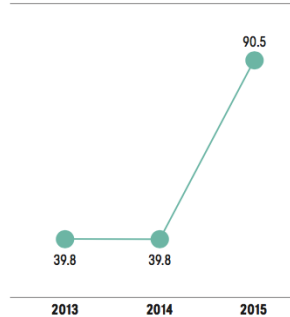


Appendix 12

TONNES OF GARMENTS COLLECTED IN H&M STORES



NO. OF PET BOTTLES EQUIVALENT TO RECYCLED POLYESTER USE IN MILLION BOTTLES



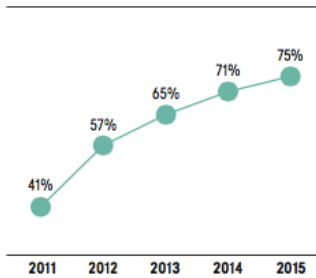
Appendix 13

Five ideas to close the loop for fashion

- 100% citrus: create new textile out of citrus juice production by-products.
- The polyester digester: use microbes to recycle waste polyester textiles.
- Growing fibre under water: utilise algae to make renewable textiles.
- Making waste-cotton new: convert waste cotton into new textiles.
- An online market for textile leftovers: a marketplace for industrial upcycling of spill in production.

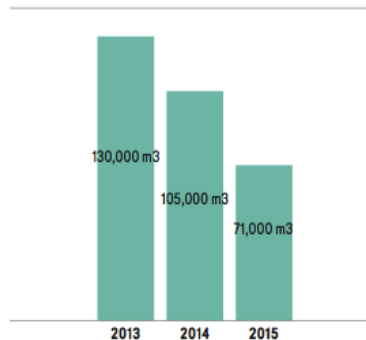
Appendix 14

% OF SUPPLIER FACTORIES IN FULL COMPLIANCE WITH WASTEWATER QUALITY REQUIREMENTS (BSR)



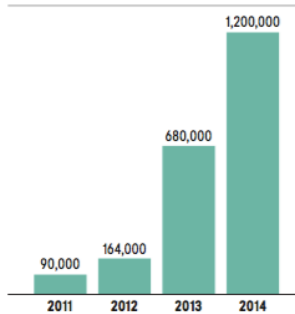
Included are all supplier factories with wet processes and their own wastewater treatment plants. Excluded are factories using shared treatment plants.

AVERAGE YEARLY WATER WITHDRAWAL PER FACTORY IN WATER STRESSED AREAS (H&M PRODUCTION)



Appendix 15

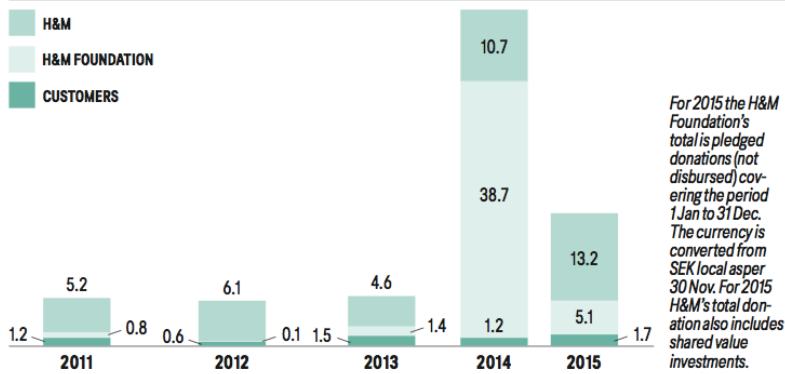
NO. OF COTTON FARMERS TRAINED AND ACCREDITED FOR BETTER COTTON INITIATIVE (ACCUMULATED)



Figures have been re-stated to align with BCI reported data and reporting cycles. The latest figures available are 2014 calendar year figures.

Appendix 16

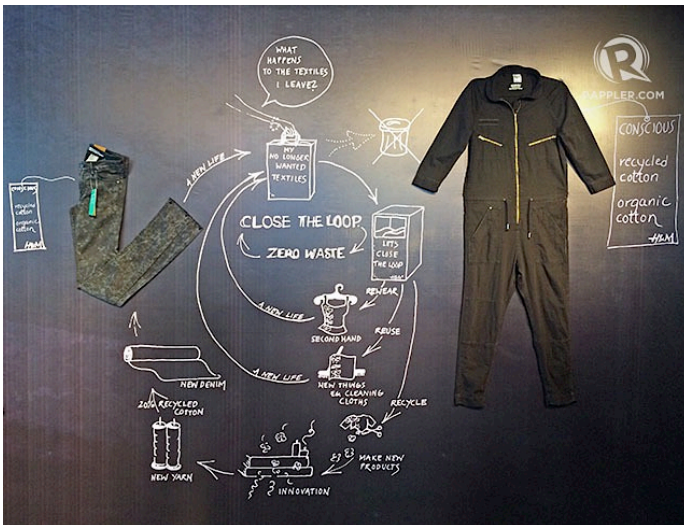
TOTAL COMMUNITY INVESTMENTS/DONATIONS (IN MILLION USD)



PLEGGED DONATIONS 2015* (IN SEK)	
Three global programmes ¹⁾	0
Local projects ²⁾	15,865,000
Emergency relief ³⁾	6,804,773
Global giving Holiday Campaign ⁴⁾	20,000,000
Dream fund ⁵⁾	1,390,481
TOTAL**	44,060,254

*Referring to the full calendar year of 2015.
 **Of which SEK 115,723,698 has been disbursed during 2015. The disbursed amount exceeds the sum of total pledged donations due to annual payments related to programmes initiated in earlier years.

Appendix 17



Appendix 18




Appendix 19



Appendix 20:

Real retail prices for “Conscious” T-shirts



CONSCIOUS

Top em jersey estampado
7,99 €

COR: Cinzento-azul

TAMANHO: Seleccionar tamanho

XS S M L XL


[GUIA DE TAMANHOS](#)

Entregue em: 4-5 dias úteis

[ADICIONAR AO SACO DE COMPRAS](#)

DESCRIÇÃO DETALHES PARTILHAR ENTREGA

CONSCIOUS. Top sem mangas em jersey fino e estampado de poliéster reciclado com roda figura e base arredondada.



CONSCIOUS

T-shirt com neps
6,99 €

COR: Branco cru

TAMANHO: Seleccionar tamanho

XS S M L XL XXL

[GUIA DE TAMANHOS](#)

Entregue em: 4-5 dias úteis

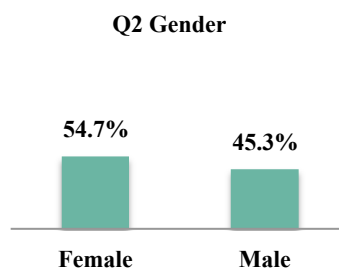
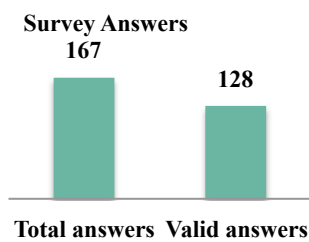
[ADICIONAR AO SACO DE COMPRAS](#)

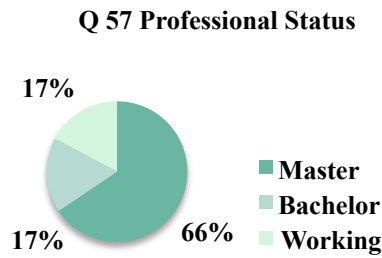
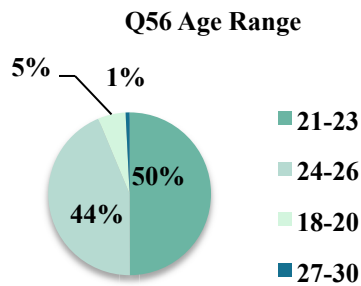
DESCRIÇÃO DETALHES PARTILHAR ENTREGA

CONSCIOUS. T-shirt em jersey de mistura de algodão orgânico com textura de neps.

Appendix 21:

Sample characterization





Appendix 22:

Frequency analysis for Q4 “When you go shopping”

I am concerned with wearing the latest trends

	Frequency	Percent	Percent for Analysis
Strongly Agree	14	10,9	50,7
Agree	51	39,8	
Neither Agr. Nor Disagr.	33	25,8	25,8
Disagree	25	19,5	23,4
Strongly Disagree	5	3,9	

I take into account social and environmental issues

	Frequency	Percent	Percent for Analysis
Strongly Agree	3	2,3	25
Agree	29	22,7	
Neither Agr. Nor Disagr.	40	31,3	31,3
Disagree	48	37,5	43,8
Strongly Disagree	8	6,3	

I care about the opinion of friends and family

	Frequency	Percent	Percent for Analysis
Strongly Agree	4	14,8	75
Agree	8	60,2	
Neither Agr. Nor Disagr.	20	15,6	15,6
Disagree	77	6,3	9,4
Strongly Disagree	19	3,1	

I have a few go to brands that I wouldnt change

	Frequency	Percent	Percent for Analysis
Strongly Agree	29	22,7	72,7
Agree	64	50	
Neither Agr. Nor Disagr.	19	14,8	14,8
Disagree	11	8,6	12,5
Strongly Disagree	5	3,9	

Rather than buying a lot I prefer buying a few clothes with high quality

	Frequency	Percent	Percent for Analysis
Strongly Agree	3	22,7	62,5
Agree	21	39,8	
Neither Agr. Nor Disagr.	24	18,8	18,8
Disagree	51	16,4	18,7
Strongly Disagree	29	2,3	

Appendix 23:

Independent T-Test Q2 “Gender”*Q4 “When you go shopping”

Independent Sample T-Test Q2*Q4

	Levene's Test		T-test for Equality of Means					
	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
							Lower	Upper
I am concerned with wearing the latest trends	.383	1.016	126	.312	.187	.184	-.178	.552
I take into account social and environmental issues	.335	1.477	126	.142	.248	.168	-.084	.580
I care about the opinion of friends and family	.127	.569	126	.570	.090	.158	-.223	.403
I have a few go to brands that I wouldnt change	.927	-.215	126	.830	-.039	.181	-.398	.320
Rather than buying a lot I prefer buying a few clothes with high quality	.007	-2.320	126	.022	-.436	.188	-.809	-.064

		Group Statistics				
		Gender	N	Mean	Std. Deviation	Std. Error Mean
Rather than buying a lot I prefer buying a few clothes with high quality	Female	70	3.44	1.137	.136	
	Male	58	3.88	.957	.126	

Appendix 24:

Frequency analysis for Q8 “In your opinion...”

Sustainability is very important for me

	Frequency	Percent	Percent for Analysis
Strongly Agree	22	17,2	72,7
Agree	71	55,5	
Neither Agr. Nor Disagr.	26	20,3	
Disagree	9	7	
Strongly Disagree	0	0	7

I am concerned with enviromental and social problems

	Frequency	Percent	Percent for Analysis
Strongly Agree	24	18,8	83,6
Agree	83	64,8	
Neither Agr. Nor Disagr.	18	14,1	14,1
Disagree	3	2,3	
Strongly Disagree	0	0	2,3

I recycle as much as I can (Ex: paper, plastic, glass etc.)

	Frequency	Percent	Percent for Analysis
Strongly Agree	29	22,7	67,2
Agree	57	44,5	
Neither Agr. Nor Disagr.	26	20,3	
Disagree	25	11,7	
Strongly Disagree	1	0,8	12,5

I would buy sustainable products

	Frequency	Percent	Percent for Analysis
Strongly Agree	25	19,5	70,3
Agree	65	50,8	
Neither Agr. Nor Disagr.	32	25	25
Disagree	6	4,7	
Strongly Disagree	0	0	4,7

I feel like I should be more sustainable

	Frequency	Percent	Percent for Analysis
Strongly Agree	47	36,7	89
Agree	67	52,3	
Neither Agr. Nor Disagr.	10	7,8	
Disagree	4	3,1	
Strongly Disagree	0	0	3,1

I can make a change by engaging in sustainable consumption

	Frequency	Percent	Percent for Analysis
Strongly Agree	35	27,3	81,2
Agree	69	53,9	
Neither Agr. Nor Disagr.	18	14,1	14,1
Disagree	6	4,7	
Strongly Disagree	0	0	4,7

Sustainability is important for my friends/family

	Frequency	Percent	Percent for Analysis
Strongly Agree	9	7	50
Agree	55	43	
Neither Agr. Nor Disagr.	44	34,4	34,4
Disagree	20	15,6	
Strongly Disagree	0	0	15,6

Appendix 25:

Independent T-Test Q2 “Gender”*Q8 “In your opinion...”

Independent Sample T-Test Q2*Q8

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
Sustainability is very important for me	.374	.542	-.438	126	.662	-.062	.142	-.342	.218
I am concerned w/ the environ. and social problems	.237	.627	1.090	126	.278	.126	.116	-.103	.355
I recylce as much as I can	4.891	.029	2.533	126	.013	.423	.167	.092	.753
I would buy sustainable prod.	.187	.666	.540	126	.590	.075	.140	-.201	.352
I feel like I should be more sustainable	6.496	.012	2.281	126	.024	.288	.126	.038	.538
I can make a change by engaging in sust. Consumption	.129	.720	2.387	126	.018	.324	.136	.055	.592
Sustainability is important for my friends/family	.523	.471	.215	126	.830	.032	.149	-.263	.327

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
I recycle as much as I can	Female	70	3.96	1.137	.136
	Male	58	3.53	.957	.126
I feel like I should be more sustainable	Female	70	4.36	.908	.109
	Male	58	4.07	.977	.128
I can make a change by engaging in sust. Consumption	Female	70	4.19	.767	.092
	Male	58	3.86	.760	.100

Appendix 26:

Frequency analysis for Q9, Q10, Q11 and Q12

Crosstabulation for Q9

Q9 Do you buy sustainable/green products?

	Frequency	Percent
Yes	70	54.7
No	58	45.3

Crosstabulation Q2*Q9

		What is your gender?		Total
		Female	Male	
Do you buy sustainable products?	Yes	44	26	70
	No	26	32	58
Total		70	58	128

Chi-Square Tests

	Value	df	Asymp. Sig. (2-
Pearson Chi-Square	4.161	1	.041

0 cells (.0%) have expected count less than 5. The minimum expected count is 26.28.

Q10 What kind of sustainable/green products do you buy?
Multiple answers are possible

	Frequency	Percent
Vegetables & Fruits	64	50
Other groceries	26	20.3
Clothing	14	10.9
Recycled products	41	32
Cleaning products	20	15.6
Body lotion	20	15.6

Q11 Do you know someone that uses sustainable/green brands?

	Frequency	Percent
Yes	89	69.5
No	39	30.5

Q12 Who do you know that uses sustainable/green brands?
Multiple answers are possible

	Frequency	Percent
My family	42	32.8
My colleagues/friends	72	56.3
Someone famous I follow	18	14.1

Appendix 27:

Frequency analysis and Crosstabulation for Q13 “Would you be willing to pay more for sustainable products?”

Crosstabulation Q2*Q13

		What is your gender?		Total
		Female	Male	
Would you be willing to pay more for sustainable products?	Yes	53	39	92
	No	17	19	36
Total		70	58	128

Chi-Square Tests

	Value	df	Asymp. Sig. (2-
Pearson Chi-Square	1.126	1	.289

0 cells (.0%) have expected count less than 5. The minimum expected count is 16.31.

Appendix 28:

Frequency analysis and Independent sample T-Test for Q14 “What is your opinion on sustainable products?”

They have better quality than normal products

	Frequency	Percent	Percent for Analysis
Strongly Agree	9	7,6	
9	4	3,4	
8	15	12,6	49,6
7	10	8,4	
6	21	17,6	
5	33	27,7	27,7
4	13	10,9	
3	9	7,6	
2	1	0,8	22,6
1	3	2,5	
Strongly Disagree	1	0,8	

I understand the benefit of buying them

	Frequency	Percent	Percent for Analysis
Strongly Agree	29	22,7	
9	14	10,9	
8	28	21,9	91,4
7	35	27,3	
6	11	8,6	
5	6	4,7	4,7
4	1	0,8	
3	1	0,8	
2	1	0,8	4
1	1	0,8	
Strongly Disagree	1	0,8	

They are affordable

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	1,6	
9	1	0,8	
8	3	2,4	16,1
7	6	4,8	
6	8	6,5	
5	24	19,4	19,4
4	17	13,7	
3	22	17,7	
2	24	19,4	64,5
1	13	10,5	
Strongly Disagree	4	3,2	

They are better for my body/health

	Frequency	Percent	Percent for Analysis
Strongly Agree	19	15,1	
9	12	9,5	
8	22	17,5	76,3
7	23	18,3	
6	20	15,9	
5	13	10,3	10,3
4	6	4,8	
3	5	4	
2	3	2,4	13,6
1	3	2,4	
Strongly Disagree	0	0	

I wouldnt change my current brand for a sustainable option

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	1,6	
9	2	1,6	
8	13	10,2	32,3
7	13	10,2	
6	11	8,7	
5	28	22	22
4	14	11	
3	15	11,8	
2	15	11,8	45,6
1	9	7,1	
Strongly Disagree	5	3,9	

They are better than normal products

	Frequency	Percent	Percent for Analysis
Strongly Agree	8	6,6	
9	3	2,5	
8	15	12,3	51,8
7	18	14,8	
6	19	15,6	
5	33	27	27
4	11	9	
3	5	4,1	
2	7	5,7	21,2
1	2	1,6	
Strongly Disagree	1	0,8	

Independent Sample T-Test Q2*Q14

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
They have better quality than normal products	.001	.972	.478	117	.634	.18860	.39466	-.59299	.97020
I understand the benefit of buying them	.500	.481	1.824	126	.070	.60049	.32918	-.05094	1.25192
They are affordable	.133	.716	-2.065	122	.041	-.77011	.37302	-1.50854	-.03169
They are better for my body/health	1.054	.307	2.076	124	.040	.82227	.39612	.03824	1.60631
I wouldnt change my current brand for a sust. option	.080	.777	.778	125	.438	.33083	.42511	-.51052	1.17219
They are better than normal products	1.830	.179	1.768	120	.080	.67749	.38325	-.08132	1.43630

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
They are affordable	Female	66	3.333	2.158	.266
	Male	58	4.103	1.971	.259
They are better for my body/health	Female	69	7.261	2.337	.281
	Male	57	6.438	2.053	.272

Appendix 29:

Frequency analysis for Q15, Q17, Q19 and Q20

Q18 Sustainable brands Mentioned

Q15 Do you know what sustainable fashion is?

	Frequency	Percent
Yes	82	64.1
No	46	35.9

Q17 Do you know which fashion brands offer sustainable products?

	Frequency	Percent
Yes	34	26.6
No	94	73.4

Q19 Would you be wtp more if you knew that the clothes were produced in a sustainable way?

	Frequency	Percent
Yes	93	72.7
No	35	27.3

Q20 Do you think there is enough advertising on sustainable way?

	Frequency	Percent
Yes	7	5.5
No	121	94.5

Q18 Which brands? Up to 5 brands can be mentioned (for people who said to know sustainable brands in Q17)

Total respondent who know sustainable brands: 34

Brand	Mentions	% out of total
H&M	23	67,6
Zara	2	5,9
Asos	1	2,9
Timberland	3	8,8
Topshop	1	2,9
Lindex	1	2,9
Vaude	1	2,9
Salsa	1	2,9
All	1	2,9
Stella McCartney	1	2,9
Edun	2	5,9
Patagonia	1	2,9
The North Face	1	2,9
Fair Trade Cashmere	1	2,9
Brera	1	2,9
Hess Natur	1	2,9
Migros	1	2,9

Brand	Mentions	% out of total
Trigema	1	2,9
People Tree	1	2,9
Reformation	1	2,9
Monsoon	1	2,9
Nike	1	2,9
Adidas	1	2,9
New Balance	1	2,9
Desigual	1	2,9
Switch	1	2,9
Mahagony	1	2,9
Kenzo	1	2,9
MDMAShoes	1	2,9
G-Star	1	2,9
Levis	1	2,9
Guess	1	2,9
El Ganso	1	2,9

Appendix 30:

Crosstabulation for Q17 and Q19

Crosstabulation Q2*Q17

		What is your gender?		Total
		Female	Male	
Do you know which fashion brands offer sustainable products?	Yes	24	10	34
	No	46	48	94
	Total	70	58	128

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.724	1	.030

0 cells (.0%) have expected count less than 5. The minimum expected count is 15.41.

Crosstabulation Q2*Q19

		What is your gender?		Total
		Female	Male	
Would you be wtp more if you knew the clothes were produced in a sust. Way?	Yes	57	36	93
	No	13	22	35
	Total	70	58	128

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.984	1	.014

0 cells (.0%) have expected count less than 5. The minimum expected count is 15.86.

Appendix 31:

Frequency analysis for Q21

Because it's the right thing to do

	Frequency	Percent	Percent for Analysis
Strongly Agree	17	13,3	74,2
Agree	78	60,9	
Neither Agr. Nor Disagr.	22	17,2	17,2
Disagree	10	7,8	8,6
Strongly Disagree	1	0,8	

To feel better about myself

	Frequency	Percent	Percent for Analysis
Strongly Agree	20	15,6	61,7
Agree	59	46,1	
Neither Agr. Nor Disagr.	29	22,7	22,7
Disagree	16	12,5	15,6
Strongly Disagree	4	3,1	

To help the environment and society

	Frequency	Percent	Percent for Analysis
Strongly Agree	54	42,2	94,5
Agree	67	52,3	
Neither Agr. Nor Disagr.	5	3,9	3,9
Disagree	2	1,6	1,6
Strongly Disagree	0	0	

To follow the lead of friends/family

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	1,6	21,1
Agree	25	19,5	
Neither Agr. Nor Disagr.	42	32,8	32,8
Disagree	51	39,8	46,1
Strongly Disagree	8	6,3	

To follow the lead of a celebrity

	Frequency	Percent	Percent for Analysis
Strongly Agree	0	0	7
Agree	9	7	
Neither Agr. Nor Disagr.	18	14,1	14,1
Disagree	55	43	78,9
Strongly Disagree	46	35,9	

Because society says so

	Frequency	Percent	Percent for Analysis
Strongly Agree	1	0,8	13,3
Agree	16	12,5	
Neither Agr. Nor Disagr.	35	27,3	27,3
Disagree	54	42,2	59,4
Strongly Disagree	22	17,2	

To be part of this new trend

	Frequency	Percent	Percent for Analysis
Strongly Agree	3	2,3	15,6
Agree	17	13,3	
Neither Agr. Nor Disagr.	29	22,7	22,7
Disagree	53	41,4	61,7
Strongly Disagree	26	20,3	

Appendix 32:

Independent sample T-test between Q21 “Why would you buy sustainable fashion” and: Q9 “Do you buy sustainable products?”, Q13 “Would you be WTP more for sustainable products” and Q19 “Would you be WTP more if you knew clothes were produced in a sustainable way?”

Independent Sample T-Test Q9*Q21

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
Because it's the right thing to do	.999	.319	.953	126	.342	.136	.143	-.146	.418
To feel better about myself	.082	.775	1.788	126	.076	.315	.176	-.034	.663
To help the environment and society	1.975	.162	2.996	126	.003	.328	.109	.111	.544
To follow the lead of friends/family	.052	.820	1.530	126	.129	.245	.160	-.072	.563
To follow the lead of a celebrity	.632	.428	.294	126	.769	.046	.158	-.265	.358
Because society says so	.016	.901	-1.184	126	.239	-.197	.166	-.527	.132
To be part of this new trend	.558	.457	-1.954	126	.053	-.352	.180	-.708	.005

Group Statistics

	Do you buy sustainable products?	N	Mean	Std. Deviation	Std. Error Mean
To help the environment and society	Yes	70	4.50	.608	.073
	No	58	4.17	.625	.082

Independent Sample T-Test Q13*Q21

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
Because it's the right thing to do	6.517	.012	3.340	126	.001	.507	.152	.207	.808
To feel better about myself	1.448	.231	3.283	126	.001	.622	.189	.247	.997
To help the environment and society	1.831	.178	2.088	126	.039	.257	.123	.013	.501
To follow the lead of friends/family	1.378	.243	.716	126	.475	.128	.179	-.226	.482
To follow the lead of a celebrity	.439	.509	1.155	126	.250	.200	.174	-.143	.544
Because society says so	5.911	.016	1.153	126	.251	.213	.184	-.152	.577
To be part of this new trend	1.755	.188	.754	126	.452	.152	.202	-.247	.552

Group Statistics

	Would you be wtp more for sust. Products?	N	Mean	Std. Deviation	Std. Error Mean
	No	36	3.42	.841	.140
To feel better about myself	Yes	92	3.76	.942	.098
	No	36	3.14	1.018	.170
To help the environment and society	Yes	92	4.42	.615	.064
	No	36	4.17	.655	.109

Independent Sample T-Test Q19*Q21

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
Because it's the right thing to do	1.511	.221	2.881	126	.005	.446	.155	.140	.752
To feel better about myself	.355	.552	2.746	126	.007	.531	.193	.148	.914
To help the environment and society	14.372	.000	4.073	126	.000	.484	.119	.249	.719
To follow the lead of friends/family	.985	.323	.568	126	.571	.103	.181	-.255	.460
To follow the lead of a celebrity	.003	.959	.283	126	.778	.050	.176	-.298	.398
Because society says so	.964	.328	.237	126	.813	.044	.187	-.326	.414
To be part of this new trend	.412	.522	1.080	126	.282	.219	.203	-.183	.621

Group Statistics

	Would you be wtp more if you knew clothes were produced in a sust. way?	N	Mean	Std. Deviation	Std. Error Mean
	No	35	3.46	.741	.125
To feel better about myself	Yes	93	3.73	.980	.102
	No	35	3.20	.964	.163
To help the environment and society	Yes	93	4.48	.601	.062
	No	35	4.00	.594	.100

Appendix 33:

Frequency analysis for Q23 and Crosstabulation between: Q23 "Are you familiar with H&M's Conscious line" and Q15 "Do you know what sust. fashion is?" and Q17 "Do you know which fashion brands offer sust. products?"

Q23 Are you familiar with H&M's Conscious line?

	Frequency	Percent
Yes	37	28.9
No	91	71.1

Crosstabulation Q15*Q23

		Do you know what sustainable fashion is?		Total
		Yes	No	
Are you familiar with H&M's Conscious line?	Yes	32	5	37
	No	50	41	91
	Total	82	46	128

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.367	1	.001

0 cells (.0%) have expected count less than 5. The minimum expected count is 13.30.

Crosstabulation Q17*Q23

		Do you know which fashion brands offer sust. products?		Total
		Yes	No	
Are you familiar with H&M's Conscious line?	Yes	21	16	37
	No	13	78	91
	Total	34	94	128

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.324	1	.000

0 cells (.0%) have expected count less than 5. The minimum expected count is 9.83.

Appendix 34:

Frequency analysis for Q28 (control) and Q26 (treatment)

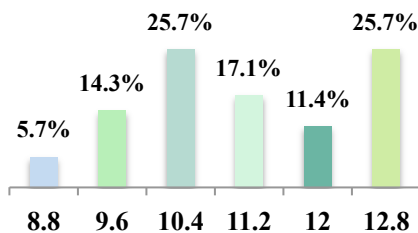
Q28 How much would you be wtp for the Conscious T-shirt?

€	Frequency	Percent
8,8	2	5,7
9,6	5	14,3
10,4	9	25,7
11,2	6	17,1
12	4	11,4
12,8	9	25,7
Total	35	

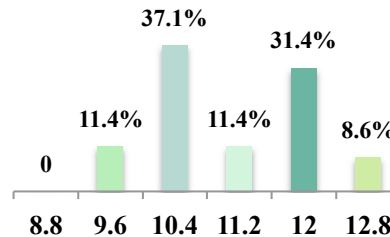
Q26 How much more would you be wtp for the Conscious T-shirt?

€	Frequency	Percent
8,8	0	0
9,6	4	11,4
10,4	13	37,1
11,2	4	11,4
12	11	31,4
12,8	3	8,6
Total	35	

Q28 How much would you be wtp for the Conscious T-shirt?



Q26 How much more would you be wtp for the Conscious T-shirt?



Appendix 35:

Independent T-test between WTP Females and Q28&Q26 (control or treatment)

Independent Sample T-Test Q26or28*WTFP

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
WTP Female	2.463	.121	-.084	68	.933	-.029	.341	-.709	.652

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
WTP Female	Treatment	35	3,89	1,231	.208
	Control	35	3,91	1,597	.270

Appendix 36:

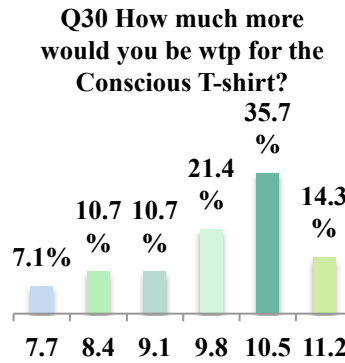
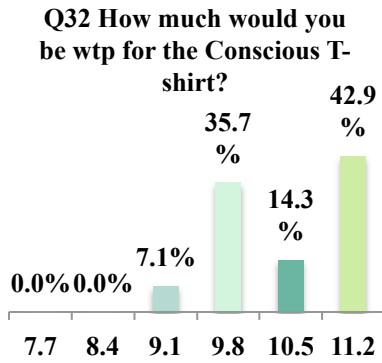
Frequency analysis for Q32 (control) and Q30 (treatment)

Q32 How much would you be wtp for the Conscious T-shirt?

€	Frequency	Percent
7,7	0	0
8,4	0	0
9,1	2	7.1
9,8	10	35.7
10,5	4	14.3
11,2	12	42.9
Total	28	

Q30 How much more would you be wtp for the Conscious T-shirt?

€	Frequency	Percent
7,7	2	7.1
8,4	3	10.7
9,1	3	10.7
9,8	6	21.4
10,5	10	35.7
11,2	4	14.3
Total	28	



Appendix 37:

Independent T-test between Q32 (control) & Q30 (treatment)

Independent Sample T-Test Q30or32*WTPM

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
	Lower	Upper							
WTP Male	1,741	.193	-2,400	54	.020	-.821	.342	-1,508	-.135

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
WTP Male	Treatment	28	4.11	1.474	.279
	Control	28	4.93	1.052	.199

Appendix 38:

Frequency analysis for Q36 (control)

I understand the ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	7	20	88,6
Agree	24	68,6	
Neither Agr. Nor Disagr.	3	8,6	8,6
Disagree	0	0	
Strongly Disagree	1	2,9	2,9

The ad explains how I'm helping the environment

	Frequency	Percent	Percent for Analysis
Strongly Agree	3	8,6	22,9
Agree	5	14,3	
Neither Agr. Nor Disagr.	5	14,3	14,3
Disagree	16	45,7	
Strongly Disagree	6	17,1	62,8

The ad captured my interest

	Frequency	Percent	Percent for Analysis
Strongly Agree	4	11,4	65,7
Agree	19	54,3	
Neither Agr. Nor Disagr.	3	8,6	8,6
Disagree	8	22,9	25,8
Strongly Disagree	1	2,9	

I would buy that shirt

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	5,7	40
Agree	12	34,3	
Neither Agr. Nor Disagr.	3	8,6	8,6
Disagree	14	40	51,4
Strongly Disagree	4	11,4	

This is a great ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	3	8,6	37,2
Agree	10	28,6	
Neither Agr. Nor Disagr.	12	34,3	34,3
Disagree	7	20	28,6
Strongly Disagree	3	8,6	

I rather buy that shirt than one from another brand because it's sustainable

	Frequency	Percent	Percent for Analysis
Strongly Agree	3	8,6	28,6
Agree	7	20	
Neither Agr. Nor Disagr.	17	48,6	48,6
Disagree	7	20	22,9
Strongly Disagree	1	2,9	

The shirt is expensive

	Frequency	Percent	Percent for Analysis
Strongly Agree	1	2,9	54,3
Agree	18	51,4	
Neither Agr. Nor Disagr.	5	14,3	14,3
Disagree	9	25,7	31,4
Strongly Disagree	2	5,7	

Appendix 39:

Frequency analysis for Q34 (treatment)

I understand the ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	16	45,7	88,6
Agree	15	42,9	
Neither Agr. Nor Disagr.	1	2,9	2,9
Disagree	1	2,9	8,6
Strongly Disagree	2	5,7	

The ad explains how I'm helping the environment

	Frequency	Percent	Percent for Analysis
Strongly Agree	7	20	65,7
Agree	16	45,7	
Neither Agr. Nor Disagr.	4	11,4	11,4
Disagree	4	11,4	22,8
Strongly Disagree	4	11,4	

The ad captured my interest

	Frequency	Percent	Percent for Analysis
Strongly Agree	11	31,4	80
Agree	17	48,6	
Neither Agr. Nor Disagr.	4	11,4	11,4
Disagree	2	5,7	8,6
Strongly Disagree	1	2,9	

I would buy that shirt

	Frequency	Percent	Percent for Analysis
Strongly Agree	8	22,9	60
Agree	13	37,1	
Neither Agr. Nor Disagr.	5	14,3	14,3
Disagree	7	20	25,7
Strongly Disagree	2	5,7	

This is a great ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	6	17,1	48,5
Agree	11	31,4	
Neither Agr. Nor Disagr.	11	31,4	31,4
Disagree	6	17,1	20
Strongly Disagree	1	2,9	

I rather buy that shirt than one from another brand because it's sustainable

	Frequency	Percent	Percent for Analysis
Strongly Agree	7	20	54,3
Agree	12	34,3	
Neither Agr. Nor Disagr.	10	28,6	28,6
Disagree	5	14,3	17,2
Strongly Disagree	1	2,9	

The shirt is expensive

	Frequency	Percent	Percent for Analysis
Strongly Agree	0	0	17,1
Agree	6	17,1	
Neither Agr. Nor Disagr.	9	25,7	25,7
Disagree	13	37,1	57,1
Strongly Disagree	7	20	

Appendix 40:

Independent T-test between Q36 (control)&Q34 (treatment)

Independent Sample T-Test

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	95% CI of Diff.	
								Lower	Upper
I understand the ad	4.296	.042	.786	68	.434	.171	.218	-.264	.607
The ad explains how I'm helping the environment	.091	.764	3.391	68	.001	1.000	.295	.412	1.588
The ad captured my interest	3.203	.078	2.109	68	.039	.514	.244	.028	1.001
I would buy that shirt	.095	.759	2.369	68	.021	.686	.289	.108	1.263
This is a great ad	.104	.749	1.328	68	.189	.343	.258	-.172	.858
I rather buy that shirt than one from another brand because it's sust.	2.369	.128	1.790	68	.078	.429	.239	-.049	.906
The shirt is expensive	.343	.560	-3.252	68	.002	-.800	.246	-1.291	-.309

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
The ad explains how I'm helping the environment	Treatment	35	3.51	1.269	.214
	Control	35	2.51	1.197	.202
The ad captured my interest	Treatment	35	4.00	.970	.164
	Control	35	3.49	1.067	.180
I would buy that shirt	Treatment	35	3.51	1.222	.206
	Control	35	2.83	1.200	.203
The shirt is expensive	Treatment	35	2.40	1.006	.170
	Control	35	3.20	1.052	.178

Appendix 41:

Frequency analysis for Q40 (control)

I understand the ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	10	34,5	69
Agree	10	34,5	
Neither Agr. Nor Disagr.	3	10,3	10,3
Disagree	4	13,8	20,7
Strongly Disagree	2	6,9	

The ad explains how I'm helping the environment

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	6,9	20,7
Agree	4	13,8	
Neither Agr. Nor Disagr.	3	10,3	10,3
Disagree	14	48,3	69
Strongly Disagree	6	20,7	

The ad captured my interest

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	6,9	37,9
Agree	9	31	
Neither Agr. Nor Disagr.	6	20,7	20,7
Disagree	10	34,5	41,4
Strongly Disagree	2	6,9	

I would buy that jacket

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	6,9	24,1
Agree	5	17,2	
Neither Agr. Nor Disagr.	5	17,2	17,2
Disagree	9	31	58,6
Strongly Disagree	8	27,6	

This is a great ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	1	3,4	24,1
Agree	6	20,7	
Neither Agr. Nor Disagr.	11	37,9	37,9
Disagree	8	27,6	37,9
Strongly Disagree	3	10,3	

I rather buy that jacket than one from another brand because it's sustainable

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	6,9	34,5
Agree	8	27,6	
Neither Agr. Nor Disagr.	5	17,2	17,2
Disagree	11	37,9	48,2
Strongly Disagree	3	10,3	

The jacket is expensive

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	6,9	37,9
Agree	9	31	
Neither Agr. Nor Disagr.	12	41,4	41,4
Disagree	5	17,2	20,6
Strongly Disagree	1	3,4	

Appendix 42:

Frequency analysis for Q38 (treatment)

I understand the ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	10	34,5	86,2
Agree	15	51,7	
Neither Agr. Nor Disagr.	2	6,9	6,9
Disagree	1	3,4	6,8
Strongly Disagree	1	3,4	

The ad explains how I'm helping the environment

	Frequency	Percent	Percent for Analysis
Strongly Agree	1	3,4	72,4
Agree	20	69	
Neither Agr. Nor Disagr.	2	6,9	6,9
Disagree	5	17,2	20,6
Strongly Disagree	1	3,4	

The ad captured my interest

	Frequency	Percent	Percent for Analysis
Strongly Agree	0	0	44,8
Agree	13	44,8	
Neither Agr. Nor Disagr.	7	24,1	24,1
Disagree	8	27,6	31
Strongly Disagree	1	3,4	

I would buy that jacket

	Frequency	Percent	Percent for Analysis
Strongly Agree	3	10,3	27,5
Agree	5	17,2	
Neither Agr. Nor Disagr.	3	10,3	10,3
Disagree	12	41,4	62,1
Strongly Disagree	6	20,7	

This is a great ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	2	6,9	51,7
Agree	13	44,8	
Neither Agr. Nor Disagr.	5	17,2	17,2
Disagree	7	24,1	31
Strongly Disagree	2	6,9	

I rather buy that jacket than one from another brand because it's sustainable

	Frequency	Percent	Percent for Analysis
Strongly Agree	1	3,4	31
Agree	8	27,6	
Neither Agr. Nor Disagr.	11	37,9	37,9
Disagree	7	24,1	31
Strongly Disagree	2	6,9	

The jacket is expensive

	Frequency	Percent	Percent for Analysis
Strongly Agree	1	3,4	3,4
Agree	0	0	
Neither Agr. Nor Disagr.	5	17,2	17,2
Disagree	17	58,6	79,3
Strongly Disagree	6	20,7	

Appendix 43:

Independent T-test between Q40 (control)&Q38 (treatment)

Independent Sample T-Test

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
I understand the ad	4.642	.036	1.174	56	.245	.345	.294	-.243	.933
The ad explains how I'm helping the environment	1.077	.304	4.051	56	.000	1.138	.281	.575	1.701
The ad captured my interest	.932	.339	.509	56	.613	.138	.271	-.405	.681
I would buy that jacket	.016	.901	.307	56	.760	.103	.337	-.572	.779
This is a great ad	1.017	.318	1.480	56	.145	.414	.280	-.146	.974
I rather buy that shirt than one from another brand because it's sust.	2.932	.092	.487	56	.628	.138	.283	-.429	.705
The jacket is expensive	1.827	.182	-4.854	56	.000	-1.138	.234	-1.608	-.668

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
The ad explains how I'm helping the environment	Treatment	29	3.52	.949	.176
	Control	29	2.38	1.178	.219
The jacket is expensive	Treatment	29	2.07	.842	.156
	Control	29	3.21	.940	.175

Appendix 44:

Frequency analysis for Q42 "What do you think the ad is talking about?" & Q43 "What is your opinion on the ad you previously saw?"

What do you think the ad is talking about?
Multiple answers are possible

	Frequency	Percent
Donating clothing	60	46,9
Renting clothing	10	7,8
Re-selling	29	22,7
H&M will throw it away for you	5	3,9
Recycling	118	92,2
H&M will burn the clothes you dont need	1	,8

I understand the ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	20	15,6	71,1
Agree	71	55,5	
Neither Agr. Nor Disagr.	24	18,8	18,8
Disagree	13	10,2	10,2
Strongly Disagree	0	0	

This ad explains how I'm helping the environment

	Frequency	Percent	Percent for Analysis
Strongly Agree	13	10,2	36,8
Agree	34	26,6	
Neither Agr. Nor Disagr.	24	18,8	18,8
Disagree	51	39,8	44,5
Strongly Disagree	6	4,7	

The ad captured my interest

	Frequency	Percent	Percent for Analysis
Strongly Agree	17	13,3	66,4
Agree	68	53,1	
Neither Agr. Nor Disagr.	21	16,4	16,4
Disagree	16	12,5	17,2
Strongly Disagree	6	4,7	

I would do what the ad says

	Frequency	Percent	Percent for Analysis
Strongly Agree	14	10,9	54,7
Agree	56	43,8	
Neither Agr. Nor Disagr.	29	22,7	22,7
Disagree	23	18	22,7
Strongly Disagree	6	4,7	

This is a great ad

	Frequency	Percent	Percent for Analysis
Strongly Agree	9	7	35,9
Agree	37	28,9	
Neither Agr. Nor Disagr.	51	39,8	39,8
Disagree	24	18,8	24,3
Strongly Disagree	7	5,5	

Appendix 45:

Paired Sample T-test between Q5&Q44. Opinion before and after exposure. Not all respondents were accounted as Q5 had the “I don’t know option”. Therefore only respondents who answered Q5 and Q44 are bein included. “N” of Paired Samples Stat. table will vary as a result of this.

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% CI of Diff.				
					Lower				Upper
Pair 1	A brand for people like me	-.85039	1.71861	.15250	-1.15219	-.54860	-5.576	126	.000
Pair 2	Affordable	.54331	1.88880	.16760	.21162	.87499	3.242	126	.002
Pair 3	I admire the brand	-1.84921	2.31540	.20627	-2.25744	-1.44097	-8.965	125	.000
Pair 4	Good quality	-1.11811	1.88820	.16755	-1.44969	-.78653	-6.673	126	.000
Pair 5	Sustainable	-2.86486	2.53157	.24029	-3.34106	-2.38867	-11.923	110	.000
Pair 6	Stylish	-.39063	1.38174	.12213	-.63230	-.14895	-3.198	127	.002
Pair 7	Good variety of clothing	-.37500	1.76135	.15568	-.68307	-.06693	-2.409	127	.017

Paired Samples Statistics

			Mean	N	Std. Deviation	Std. Error Mean
			Before	After	Before	After
Pair 1	A brand for people like me	Before	5.7323	127	2.53374	.22483
		After	6.5827	127	2.16553	.19216
Pair 2	Affordable	Before	7.8189	127	1.98972	.17656
		After	7.2756	127	2.02240	.17946
Pair 3	I admire the brand	Before	4.7778	126	2.35589	.20988
		After	6.6270	126	2.51947	.22445
Pair 4	Good quality	Before	4.7638	127	1.99387	.17693
		After	5.8819	127	1.99847	.17734
Pair 5	Sustainable	Before	4.6937	111	2.31514	.21974
		After	7.5586	111	1.75647	.16672
Pair 6	Stylish	Before	6.1172	128	2.01811	.17838
		After	6.5078	128	2.00784	.17747
Pair 7	Good variety of clothing	Before	6.9766	128	1.95808	.17307
		After	7.3516	128	1.93838	.17133

Appendix 46:

Independent T-test between Q2 “Gender” & Q44 “H&M is...”

Independent Samples Test

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
A brand for people like me	.547	.461	2.861	126	.005	1.07734	.37659	.33207	1.82261
Affordable	.072	.789	.982	126	.328	-.35369	.36028	-.35928	1.06667
I admire the brand	.839	.361	2.731	126	.007	1.22069	.44697	.33614	2.10524
Good quality	1.291	.258	1.498	126	.137	.53103	.35460	-.17070	1.23277
Sustainable	.991	.322	2.136	126	.035	.70246	.32880	.05178	1.35315
Stylish	.106	.745	1.013	126	.313	-.36108	.35647	-.34437	1.06653
Good variety of clothing	6.181	.014	1.792	126	.076	.61133	.34122	-.06394	1.28660

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
A brand for people like me	Female	70	7.0429	2.04610	.24456
	Male	58	5.9655	2.20816	.28995
I admire the brand	Female	70	7.1000	2.42660	.29003
	Male	58	5.8793	2.62296	.34441
Sustainable	Female	70	7.7714	1.66090	.19852
	Male	58	7.0690	2.05931	.27040

Appendix 47:

Frequency analysis for Q45

I'm wtp more for H&M products

	Frequency	Percent	Percent for Analysis
Strongly Agree	11	8,6	47,7
Agree	50	39,1	
Neither Agr. Nor Disagr.	34	26,6	25,8
Disagree	27	21,1	
Strongly Disagree	6	4,7	

I would buy more often at H&M

	Frequency	Percent	Percent for Analysis
Strongly Agree	13	10,2	48,5
Agree	49	38,3	
Neither Agr. Nor Disagr.	45	35,2	16,4
Disagree	18	14,1	
Strongly Disagree	3	2,3	

I think H&M is a great brand

	Frequency	Percent	Percent for Analysis
Strongly Agree	19	14,8	60,1
Agree	58	45,3	
Neither Agr. Nor Disagr.	37	28,9	11
Disagree	12	9,4	
Strongly Disagree	2	1,6	

I would advise others to buy at H&M

	Frequency	Percent	Percent for Analysis
Strongly Agree	15	11,7	57
Agree	58	45,3	
Neither Agr. Nor Disagr.	35	27,3	15,6
Disagree	15	11,7	
Strongly Disagree	5	3,9	

H&M is more sustainable than Zara, Mango or Primark

	Frequency	Percent	Percent for Analysis
Strongly Agree	28	21,9	64,9
Agree	55	43	
Neither Agr. Nor Disagr.	36	28,1	7,1
Disagree	8	6,3	
Strongly Disagree	1	0,8	

I believe in H&M's sustainability claims

	Frequency	Percent	Percent for Analysis
Strongly Agree	8	6,3	69,6
Agree	81	63,3	
Neither Agr. Nor Disagr.	29	22,7	7,8
Disagree	10	7,8	
Strongly Disagree	0	0	

It's great that H&M has a sustainable line

	Frequency	Percent	Percent for Analysis
Strongly Agree	50	39,1	89,9
Agree	65	50,8	
Neither Agr. Nor Disagr.	9	7	3,1
Disagree	3	2,3	
Strongly Disagree	1	0,8	

Appendix 48:

Independent T-test between Q2 “Gender” and Q45

Independent Samples Test

	Levene's Test		T-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff	95% CI of Diff.	
								Lower	Upper
I would buy more often at H&M	.129	.720	1.357	126	.177	.224	.165	-.103	.551
I'm wtp more for H&M products	1.350	.247	1.367	126	.174	.251	.183	-.112	.614
I think H&M is a great brand	4.929	.028	2.242	126	.027	.355	.158	.042	.668
I would advise others to buy at H&M	2.856	.093	2.121	126	.036	.364	.172	.024	.704
H&M is more sustainable than Zara, Mango or Primark	2.182	.142	2.622	126	.010	.402	.153	.099	.706
I believe in H&M's sustainability claims	8.418	.004	1.618	126	.108	.202	.125	-.045	.450
It's great that H&M has a sustainable line	.444	.506	1.301	126	.196	.173	.133	-.090	.437

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
I think H&M is a great brand	Female	70	3.79	.815	.097
	Male	58	3.43	.975	.128
I would advise others to buy at H&M	Female	70	3.66	.883	.106
	Male	58	3.29	1.060	.139
H&M is more sustainable than Zara, Mango or Primark	Female	70	3.97	.834	.100
	Male	58	3.57	.901	.118