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SLEEPY WEAR BY LUCIANA – A SUSTAINABLE
SLEEPWEAR BRAND

Project submitted to Universidade Católica Portuguesa to
obtain a Master's Degree in Communication Studies:
Communication, Marketing and Advertising

By

Luciana Murschenhofer

Universidade Católica Portuguesa
Faculdade de Ciências Humanas

September 2023



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Under the supervision of Professor Patrícia Tavares

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Abstract

Consumers are becoming increasingly conscious of the need to live a healthier and greener lifestyle by using less harmful products. Additionally, living in a world where the importance of truthful, restful nights is becoming progressively significant, offers an opportunity to develop a sustainable sleepwear brand that provides eco-friendly sleepwear sets without compromising quality and aesthetics.

The importance of marketing planning and brand development to launch a new product is addressed in the context of the consumers raising concerns with their consumption patterns' effects on their lifestyle and well-being.

This project follows a mixed methods approach, using primary data collection, including focus groups, interviews and a questionnaire. The data collected, in combination with the use of secondary data, supported the development of a marketing plan for the launch of a new sleepwear brand. By interviewing potential customers in a focus group (N=5), conducting semi-structured interviews (N=5), and completing a survey (N=150), this project explores and presents the development of a sleepwear brand and its marketing plan.

The findings revealed that most people value qualities such as comfort, simple design, and temperature regulation and prefer light colors over heavy patterns and colorful sleepwear sets. Moreover, consumers are willing to spend more money on sustainable sleepwear even though it is not their main focus. These findings were valuable for the creation of the brand *Sleepy Wear by Luciana* and the development of the marketing plan for the brand.

Keywords: Consumer behavior, sustainable fashion, marketing planning, branding, sleepwear

Resumo

Os consumidores estão cada vez mais conscientes da necessidade de viver um estilo de vida mais saudável e ecológico, utilizando produtos menos prejudiciais. Além disso, viver num mundo onde a importância de noites tranquilas e repousantes está a tornar-se cada vez mais significativa, oferece uma oportunidade para desenvolver uma marca de roupa de dormir sustentável que forneça conjuntos de roupa de dormir ecológicos sem comprometer a qualidade e a estética.

A importância do planeamento de marketing e do desenvolvimento da marca para o lançamento de um novo produto é abordada no contexto da preocupação dos consumidores com os efeitos dos seus padrões de consumo no seu estilo de vida e bem-estar.

Este projeto segue uma abordagem de métodos mistos, com recurso a uma recolha de dados primários que incluiu um *focus group*, entrevistas e um questionário. Os dados recolhidos, em combinação com a utilização de dados secundários, apoiaram o desenvolvimento de um plano de marketing para o lançamento de uma nova marca de roupa de dormir. Ao entrevistar potenciais clientes num *focus group* (N=5), ao realizar entrevistas semi-estruturadas (N=5) e recorrendo a um inquérito a potenciais consumidores (N=150), este projeto explora e apresenta o desenvolvimento de uma marca de roupa de dormir e o seu plano de marketing.

Os resultados revelaram que a maioria dos potenciais consumidores valoriza qualidades como o conforto, o design simples e a regulação da temperatura, e preferem cores claras a padrões pesados e conjuntos de roupa de dormir coloridos. Além disso, os consumidores estão dispostos a gastar mais dinheiro em vestuário de dormir sustentável, apesar de não ser o seu principal objetivo. Estas conclusões foram importantes para a criação da marca *Sleepy Wear by Luciana* e para o desenvolvimento do plano de marketing da marca.

Palavras-chave: Comportamento do consumidor, moda sustentável, planeamento de marketing, branding, roupa de dormir

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Introduction

Nowadays, with everything moving fast, due to new media, a growing economy, constant communication, and the endless stream of new impressions, relaxation, and tranquillity are becoming more and more difficult to attain for many people. According to several studies, there is an emerging trend in promoting well-being and sustainability (Sahota, 2014; Shamsi & Siddiqui, 2017). People seek simplicity, harmonious coexistence, and an awareness of companies toward the environment and society. Many companies are laying the groundwork for a sustainable and forward-looking future by implementing environmental practices, eco-friendly production, and renewable resources. Furthermore, it has become increasingly clear that sufficient and, most importantly, a night of high-quality sleep is necessary for people to process their experiences, reduce stress, and recover (St-Onge & Aggarwal, 2023).

Therefore, this project aims to create a sustainable sleepwear brand that keeps up with this new and growing trend. *Sleepy Wear by Luciana*, the brand brought to life in this project, offers comfort and style without compromising sustainability with its sleepwear sets.

The first part discusses upcoming consumer trends, such as sustainable lifestyles, fashion, and well-being. Afterwards, sleep's importance for human health is addressed. In addition, fabrics that reduce or enhance sleep are examined. Considering that this project involves not only the creation of the brand *Sleepy Wear by Luciana* but also the development of its marketing plan, marketing concepts are defined and clarified. Finally, the process of creating an original brand is determined.

The methodology section of this project discusses the methods used to gather information from potential consumers that contributed to the brand's creation and its marketing plan development. By conducting a focus group, semi-structured interviews, and a survey, meaningful insights were gathered that helped shape and develop *Sleepy Wear by Luciana* and its launching marketing plan.

Lastly, the brand's marketing plan is presented to understand the brand's future development, goals, and strategies. By doing so, the researcher hopes to contribute to the creation of a world in which fashion, well-being, and sustainability can coexist harmoniously, as well as creating a sense of comfort that our choices can shape a more sustainable future.

Part I – Theoretical Framework

Chapter 1. Consumer behavior toward a more sustainable lifestyle, fashion and well-being

This chapter addresses consumption and lifestyle behavior, as well as consumer's propensity to adopt sustainable lifestyles. This inclination is also reflected in purchasing decisions in the fashion industry and in a growing trend toward increasing general well-being.

1.1 Defining consumer behavior

There are various ways to define consumer behavior. Simply put, the study of consumer behavior refers to how an individual or group of consumers select, purchase, and use certain products, ideas, and services to satisfy their needs and wants (Hoyer et al., 2012; Solomon et al., 2012). In addition, consumer behavior is influenced by many different factors that lead to what consumers focus on, how they classify and understand information, and what ultimately leads them to make a decision (Hoyer et al., 2012; Tyagi & Kumar, 2004). Consumer behavior can depend on the culture, beliefs, and values that certain groups or individuals live by as well as gender, age, and the influence of family and friends (Hoyer et al., 2012; Solomon et al., 2012). Moreover, understanding consumer behavior and trends is essential to making a product appealing to customers and enabling businesses to produce products and services that consumers will use, like, and recommend (Hoyer et al., 2012; Solomon et al., 2012). Eventually, marketers research consumer behavior to learn information that helps them develop more successful marketing plans and strategies and create, develop and maintain mutually beneficial relationships with clients and other organizational stakeholders (Hoyer et al., 2012).

1.2 Defining sustainability

In its broadest definition, sustainability refers to the concept of striking a balance between economic development, environmental protection, and social well-being while meeting the needs of today's generation without compromising those of the future (What Is Sustainability? Definition, Types and Examples, 2022). According to Brickwedde (2010), there are three types of sustainability: environmental, economic and social.

First, *environmental sustainability* is primarily concerned with issues that affect the environment and our planet's resources (Brickwedde, 2010; Lin & Zheng, 2017). Climate change, water scarcity, and solutions to hunger are examples of timely topics being discussed

(Brickwedde, 2010). The long-term objective of environmental sustainability is to always consume as much of a resource as can be regrown in the consumption timeframe (Brickwedde, 2010; Lin & Zheng, 2017). Moreover, environmental sustainability emphasizes the protection of nature since intact ecosystems provide many benefits (Brickwedde, 2010; Wagner, 2020). Ecosystems also play a vital role in preserving our environment by reducing greenhouse gases and combating climate change (Brickwedde, 2010; Wagner, 2020). Beyond that, however, a forest is an ecosystem and a place where people draw strength and energy from (Brickwedde, 2010). There are various ways to conserve resources and replace non-renewable resources with renewable resources. For instance, using wind and the sun to generate power should be preferred in the energy sector, as this is not a scarce resource (Brickwedde, 2010). Moreover, petroleum can be replaced by plant-based alternatives, and scientists are constantly working on further ways to protect our environment in the long term (Brickwedde, 2010). Experts also point out that many unexploited possibilities exist to generate energy, but technical prerequisites are often still lacking (Brickwedde, 2010). According to the author, knowledge of interrelationships is often insufficient (Brickwedde, 2010). Better education and knowledge are required to cover knowledge gaps in the long term and convince people of alternative courses of action (Brickwedde, 2010). It is particularly imperative to rethink individual lifestyles, as sustaining future generations is only possible if individual households, businesses, and politics work together, accept responsibility, and become engaged (Brickwedde, 2010; Lin & Zheng, 2017).

Second, *economic sustainability* refers to a profitable financial principle without the risk of exhaustion or future scarcity of resources (What Is Sustainability? Definition, Types and Examples, 2022). Economic sustainability is not just about making money but also about providing a high-quality life (What Is Sustainability? Definition, Types, and Examples, 2022). This can be achieved by industries switching to environmentally friendly alternatives. One example of this is the introduction and promotion of recyclable materials, to which the company *Unilever* has committed itself and hence presented a strategy in 2010 that aims to balance sustainability and economic performance in the future (What Is Sustainability? Definition, Types and Examples, 2022).

Lastly, *social sustainability* discusses the field of social environments. In theory, all people should have the right to equal opportunities in terms of pay, education, or access to the labor market, as well as human dignity, the right to participate in decision-making, and security (Alisch et al., 2017). These are a few topics discussed by social sustainability. Sustainable social

development should strengthen society over several generations and enable justice and the free development of certain social groups (What Is Sustainability? Definition, Types and Examples, 2022).

All three forms of sustainability cannot be separated from each other but interact and overlap in many ways (Brickwedde, 2010). Sustainable development focuses on finding long-term solutions since short-term symptom treatment does not lead to lasting positive development (Brickwedde, 2010). It should also be remembered that it is difficult to find transnational solutions. However, one thing is clear: In the long term, there is no way around finding and implementing sustainable alternatives in all areas to ensure life for future generations (Brickwedde, 2010).

1.3 Consumer behavior toward a more sustainable lifestyle

Environmental issues are discussed more frequently than ever. Biodiversity loss, global pollution, and climate change are just some of the alleged environmental damages caused by human activities (Sahota, 2014). The world's population has reached several billion people and is expected to increase even more in the coming years (Sahota, 2014). There is general agreement that Earth's resources, especially at current consumption rates, cannot support such a rapid increase in the global population (Sahota, 2014). As a result, alterations to consumption patterns and human behavior are necessary to protect the environment (Sahota, 2014; Zameer & Yasmeen, 2022). In recent years, this issue's importance has been recognized by the government by consumers and by producers (Shamsi & Siddiqui, 2017; Zameer & Yasmeen, 2022).

An increasing number of studies indicate that consumers are increasingly interested in green lifestyles as they seek personal benefits from green products and environmental benefits (Sahota, 2014; Shamsi & Siddiqui, 2017). Industry research and development departments are constantly trying to produce green goods that cause less environmental damage (Shamsi & Siddiqui, 2017). Thanks to the rising levels of education, social media, and the use of the internet in general, consumers nowadays can get information about any product (Sahota, 2014). Customers are becoming more concerned about the origin of the products, the manufacturing processes, and the impact on the environment, as well as safety aspects (Sahota, 2014). In general, an environmentally conscious manufactured product integrates recycling techniques,

is made from recycled or recyclable substances, and uses less hazardous materials to reduce its environmental impact (Shamsi & Siddiqui, 2017).

In a study by the firm *Deloitte* on the growing trend toward sustainability, it is made clear that consumers are open to issues around sustainability but still need support to drive a significant impact (Sustainability & Consumer Behaviour, 2022). Further studies show that the trend toward green purchases will encourage companies to design policies positively impacting the environment (Batth, 2018; Zameer & Yasmeen, 2022). In analyzing consumer awareness of green purchases, Deloitte identified several key areas. Consumers are most likely to make sustainable or ethical decisions in the categories they view as vital and purchase the most frequently (Sustainability & Consumer Behaviour, 2022).

Furthermore, according to Zameer & Yasmeen (2022), environmental consciousness will strengthen ecological product awareness. Consumers are paying more attention to what they purchase (less overall or only what they need) and reducing meat products and composting and recycling household waste (Sustainability & Consumer Behaviour, 2022). According to the Deloitte firm, this trend may also be due to rising inflation. Another interesting finding of this study is the increased attention paid to brands that focus on sustainable manufacturing and values in recent years (Sustainability & Consumer Behaviour, 2022). Moreover, customers buy fewer new clothing items, tend to fix their clothes more frequently, buy more secondhand, and choose brands based on their sustainability and ethical standards as they shop for clothing and footwear compared to a few years ago (Koay et al., 2022; Sustainability & Consumer Behaviour, 2022).

Part of the study looks at understanding what consumers consider sustainable. Primarily, consumers understand a product to be sustainable if it is biodegradable, made from recyclable materials, contains little packaging, or is carbon neutral (Shamsi & Siddiqui, 2017; Sustainability & Consumer Behaviour, 2022). However, according to the consultancy's study what ultimately drives customers to purchase are values such as durability and reparability, rather than recyclability or biodegradability (Sustainability & Consumer Behaviour, 2022).

In addition, some factors make it difficult for consumers to experience sustainability, even though the need for it exists to some extent (Bonini & Oppenheim, 2008; Sustainability & Consumer Behaviour, 2022). For example, there are people for whom a sustainable lifestyle is too expensive (Bonini, & Oppenheim, 2008; Sustainability & Consumer Behaviour, 2022).

Another majority are consumers who are not interested in the topic because they have too little information and often still believe that it has no difference whether they live sustainably or not (Bonini & Oppenheim, 2008; Sustainability & Consumer Behaviour, 2022). This finding illustrates that it is important to make knowledge about sustainability more accessible and to offer eco-friendly and affordable options (Bonini, & Oppenheim, 2008; Sustainability & Consumer Behaviour, 2022).

So, what can help consumers shift to a more sustainable lifestyle? As mentioned before, it is imperative to make sustainable alternatives more affordable and accessible to the general public (Sustainability & Consumer Behaviour, 2022). In addition, consumers should be better informed about individual processes such as recycling and disposing of items or even how to repair them (Sustainability & Consumer Behaviour, 2022). Businesses could further improve sustainability if more regulations and policies were in place to encourage sustainable practices, make their products and services more transparent, or make the origin of products clearer. (Bonini & Oppenheim, 2008; Sustainability & Consumer Behaviour, 2022).

Another crucial point is that many consumers do not trust companies when it comes to sustainable practices and climate change (Sustainability & Consumer Behaviour, 2022). It would be helpful to build trust if supply chains were more transparent, accountable, and socially and environmentally responsible (Sustainability & Consumer Behaviour, 2022). Companies taking a clear stance on sustainability and climate change issues and making strong devotions, such as net zero commitments and greenhouse gas reduction targets, which would be listed on a company's website or in its annual report, also help build trust with the public (Sustainability & Consumer Behaviour, 2022).

A further joint study by the management consultancy *McKinsey & Company* and *NielsenIQ* states that sustainability is becoming increasingly significant for consumers and companies in the consumer goods industry, commonly called CPG¹ (Bar Am et al., 2023). The article indicates that sustainability is a clear priority for many consumers. According to the McKinsey survey, more than 70% of consumers are concerned about sustainability, want more companies to take action, and 60% are willing to spend more on sustainable products (Bar Am et al., 2023).

¹ CPG stands for Consumer Packaged Goods, which are goods consumed regularly or daily and therefore need to be replaced more frequently. Examples include food, makeup, and household products (Bloomenthal, 2022).

This trend is particularly evident among younger generations (Bar Am et al., 2023). Despite this, the lack of trust in many corporations leaves it difficult for consumers to follow this trend. Therefore, companies are increasingly expected to disclose more about their products, manufacturing processes, and supply chains. (Bar Am et al., 2023). Furthermore, the challenges associated with sustainable processes often cannot be overcome alone, so companies need to cooperate (Bar Am et al., 2023). Collaboration with suppliers, customers, and other stakeholders is critical to progress (Bar Am et al., 2023). Ultimately, the authors argue that CPG company's priority on sustainability is reflected in consumer loyalty and sales growth (Bar Am et al., 2023).

1.4 Sustainability in fashion

Many people express themselves through their clothes. Different fashion styles can reflect a person's culture, feelings, or even identity (Hethorn & Ulasewicz, 2015). Hence, fashion can mean much more than just a simple piece of fabric (Hethorn & Ulasewicz, 2015). Nevertheless, the fashion world also has many negative aspects which is why recently, more emphasis has been placed on sustainable fashion and a more conscious purchase of clothing (Ferraro et al., 2016).

In a world geared toward profit, the most significant point about products, or in this case fashion items, is that they are sold, so they must be affordable and desirable (Sherburne, 2009). From this point of view, aspects such as material or human resources are constantly underestimated and compromised (Sherburne, 2009).

In the last few years, it has become increasingly clear what an enormous environmental and social impact mass fashion production has (Allwood et al., 2006). This is because clothing is purchased more frequently, offered at very low prices, and often thrown away only after a short time of wearing (Kozlowski et al., 2012). This shift is also known as the fast fashion principle. Trends are driven by large fashion houses such as *Zara* and *H&M* in extremely short timeframes and the market is flooded with clothing (Allwood et al., 2006; Koay et al., 2022). While such practices have made textiles and fashion accessible to the masses, no value is placed on whether the products are of high quality or not (Sherburne, 2009). Increasing automation causes people to lose their jobs, skills are not valued anymore, and monopolies take away local populations' ability to provide for themselves (Sherburne, 2009). There are several scenarios where, in the search for lower production costs, manufacturing has been outsourced to countries where

legislation to protect the environment and the population can be circumvented (Sherburne, 2009).

Experts say that clothing production has more than doubled since the turn of the millennium, and forecasts show that this growth trend will continue to increase in the coming years (Remy et al., 2016). “Today, clothing and textiles represent about seven per cent of world exports” (Allwood et al., 2006, p.2). In addition, the apparel industry is considered one of the most resource-intensive industries due to its complex supply chains (Allwood et al., 2006). Many steps are involved from the extraction of raw materials to the finished garment. One of the negative aspects of the process is the emission of large amounts of CO₂ (Allwood et al., 2006). Furthermore, dyeing textiles with toxic chemicals has other environmental impacts. The dyeing process often uses thousands of different chemicals, including heavy metals, which are toxic to our environment but can also be carcinogenic (Allwood et al., 2006). Moreover, it should be noted that cotton farming requires large amounts of water and uses insecticides that pollute our groundwater (Allwood et al., 2006). Another issue that should be considered critically is the working conditions in the textile industry. Workers are often exposed to toxic chemicals, working hours are long, and wages are very low in many cases (Allwood et al., 2006).

People might ask how *sustainability* and *fashion* belong together. Sustainability means something that lasts a long time and fashion is all about changing continuously (Hethorn & Ulasewicz, 2015). The authors analyzed three areas with opportunities for sustainable action. These include *people*, *processes*, and the *environment* (Hethorn & Ulasewicz, 2015).

On the one hand, *people* are the ones who consume clothing (Hethorn & Ulasewicz, 2015). They impact the environment through their choices and thus have a direct influence on their ecological footprint (Hethorn & Ulasewicz, 2015). On the other hand, it is also people who produce clothing and therefore, it is important to point out what responsibility we have toward the people who work in the factories since the conditions are often very bad (Allwood et al., 2006; (Hethorn & Ulasewicz, 2015).

The *processes* relate to both production and the economy. After all, clothing production is reflected in our environmental footprint and the overall mood of our society (Hethorn & Ulasewicz, 2015).

The authors' last critical point about sustainable actions relates to our *environment*. Clothing materials directly impact our environment (Niinimäki et al. 2020; Hethorn & Ulasewicz, 2015). The durability and recyclability of the materials are points to consider, as the design and production of clothing can have a positive impact (Hethorn & Ulasewicz, 2015). Globalization made the fashion world more open to other styles, diverse cultural influences, and production techniques (Hethorn & Ulasewicz, 2015). People got access to a wide range of different fashion pieces, but simultaneously, the individual production steps became more invisible and difficult to trace (Niinimäki et al. 2020; Hethorn & Ulasewicz, 2015).

Through sustainable fashion production, everyone should be encouraged to consider where our fashion comes from and at what price everyone can access certain fashion items (Hethorn & Ulasewicz, 2015). The authors emphasize that everyone should take responsibility and look at the fashion world from a sustainability perspective. This will encourage people to think about alternatives that also ensure a healthy economy and social justice (Hethorn & Ulasewicz, 2015).

Resources should be used in a way that meets one's own needs while ensuring future generations have similar experiences (Hethorn & Ulasewicz, 2015). Designers, consumers, retailers, and everyone in the fashion chain must work together and contribute to a shared vision of sustainable fashion (Hethorn & Ulasewicz, 2015). As a result, they can both negatively and positively affect a sustainable future (Hethorn & Ulasewicz, 2015). Moreover, it is necessary to rethink individual processes, develop innovative ideas for garment production, and introduce humane conditions that protect people and our planet (Hethorn & Ulasewicz, 2015).

A closer look reveals that sustainability in fashion is not new. It has existed in one form or another since the 1960s (Welters, 2015). This is because counterculture, which was an era of change in several different areas of society in Western countries, rejected mainstream styles (Welters, 2015). Many fashion pieces were found in second-hand stores at the time (Welters, 2015). At the same time, more and more women rejected makeup and the beauty industry (Welters, 2015). Men also did their part by avoiding shaving or cutting their hair. Thus, the word *unisex* was introduced. Both sexes resembled each other, wore the same clothes and work shirts, and wore their hair long (Welters, 2015). In addition, young people introduced the Art-To-Wear movement, in which they crocheted yarns from natural fibres into textured, organic clothing (Jin, 2007; Welters, 2015). By the 1970s, the counterculture had profoundly changed the fashion world (Jin, 2007; Welters, 2015). Etiquette rules were increasingly broken, and

there was a general trend toward natural looks (Welters, 2015). Synthetic fabrics were gradually rejected, and earthy colors, such as browns and greens, were increasingly preferred, as were handmade fashion items (Jin, 2007; Welters, 2015). Future-focused and striving to transform the fashion industry from the ground up, access to reusable, recyclable, and innovative new materials must be made broadly available (Sherburne, 2009).

1.4.1 Sustainable fabrics

Demand for food, water, and energy is constantly rising due to exponential population growth. This also causes an increased loss of our planet's natural resources, including fossil fuels (Blackburn, 2005). During the 1930s, research into synthetic and chemical products substantially enhanced the availability of various products as well as many people's general quality of life (Blackburn, 2005). Synthetic fibers have transformed several industries, especially fashion (Blackburn, 2005). The issue with manufactured polymers is that they are neither recyclable nor biodegradable (Blackburn, 2005). Additionally, synthetic materials such as nylon and polyester have significantly increased natural gas and petroleum consumption (Blackburn, 2005).

CO₂ release into the atmosphere is another serious issue that contributes to global warming (Allwood et al., 2006; Blackburn, 2005). This adds to an increase in forest fires, the extinction of animal species, the forced migration of people due to landscape shortages, the spread of disease, and numerous other natural catastrophes (Blackburn, 2005). Yet, the main reason why synthetic fibers are utilized so frequently is that they also have many advantages and are therefore well-liked by both manufacturers and consumers (Singh, & Bhalla, 2017; Synthetische Fasern – Plastik in Der Kleidung, 2020). They dry rapidly, feel light and soft on the skin, and are cheap to produce (Synthetische Fasern – Plastik in Der Kleidung, 2020). Nowadays, synthetic fibers account for 70% of fiber production worldwide. The biggest manufacturers are Bangladesh, India, Indonesia, and China (Synthetische Fasern – Plastik in Der Kleidung, 2020). Some government organizations have taken initial steps to address this issue, including recycling assistance and stricter policies for returning clothing and packaging (Blackburn, 2005).

Biodegradable fabrics are another method. Simply put, these fibers are substances that can, for example, break down and be absorbed by another organism without harming it (Blackburn, 2005). They must also be able to decompose within a certain period and not contain toxic

components (Blackburn, 2005). They could be a way to counteract waste disposal (Blackburn, 2005). However, sustainable fibers have higher costs, making it especially critical to pay more attention to the fashion industry and its harmful consequences (Blackburn, 2005).

As the demand for biodegradable materials increases, manufacturers will be forced to pay more attention and find solutions to serve these changing priorities (Blackburn, 2005). Besides biodegradable fibers, there are also sustainable fabrics (Blackburn, 2005). Sustainable fabrics are longer-lasting, created from natural or recycled materials, and have a less environmental impact. Nowadays, several businesses have realized the value of environmentally friendly materials and are focusing on them.

In the following section, sustainable materials are introduced and further explored. Foremost, recycled fibers are created from waste material and include for example, reusable polyester and cotton (Our Fiber Eco-Review, n.d.). *rPET*, which stands for recycled polyester, is made from discarded plastic bottles and is an environmentally friendly alternative to landfill waste (Our Fiber Eco-Review, n.d.). Compared to new fibers, producing recycled polyester requires fewer resources and emits fewer CO₂ emissions, making it an environmentally friendly option (Our Fiber Eco-Review, n.d.). Another sustainable option is recycled cotton, which uses fewer natural resources than conventional or organic cotton and prevents the production of new textile waste (Our Fiber Eco-Review, n.d.). While the quality of recycled cotton may not be on a level with new cotton's, it is frequently blended with new cotton to increase durability (Our Fiber Eco-Review, n.d.). Recycled cotton is typically made from old clothes or textile scraps (Our Fiber Eco-Review, n.d.). However, despite its various advantages, the regenerated cotton industry is still quite small (Our Fiber Eco-Review, n.d.).

A second category is plant-based fibers, including organic cotton, linen, or hemp (Our Fiber Eco-Review, n.d.). The quality of the fabric made from organic cotton is equivalent to that of conventional cotton, but it does not harm the environment (Our Fiber Eco-Review, n.d.). It is cultivated without applying pesticides, insecticides, or fertilizers (Our Fiber Eco-Review, n.d.). Furthermore, unlike conventional cotton farming, organic farming practices involve ancient techniques like crop rotation, mixed farming, or no-till farming to maintain soil fertility (Our Fiber Eco-Review, n.d.). Hence, farmers are not exposed to hazardous chemicals or substances during cultivation (Our Fiber Eco-Review, n.d.). Yet, organic cotton production tackles most of the environmental issues associated with conventional cotton farming (Our Fiber Eco-Review, n.d.).

Compared to cotton or polyester, linen is a natural material made from the flax plant that uses much less water, energy, pesticides, insecticides, and fertilizers (Our Fiber Eco-Review, n.d.). Lastly, hemp fabric is derived from the hemp plant, which is known for its rapid growth and minimal need for resources like water, energy, pesticides, and fertilizers (Our Fiber Eco-Review, n.d.). Additionally, hemp is highly beneficial for soil and can be cultivated in the same location for many years without depleting it (Our Fiber Eco-Review, n.d.). Due to these qualities, hemp is recognized as an environmentally friendly material (Our Fiber Eco-Review, n.d.). However, as hemp is related to cannabis (despite lacking psychoactive effects), the cultivation of hemp is heavily restricted or even illegal in numerous countries (Our Fiber Eco-Review, n.d.).

The third category is animal-based fibers (Our Fiber Eco-Review, n.d.). Silk, for instance, is well-known in this category. It is a renewable resource that consists of protein fibers spun by silkworms (Our Fiber Eco-Review, n.d.). Since it is disposable, it is also classified as an environmentally sustainable material (Our Fiber Eco-Review, n.d.). However, conventional silk production involves the use of chemicals and results in the death of the silkworm (Our Fiber Eco-Review, n.d.). Making organic silk is a preferable option besides *Peace Silk*, *Tussah*, and *Ahimsa silks* as these methods additionally allow the silkworm to leave the cocoon before boiling it to produce the silk material (Our Fiber Eco-Review, n.d.).

Finally, *Lyocell* belongs to the semi-synthetic fibers (Our Fiber Eco-Review, n.d.). All the chemicals used in the production of Lyocell are recycled in a closed-loop process (Blackburn, 2015; Our Fiber Eco-Review, n.d.). There are several other variants and possibilities for introducing sustainable fabrics. However, there are still many challenges that need to be addressed to achieve a more sustainable textile industry, including the need for greater investment in sustainable materials and technology, the need for regulatory frameworks to support sustainability, and the need for increased collaboration across the industry.

1.5 Greenwashing

With the increasing awareness of environmental harmfulness and the resulting interest in eco-friendly products, more and more companies are marketing themselves as green companies (Dahl, 2010). Businesses spend a lot of money to present themselves as environmentally

conscious to attract consumer interest, but when there is nothing behind those promises, it is known as greenwashing (Dahl, 2010).

Greenwashing is not an unfamiliar phenomenon but has gained interest and recognition since the 1980s (Dahl, 2010). Several studies demonstrate that there is an increase in companies claiming to act in an environmentally friendly way and market themselves in that way, without taking concrete action (Dahl, 2010). Experts say that this phenomenon will continue to increase in the near future (Dahl, 2010).

One reason this is a rising problem is that there are often no clear regulations about what constitutes green advertising (Dahl, 2010). A concrete example of greenwashing is a TV commercial by the Malaysian Palm Oil Council, which claimed to give new life by its trees and portrayed themselves as a gift from nature (Dahl, 2010). In fact, palm oil plantations cause environmental pollution, habitat loss, and rainforest species extinction (Dahl, 2010).

Nowadays, it can be challenging to differentiate legitimate eco-labels from false ones, since the number of label companies has become too large to follow (Dahl, 2010). However, not every environmental label is a tool for greenwashing and many certifications of approval exist, which provide useful guidance for choosing products and services produced more sustainably (Dahl, 2010).

1.6 Sleep and well-being

We live in a fast-paced world, constantly exposed to new impulses and change. Many people feel stressed, anxious, or burned out. Hence, it's more imperative than ever to take a step back, listen to our bodies, and give ourselves a break. Most people underestimate sleep's importance. While sleeping, we *cleanse* ourselves, process day impressions, and strengthen our immune systems.

On the one hand, it is recommended that adults aged 18 to 60 sleep at least 7 hours per night, otherwise, they are at high risk of sleep deprivation. This can lead to health risks such as weight gain, heart disease, or diabetes (Watson et al., 2015). In addition, people with less than 7 hours of sleep per night are more prone to accidents and linked to impaired immune function, decreased performance, and increased error rates (Watson et al., 2015). On the other hand, experts point out that too much sleep is also not healthy and individuals require different

amounts of sleep (Watson et al., 2015). It depends on age and is influenced by genetics and other factors such as the personal environment (Watson et al., 2015).

There are 5 phases of sleep. These are divided into *REM* (rapid eye movement) and *non-REM* phases (Meyer, 2019). Phases 1-3 are the non-REM phases. In the first phase, the person is in a relatively light sleep, and brain wave frequencies are only slightly slower than when awake (Meyer, 2019). In the second phase, experts observe a more solid sleep (Meyer, 2019). The third phase is so deep that it is difficult to wake up people in this phase, which is why they are often disoriented and confused (Meyer, 2019). The third phase is especially critical as the body *repairs* itself, strengthens the immune system, and is generally essential for recovery (Meyer, 2019). Phases 4 and 5 are REM phases, which are characterized by the fact that people dream (Meyer, 2019). Furthermore, REM phases are typically not long, approximately 10 minutes at the beginning and up to 60 minutes later during the night (Meyer, 2019). During these phases, the brain is also most active, and the heartbeat and breathing become faster (Meyer, 2019). The sleep cycle starts again as soon as they are over (Meyer, 2019).

Sufficient and, above all, high-quality sleep is a topic increasingly addressed in our society. Sleep deprivation makes our bodies more susceptible to bacteria and viruses (Krueger, 2008). Sleep is an effective stress reliever. Studies show that cortisol levels, the main stress hormone in our bodies, increase after a night of sleep deprivation (Leprout et al., 1997). Although the relationship between sleep, learning, and memory is complex, studies indicate that sleep is crucial for memory performance (Rasch & Born, 2013).

Quality sleep is essential for memory consolidation, maximizing the ability to process new information and remembering and sharing that information with others later (Meyer, 2019). Recent studies show that napping during the day significantly improves memory performance (Tucker et al., 2020).

Another key aspect of sleep is its impact on our mental health. Historically considered a secondary consequence of mental health problems, sleep is now believed to play a more direct, causal role in the development of mental health issues (Scott, Webb, & Rowse, 2017). It is even believed that sleep and mental health are bidirectional (Scott, Webb, & Rowse, 2017). Sleep problems likely influence both the development and progression of a range of mental health problems (Scott, Webb, & Rowse, 2017). Insomnia, chronic problems falling asleep or staying

asleep, is the most common sleep problem associated with poor mental health (Taylor et al., 2011).

Finally, poor sleep efficiency and shorter sleep are associated with lower disease resistance (Cohen, et al., 2009). One study found that people who slept less than 7 hours on average were nearly three times more likely to have a cold than their peers who slept 8 hours or more (Cohen, et al., 2009). In addition, the study shows that participants with lower sleep efficiency were more likely to get a cold than participants with 98% or greater efficiency (Cohen, et al., 2009). In conclusion, studies show that sleep has a variety of health benefits.

A trend in health and wellness has emerged in recent years (Dunn, 2023). People increasingly incorporate various wellness measures into their daily routines (Dunn, 2023). These range from physical activity to skincare and nutrition (Dunn, 2023). While consumers are willing to increase their spending on wellness and well-being, they are also questioning this growing industry (Dunn, 2023). Author Nicole Dunn, Forbes Council Member and CEO of Dunn Pellier Media, Inc.; PR for the fitness, health, and wellness sector, summarizes the 5 wellness trends for 2023 in the following way. (Dunn, 2023). First, the author points out that an increasing number of people are looking for personalized health and wellness plans that address each individual's specific wants, needs, and goals (Dunn, 2023). In addition, mental health is another significant topic that more companies address (Dunn, 2023). According to the author, a third trend is eco-wellness (Dunn, 2023). Here, sustainability plays a significant role for both the individual and the company (Dunn, 2023). Therefore, demand for environmentally friendly products and practices is rising (Dunn, 2023). Another critical point from the pandemic is the increasing demand for virtual offerings to get fit (Dunn, 2023). Be it through virtual fitness classes or online mental health sessions (Dunn, 2023). A final trend that will shape the fitness world in 2023 is the need to build strong communities, which can be done through shared workout groups (Dunn, 2023).

1.6.1 Importance of sleep in the context of a sustainable lifestyle

People strive to improve their lives and, especially in modern times, protect the planet (St-Onge & Aggarwal, 2023). Sufficient and especially restful sleep can help people achieve this goal (St-Onge & Aggarwal, 2023). Some organizations and studies focus on sleep's benefits for our overall well-being (St-Onge & Aggarwal, 2023). This is because sleep helps us live healthier lives both mentally and physically. This ultimately leads us to make better decisions and use

fewer resources (St-Onge & Aggarwal, 2023). Getting enough sleep is essential to strengthening the immune system, memory, motivation, and many other qualities (St-Onge & Aggarwal, 2023).

Salman Zafar suggests three ways in which people can improve their sleep by living a more sustainable lifestyle (Zafar, 2022). Zafar discusses spending less time with electrical devices (Zafar, 2022). Various studies show how media devices, even if not actively used, are associated with poor sleep (Turgeon & Wright, 2022). About ninety per cent of adults and three-quarters of children sleep with at least one device close by (Turgeon & Wright, 2022). People often unconsciously reach for their cell phones or similar devices before and during sleep (Turgeon & Wright, 2022). Overwhelming information, emotional triggers, and restlessness often prevent people from falling asleep (Turgeon & Wright, 2022). Therefore, experts advise against having devices nearby, dimming bright lights, and creating a calm and relaxed atmosphere (Turgeon & Wright, 2022). This reduces stress and prepares the brain for sleep (Turgeon & Wright, 2022).

According to Zafar (2022), connecting with nature is another way to improve sleep. This can involve growing fruits and vegetables in the garden or incorporating more plants into one's life (Zafar, 2022). Many people are unaware of plants' functions in their homes. Various plants can, for example, purify the air of harmful pollutants or calm people and thus help people feel relaxed and fall asleep more easily (Woodgate, 2021).

Lastly, a significant difference can be made when people change their eating habits (Zafar, 2022). What a person eats and at what time of the day influences sleep quality (Meyer, 2019). If people pay attention to what they eat, especially just before bed, they can restore their natural sleep rhythm (Meyer, 2019). Moreover, sleep, nutrition, and exercise are strongly connected (Meyer, 2019). Poor sleep can lead to poor eating habits, and a poor diet can interfere with workout motivation (Meyer, 2019). However, physical activity supports improved sleep (Meyer, 2019). Therefore, knowing what kind of food should be avoided before heading to bed is vital. Including more vegetables and fruits in one's diet benefits the environment, and ourselves. (Meyer, 2019 & Zafar, 2022).

1.6.2 How fabrics influence sleep

Several studies exist that prove that the fabrics worn during sleep, as well as the bedding material, can affect sleep quality (Cheney, 2017). Some people prefer soft materials, both for

bedding and pajamas (Cheney, 2017). A study in which participants tried different materials for several days found that fabrics that were smooth and perceived as relaxing, warm, and cozy did very well (Cheney, 2017). However, scratchy, rough, and cold fabrics performed poorly (Cheney, 2017). Moreover, it was discovered that people who wore soft pajamas moved less during the night and excreted less adrenaline during sleep (Cheney, 2017). Finally, comfortable materials lead to neurophysiological relaxation, which ultimately leads to better sleep quality (Cheney, 2017). Among the materials that performed best in the study were silk, satin, fleece, and cotton (Cheney, 2017).

The first chapter expresses how consumers are generally inclined toward more eco-friendly topics, products, an overall more sustainable lifestyle, and a growing interest in general well-being. This highlights the importance of sustainability, especially in fashion. In addition, it illustrates how everyone can contribute to a more sustainable future. Human society needs to become more conscious, offer better sustainability education, and provide less harmful alternatives to humans and the environment.

In the next chapter, key concepts are introduced to develop a successful brand and how to market it. Some of the concepts also helped build the brand *Sleepy Wear by Luciana* in this project.

Chapter 2. Marketing strategy

We have reached a new age of marketing dominated by social media (Tiffany, 2021). In an era of limitless opportunities and enticements, capturing customer attention directly is more significant than ever (Tiffany, 2021). This is proving to be a difficult endeavor, as people today often use numerous devices simultaneously and are confronted with so many impressions and stimuli that it is difficult to stand out from the crowd (Tiffany, 2021). Developing a coherent marketing strategy is essential to business success (Tiffany, 2021). Setting goals and collecting data can be used to evaluate and improve overall performance (Schlegelmilch, 2022; Tiffany, 2021). Marketing strategies consist of several components, which are introduced in the following chapter.

Developing an effective marketing framework integrating research, planning, strategic and operational marketing, and budgeting, this chapter provides crucial information that helped develop a marketing plan for the brand *Sleepy Wear by Luciana*.

2.1 Marketing planning

To explain the principle of marketing planning in more detail, the concept of marketing should first be clarified. Over the years, several definitions have emerged. However, marketing can be understood as any involvement and interference in all activities of individual products and their presentation on the market (Schlegelmilch, 2022; Stevens et al., 2006).

Marketing personnel participate in planning, implementation, and control (Schlegelmilch, 2022; Stevens et al., 2006). They always consider consumers and their needs and wants and consequently, play a vital role in the development and distribution of products and services (Schlegelmilch, 2022; Stevens et al., 2006). Planning is crucial in any business. Failure in any field can result from poor planning, so it is imperative to have a direction, from the beginning (Stevens et al., 2006). Especially in marketing, according to McDonald (2016), and Stevens et al. (2006) it is essential to have a plan because it defines what a business is and how it responds to consumer needs. Ultimately, a well-structured marketing plan can determine whether or not a company succeeds (Stevens et al., 2006).

A plan includes a conceptual framework that provides a foundation for analysis, execution, and development (McDonald, 2016; Stevens et al., 2006). The plan is a written document that contains an outline of the corporate mission and objectives as well as the results of the planning

process (McDonald, 2016). Yet, planning remains a fluid process that evolves (Stevens et al., 2006). Plans are created and executed, and the results can be used to create updated plans or adjust existing ones (Stevens et al., 2006). Especially in today's world of multiple companies, many competitors, and economic uncertainty, traditional marketing approaches are often less effective (McDonald, 2016; Stevens et al., 2006). Of course, even marketing planners cannot predict the future, but planning should identify possible outcomes and how they may affect the future and the business (Stevens et al., 2006). Planning is about making the right decisions in the here and now so that future goals can be achieved (McDonald, 2016; Stevens et al., 2006). Moreover, it is also about being creative and energetic (Stevens et al., 2006).

However, there are also reasons not to plan. Especially in smaller companies, some managers call planning unnecessary because they believe they have all events in mind (Stevens et al., 2006). Also, many managers simply do not have the time to consciously plan their work or do not see it as a necessity (Stevens et al., 2006). But these objections can be dispelled through efficient planning. Time should be well managed to get the most out of a business (Stevens et al., 2006). Small businesses in particular can achieve more through proper planning, goals, and motivation than without a plan (Stevens et al., 2006).

Other benefits are that planning helps management better adapt to a changing environment and turn change into an opportunity and an advantage, rather than suffering from it (Stevens et al., 2006). In addition, effective planning can motivate employees and give them direction, making them more loyal to the company (McDonald, 2016; Stevens et al., 2006). It is always critical for a company to give its employees a vision that, in the best-case scenario, they can identify with (Stevens et al., 2006).

According to Stevens et al. (2006), there are 4 activities a company can perform through strategic marketing planning:

- *Assess the firm's market position:* This can be analyzed with the help of a SWOT analysis. The SWOT analysis deals with the identification of the weaknesses and strengths of the company and with the possible threats as well as the opportunities to the company.
- *Establish goals within specified time periods:* Through planning, concrete goals, and active measures can be set.

- *Achieve greater employee commitment and teamwork:* A company is particularly successful when there is a common goal that employees can understand and strive for.
- *Muster its resources to meet change through anticipation and preparation:* This activity is particularly important to ensure the company's adaptability to potential changes and thus ensures its long-term survival.

In this context, it becomes clear that marketing planning is an integral part of existing brands. It is also a crucial part of developing an innovative brand. It becomes evident that not only does the marketing planning process bring several advantages to the overall marketing execution, but it is also a necessity for the company's survival.

2.2 Marketing research

Market research is a vital part of a successful marketing strategy. It can provide information about potential customers and their responses to various marketing activities (Kotler et al., 2019; Wiid & Diggines, 2009). It also identifies competition and other factors that affect business success or failure (Kotler et al., 2019; Wiid & Diggines, 2009). Therefore, this information is critical for management to make the right decisions (Wiid & Diggines, 2009). This is especially relevant in a constantly changing environment with the need to adapt strategies to consumer demand and understand what is currently of importance (Wiid & Diggines, 2009). There are several marketing models to better understand the market. In this work, the *STP model* is leveraged. STP stands for *segmentation*, *targeting*, and *positioning* (Kalam, 2020).

To clarify the meaning of market research, the concept of a market will be explained first. According to Sahu & Sahu (n.d.), a market is an environment in which at least two parties exchange information, services, or goods. Moreover, two or more parties need to be involved in selling and buying, which are therefore defined as buyers and sellers (Sahu & Sahu, n.d.). A market can only be competitive if there are multiple buyers involved (Sahu & Sahu, n.d.). When there is only one seller and several buyers, it is called a monopoly (Mosca, 2018; Sahu & Sahu, n.d.). A seller in this situation has complete control over its products and services, including price (Mosca, 2018; Sahu & Sahu, n.d.). In the opposite case, one speaks of a monopsony situation. In this case, the market consists of several sellers and only one buyer and the buyer has more control (Sahu & Sahu, n.d.).

Market *segmentation* is the process of dividing several large groups into smaller subcategories (Kalam, 2020; Kotler et al., 2019; Sahu & Sahu, n.d.). These smaller groups share similar or identical characteristics and interests and allow a brand to focus on them (Sahu & Sahu, n.d.; Tiffany, 2021). Thus, the brand can provide products and services according to the tastes of subgroups of potential consumers (Sahu & Sahu, n.d.).

Four different types of market segmentation are common. The first is geographical segmentation, which is dividing a market into various regions and population sizes (Kalam, 2020; Sahu & Sahu, n.d.). Marketers cannot have similar strategies for clients in different locations (Kalam, 2020; Sahu & Sahu, n.d.). An example of this is the marketing of beef at the world-renowned fast food chain *McDonald's* (Sahu & Sahu, n.d.). Beef is often rejected in India because of religious backgrounds, while it is being sold in the USA without any problems (Sahu & Sahu, n.d.). Furthermore, *demographic* segmentation concerns gender, age, income, and work, but also the education or nationality of a person (Sahu & Sahu, n.d.). *Psychographic* segmentation distinguishes individuals according to their lifestyle, interests, and personality (Kalam, 2020; Sahu & Sahu, n.d.). Ultimately, *behavioral* segmentation is concerned with how loyal consumers are to a particular brand and their general attitude toward their product (Kalam, 2020; Sahu & Sahu, n.d.).

Segmentation is necessary because not all people have the same needs (Sahu & Sahu, n.d.). Thus, through market segmentation, marketers can tailor appropriate and customized marketing strategies to individuals more precisely and, therefore achieve better results (Kalam, 2020; Sahu & Sahu, n.d.).

Since marketers cannot have the same marketing strategies for every customer, deciding which consumer segment to target is critical. This is done in a second step and decided after segmentation: Who and how many people should be *targeted* (Kalam, 2020; Sahu & Sahu, n.d.; Tiffany, 2021)? Through segmentation and targeting, specific advertising strategies can be developed for specific groups of individuals (Sahu & Sahu, n.d.; Tiffany, 2021). A target market consists of a group of people with similar attitudes (Sahu & Sahu, n.d.; Tiffany, 2021). An example of this would be women between the ages of 20 and 25 who are interested in sustainable products and clothing and go shopping twice a year.

Positioning is the last step in market research. This is where the company positions its product in the market, leaving a certain image in consumers' minds (Kalam, 2020; Sahu & Sahu, n.d.; Tiffany, 2021). These six different steps represent the positioning process according to (Sahu & Sahu, n.d.):

- *Get to know your target audience:* To identify the target audience and determine their needs and preferences, marketers must first identify the target audience. There is a wide range of interests, needs, and preferences among individuals, and each has their way of thinking. A product must meet customer needs.
- *Identify the product features:* Marketers should know the individual characteristics of the product they market. This can positively impact overall performance and convince more people to buy the product.
- *Unique selling propositions:* A company or product's USP (unique selling point) sets it apart from its competitors. Therefore, it is crucial that each brand has a USP and communicates this to consumers through various types of advertising.
- *Know the competition:* Marketers must keep track of what their competition is doing and constantly work toward an advantage over their competition.
- *Ways to promote brands:* Choosing the right advertising method that appeals to and does not confuse people is critical. A clear message that highlights the brand or product's benefits.
- *Maintain the brand's position:* To achieve effective positioning, marketers must continually live up to their customers' expectations and never compromise on quality.

2.2.1 Marketing mix

During the initial phases of a project, the marketing mix, also known as the *4Ps*, can serve as a guide and the basis of a marketing strategy (Khan, 2014; Sahu & Sahu, n.d.). Neil Borden introduced the term in 1953, but marketing professor E. Jerome McCarthy defined the *4Ps* more precisely in 1960, dividing them into *product*, *price*, *place*, and *promotion* (Khan, 2014; Kotler et al., 2019; Sahu & Sahu, n.d.). A product includes an item or service consumers can purchase (Egan, 2023; Khan, 2014; Sahu & Sahu, n.d.). Price includes the price consumers must pay to obtain the product or service (Khan, 2014; Sahu & Sahu, n.d.). Prices can be adjusted or changed depending on market conditions (Khan, 2014; Sahu & Sahu, n.d.). The less available a product is, the more it may increase in price (Kotler et al., 2019; Sahu & Sahu, n.d.). Place refers to the location where the product is available to the consumer (Khan, 2014; Sahu & Sahu,

n.d.). This can be in a physical location or virtually (Khan, 2014; Sahu & Sahu, n.d.). Finally, promotion represents the communication marketers use to make their product or service known (Khan, 2014; Sahu & Sahu, n.d.). This can be done through simple advertising on television or in the press, public relations, direct marketing (email), or new media such as the Internet (Khan, 2014; Sahu & Sahu, n.d.).

Later, the 4Ps were expanded to the 7Ps, which include *people*, *process*, and *physical evidence* as newly developed categories (Drummond & Ensor, 2005; Khan, 2014; Sahu & Sahu, n.d.). People refer to employees who represent an organization. Employee motivation, quality, and approach determine whether a customer has a positive or negative experience (Khan, 2014; Sahu & Sahu, n.d.). For this reason, employees must be properly recruited and trained (Drummond & Ensor, 2005). The process describes how the service can be delivered, from a customer's online inquiry to receiving information or purchasing (Drummond & Ensor, 2005). A positive customer experience can result from understanding the service providers' entire process, pace, and skill (Drummond & Ensor, 2005; Khan, 2014; Sahu & Sahu, n.d.). Ultimately, physical evidence clearly indicates the quality and experience a company offers (Drummond & Ensor, 2005; Khan, 2014; Sahu & Sahu, n.d.). This can be shown through the ambiance, the employees' attitude, or the website process's structure (Drummond & Ensor, 2005).

2.2.2 Competitive analysis

The SWOT analysis is used most frequently to evaluate a company's competitive position and as a framework for strategic planning. SWOT stands for *strengths*, *weaknesses*, *opportunities*, and *threats* (Namugenyi et al., 2019; Sarsby, 2016). It allows companies to analyze internal and external factors that impact a brand (company) (Namugenyi et al., 2019; Sarsby, 2016).

Strengths describe a company's positive attributes and how it differentiates itself from the competition (Namugenyi et al., 2019; Sarsby, 2016). Examples include unique customer service, loyal customers, or affordable prices (Namugenyi et al., 2019; Sarsby, 2016). Weaknesses prevent a company from achieving the most successful results (Namugenyi et al., 2019; Sarsby, 2016). These include insufficient brand recognition or long shipping wait times (Namugenyi et al., 2019; Sarsby, 2016). These are points that can be improved and developed

by a company. On the one hand, strengths and weaknesses both describe internal elements (Namugenyi et al., 2019; Sarsby, 2016).

On the other hand, opportunities describe external factors over which the company has no direct influence but can be beneficial (Namugenyi et al., 2019; Sarsby, 2016). These include new trends in social media or competitors withdrawing from the market (Namugenyi et al., 2019; Sarsby, 2016). A second external factor is called a threat. These can prevent a company from achieving its goals and can be characterized by new competitors or an economic crisis (Namugenyi et al., 2019; Sarsby, 2016). The latter two are also called environmental factors (Namugenyi et al., 2019).

SWOT analysis is a well-known tool used in many industries and organizations (Sarsby, 2016). It is so popular because it is easy to understand and apply (Sarsby, 2016). It can be performed superficially and in detail (Sarsby, 2016). In addition, it can be viewed and shared with others (Sarsby, 2016). Negative aspects of SWOT analysis include data collection, which can be biased and not of high quality (Sarsby, 2016). It is, however, a familiar and straightforward process.

2.3 Operational marketing

Unlike strategic marketing, which focuses on identifying consumer needs and creating a structure to achieve a company's stated goals over the long term, operational marketing is about achieving short-term goals through specific actions and supporting the marketing strategy through individual decisions and campaigns (Lambin & Schuiling, 2012). In other words, operational marketing ensures short-term profitability (Lambin & Schuiling, 2012). In addition, operational marketing is one of the most visible aspects of marketing, as instruments such as advertising and sales promotion are used here (Lambin & Schuiling, 2012). It is crucial to think about content and the channels through which to communicate with consumers (Tiffany, 2021).

Additionally, marketing operations combine and act in all departments' best interests. This involves bringing together people, processes, and technologies for one goal (Barhoum, 2019). Operational marketing uses various tools to reach its objectives, including television, radio, and the press (What Is Operational Marketing? - INSEEC, 2023). Moreover, operational marketing uses new media such as the Internet and various social platforms favored by consumers today (What Is Operational Marketing? - INSEEC, 2023).

2.4 Marketing budget

Finally, another significant constraint is the marketing budget available to achieve the most effective results (Tiffany, 2021). Marketing and advertising comprise a large part of a company's budget (Taylor, 2013). The goal is to achieve the widest possible reach and create brand awareness within the available budget (Taylor, 2013). Today, the Internet makes it easier to market a brand on a low budget, sometimes even for free (Taylor, 2013). Unlike advertising on TV or radio, online advertising does not require large investments (Taylor, 2013). Nowadays, advertising can be heavily targeted on social media platforms such as Instagram, making it easier to reach many people in different locations (Taylor, 2013).

2.5 KPIs (Key Performance Indicators)

Today, digital marketing is a key marketing method due to the increased use of virtual communication and social media in the past two decades (Ghahremani-Nahr & Nozari, 2021). Developing key performance indicators (KPIs) is an effective way to determine if marketing strategies are working and if overall goals are being achieved (Ghahremani-Nahr & Nozari, 2021). They help evaluate a company's success and performance. The marketing industry uses several different KPIs and each company has to decide on what metric to include in their strategy (Ghahremani-Nahr & Nozari, 2021). The following table shows some of the most common KPIs:

Table 1. Examples of KPIs in digital marketing

Website	Visitors
	Unique visitors
	Avg. session time
	Bounce rate
	Conversion rate
Newsletter	New subscribers
	Total recipients
	Total unique opens
	Clicks
	Top links
	Bounce rate
	Unsubscribes

Social Media	Total followers
(Instagram, Facebook, Twitter etc.)	New followers
	Engagement rate (likes, comments, shares)
	CTR (paid ads) click through rate
	CPC (paid ads) cost per click

The number of *visitors* to a website is the total number of users who visit a website. *Unique visitors* show only first-time website visitors. *Avg. Session time* determines the length of a website session. *Bounce rate* refers to the number of people who visit a website and leave without doing anything. A *conversion rate* indicates the percentage of users who have completed a desired action such as purchasing an item.

A *new subscriber* is someone who recently subscribed to the newsletter. Total *recipients* are those who have subscribed to the newsletter. *Total unique opens* indicate how many recipients opened the newsletter. The number of recipients who clicked on at least one link in the email is determined by the number of *clicks*. The *top links* are the ones that performed best, i.e. received the most clicks. A *bounced* newsletter reflects the number of people to whom the newsletter could not be sent. An *unsubscribed* newsletter reflects the number of people who unsubscribed.

An Instagram account's *total followers* indicate how many people follow a brand's or person's account. *New followers* represent the number of people who have started following an account in a given period. *Engagement rates* are measured by consumer interaction, such as liking or commenting on Instagram posts. According to the number of ads, the *click-through rate* (CTR) indicates how many clicks were achieved (Langhart, 2021). The click-through rate is calculated by dividing the impressions by the clicks. Hence, if an ad was displayed 5000 times and clicked 500 times, the click-through rate is 10% (Langhart, 2021). An ad's *cost per click* (CPC), indicates how much it costs on average to generate one click (Langhart, 2021). It can be calculated by taking the total costs of an ad over a defined period. It is then divided by the total number of clicks during the same timeframe. This measurement is a valuable tool that can be used to optimize campaigns (Langhart, 2021).

The second chapter discussed the steps to develop and implement a successful marketing strategy for a product or brand. It is critical to mention that a marketing strategy is a fluid process. It is necessary to adjust and expand the strategy regularly.

Chapter 3. Building a brand

This chapter highlights and explains the most relevant concepts of brand creation as well as the meaning of a brand itself. Moreover, it will focus on the main factors and mistakes in developing a new brand. As this project aims to create a sustainable sleepwear brand “made in Portugal”, this chapter is critical to the project’s success.

3.1 What is a brand?

As a consumer society, we have become accustomed to seeing brands everywhere (Slade-Brooking, 2016). The first coffee of the day is made using a *Nespresso* machine. As we dress, each piece of clothing represents a different brand. The day continues after driving to work in an Audi until we fall asleep on our *Emma* mattress again (Enzlmüller, 2012). Brands are everywhere and affect every aspect of our lives, including the social, cultural, athletic, and even religious realms (Kapferer, 2004).

Despite extensive research on brands and discussions within the academic community, brand experts have not agreed on a common understanding of the topic (Kapferer, 2004). Furthermore, we live in an age of change, which has resulted in a change in brand perception. At the beginning of industrialization, a brand served to identify products (Enzlmüller, 2012). In the late 1950s, with the introduction of the first commercial, especially in the 1960s, 1970s, and 1980s, advertising aimed to make a product known (Enzlmüller, 2012). In the following decades and with the increase of advertising in any form, this changed, and companies primarily focused on the unique selling propositions of their products to stand out from the competition (Enzlmüller, 2012).

However, it can be said that a brand is simply not just a product or service, but rather the value that surrounds a product and the feelings and thoughts it triggers in a person (Slade-Brooking, 2016). Moreover, a brand is not just a symbol or a logo. A brand is associated with a set of unique values and characteristics that define its character and provide satisfaction every time it is purchased, used, or experienced (Slade-Brooking, 2016). Furthermore, a brand’s goal is to build a lifelong relationship with its consumers to ensure that the brand is always their first choice (Slade-Brooking, 2016). A brand needs to stand out from its competitors. Especially when multiple products are found under one brand, core values must be consistent across all products. According to Beyes et al. (2013), the following three aspects should be clarified before starting a brand:

- *The relationship with the customer:* The relationship between a brand and a customer is unique. Ultimately, the consumer's thoughts and feelings about a particular brand are what defines it. It is crucial to conduct qualitative market research regularly to test the brand and its relevance, as a positive brand reputation creates brand loyalty.
- *The competition:* The brand must differentiate itself from its competitors. This can be achieved with the brand's unique strengths and functionalities it represents.
- *The product category:* To be associated with the respective product category, the brand must be linked to it by sharing compatible core values.

Ultimately, a brand must consistently meet customer expectations if it wants to maintain its position (Slade-Brooking, 2016).

3.2 Branding

Branding has been around for centuries (Slade-Brooking, 2016). Since ancient times, objects have been branded to distinguish them from others or attribute them to a particular person (Slade-Brooking, 2016). Animals like horses or cows are still branded to identify their origins (Slade-Brooking, 2016). A similar example is the Greeks, who used criers to announce ships' arrival or to convey information to the public through printed messages on goods (Murphy, 1992). Additionally, stores have long utilized images to advertise their products. A bakery, for example, displays a picture of bread (Murphy, 1992). Murphy (1992) referred to this as a precursor to visual marketing.

Modern branding, however, originated in the 19th century. The Industrial Revolution and the beginnings of advertising and marketing techniques gave branding a significant dimension (Murphy, 1992). Walter Landor said, "Products are made in a factory, but brands are created in the mind" (Sarma & Singh, 2014, p.302). So, a brand is a vision we carry inside us and want to share with those around us. Branding makes a brand visible and accessible to everyone (Branding - a Short Introduction, 2018). When branding is successful, it often gives consumers the impression that there is no other product or service on the market like it. This is done by making it clear what that specific brand is and is not.

Companies can help consumers immediately recognize and experience their brand and give them a reason to choose their goods over their competitors (Slade-Brooking, 2016). Branding,

then, is the process of developing a set of physical attributes, such as brand name, brand equity, tagline, etc., along with less tangible values, including the emotional benefits the brand provides (Slade-Brooking, 2016). An effective branding strategy can be developed in several ways. However, delivering a product that consistently matches what the brand promises can help retain existing customers (Slade-Brooking, 2016). Therefore, knowing your customer's needs and preferences is one of the most critical steps in establishing a successful branding strategy (Slade-Brooking, 2016). In addition, it is critical to understand the current market and potential competitors (Slade-Brooking, 2016). Ultimately, it is about knowing what a brand promises and how it delivers on those promises. In addition, branding should aim to increase awareness and long-term customer loyalty (Wheeler, 2009). Furthermore, branding helps illustrate why one product should be preferred over another (Wheeler, 2009). Branding is valuable because it can outperform the competition, attract customers, and promote brand loyalty (Wheeler, 2009). According to Wheeler (2009), there are various types of branding:

- *Co-branding*: As the name implies, co-branding means teaming up with another brand to maximize visibility, generate new customers, and save or share costs
- *Digital branding*: Digital branding describes the process of creating a brand identity through digital assets such as social media, the web, search engine optimization, digital ads, and more.
- *Personal branding*: Personal branding describes the individual approach to brand identity.
- *Cause branding*: Cause branding means promoting a brand in conjunction with a charitable cause.
- *Country branding*: Country branding refers to the process of a country positioning itself to attract tourists and other businesses.

There are numerous reasons to start branding. When a company builds a brand from scratch, it must consider the website, logo, business cards, and brand identity, all of which should be integrated into branding or form the basis of a cohesive branding strategy (Wheeler, 2009). In addition, rebranding can also refer to renaming the company (Wheeler, 2009).

Several factors can influence a company's decision to change its name (Wheeler, 2009). This may be because the company has evolved, and the name no longer accurately describes it (Wheeler, 2009). Also, the company may need to change its branding because it has grown

through a partnership with another company (Wheeler, 2009). Another significant reason may be legal action because conflicts have arisen (Wheeler, 2009). Revitalizing a brand can also lead to rebranding because the label, product, or service has expanded internationally, the market has changed, or the brand has simply reached its limits and wants to redefine itself (Wheeler, 2009).

3.2.1 Branding with a promise of well-being

The fact that consumer mindsets and trends regarding health and wellness have changed since the pandemic began in 2020 is not surprising (Callaghan et al., 2021). As a result, there is an increasing number of wellness-related products and services on the market (Callaghan et al., 2021). In addition, it can be argued that customers today understand wellness not only as exercise and proper nutrition but also as overall physical and mental health and appearance (Callaghan et al., 2021). In a 2021 study of the wellness market conducted in six countries (Brazil, China, Germany, the U.S., the U.K., and Japan) by the internationally known management and consulting firm *McKinsey & Company*, the firm reports that consumers in each market have placed a significantly higher priority on wellness over the past two to three years (Callaghan et al., 2021). As a result, the consultancy predicts that the value of the global wellness sector will rise to more than \$1.5 trillion, offering tremendous prospects for companies as consumer awareness increases (Callaghan et al., 2021). This is also due to the global COVID-19 pandemic, which led to stagnation or even a decline in personal wellness spending (Callaghan et al., 2021). McKinsey explains that consumer perceptions of what health actually means are constantly evolving, which is why they have simplified the top six categories of consumer interest (Callaghan et al., 2021):

- *Better health:* Beyond prescription medications and nutritional supplements, this category also includes consumer medical equipment and personal health monitors since more consumers are taking control of their health.
- *Better fitness:* : During COVID-19, maintaining fitness was difficult for many people. They were unable to visit their gyms regularly or engage in sports the same way as before. However, people continue to have fitness aspirations, and creative services like „Peloton“, an American exercise equipment and media company that caters to customers' demands for working out at home, have experienced exponential growth.
- *Better nutrition:* Better nutrition has always been a part of well-being, but today's consumers expect their food to help them achieve better health besides being tasty. This

results in a higher demand for subscription food services over the next year, juice cleanses, etc.

- *Better appearance:* Beauty products are the main factors in this category including skincare and collagen supplements. Additionally, a variety of service-oriented options for nonsurgical cosmetic procedures including oxygen jets, lasers, and micro-needling have appeared more frequently.
- *Better sleep:* More goods and services that support quality sleep are in high demand among consumers although this category is relatively new.
- *Better mindfulness:* Global reports of mental discomfort have increased throughout the COVID-19 crisis, and more than half of consumers in each of the nations questioned said they want to prioritize mindfulness more. Businesses may see the market potential in the fact that half of the consumers said that they wished for more mindfulness-related goods and services available.

In conclusion, the global wellness market is expanding and has more promise than ever (Callaghan et al., 2021). Although consumers' willingness to spend more on their well-being varies from industry to industry, overall, an upward trend can be observed (Callaghan et al., 2021). As the market continues to flourish, there is also an increasing level of brand rivalry. Therefore, developing an effective brand and marketing strategy is more critical than ever. It's critical to develop an effective marketing and branding strategy.

3.3 Brand strategy

A strong brand strategy connects all the dots of a brand so that all communications and actions align (Wheeler, 2009). This makes it stand out from potential competitors and should be easily understood by employees, stakeholders, and the media (Kotler et al., 2019; Wheeler, 2009). The strategy builds on the brand's vision and is formed by its values and culture (Wheeler, 2009). It also reflects what consumers demand. Ultimately, the strategy defines the brand's position, differentiation, competitive advantage, and unique selling proposition (Kotler et al., 2019; Wheeler, 2009). In this way, the strategy is a guideline to which all employees, whether in marketing or sales, can orient themselves (Wheeler, 2009). It provides clarity and inspiration. When developing a brand strategy, often a whole team from different areas (sales, marketing, PR, operations, etc.) as well as the CEO are involved (Wheeler, 2009). Sometimes even external specialists are brought in to develop the most effective strategies using the available material

(Wheeler, 2009). Ultimately, a company can fall or stand by a well-defined and clear brand strategy (Wheeler, 2009).

3.4 Brand positioning

Brand positioning is a revolutionary concept developed in 1981 by Al Ries and Jack Trout (Wheeler, 2009). The two marketing and advertising pioneers defined positioning as the foundation for building a brand (Wheeler, 2009). To position a brand in consumers' minds and strengthen the relationship, it is not just the logo or name that matters, but the whole marketing strategy that ultimately differentiates the brand from others (Kotler et al., 2019; Wheeler, 2009). The sneakers phenomenon is an example of rebranding a product (Wheeler, 2009). Back in the 1950s, people only had a pair of white sneakers, if any (Wheeler, 2009). However, the image of sneakers has been repositioned and gained new meanings, such as prestige and empowerment (Wheeler, 2009). Two shoe brands, *Nike* and *Reebok*, also capitalized on the growing interest in general health in the 1970s and altered both the perception and the price (Wheeler, 2009). Nowadays, many people own multiple pairs, and sneakers have become a status symbol (Wheeler, 2009).

3.5 Brand identity and brand equity

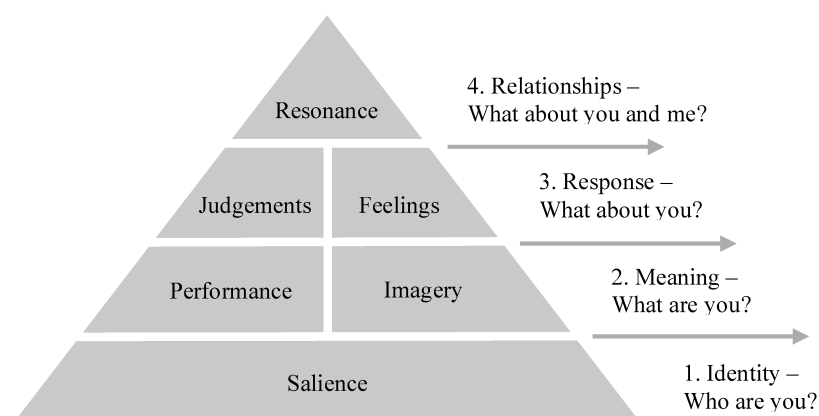
A brand's identity activates the senses. It is how a brand represents itself. Therefore, it reflects everything felt, seen, and heard (Wheeler, 2009). Moreover, brand identity creates recognition, reinforces differentiation, and creates meaning (Wheeler, 2009). During the process, various elements are combined into one system (Wheeler, 2009). A brand's identity and style contribute to the development of its true personality (Franzen & Moriarty, 2008). It is conveyed through advertising and transformed into a perceived brand personality by recipients (Franzen & Moriarty, 2008). There are, however, some elements that are not equally applicable to every brand (Franzen & Moriarty, 2008). As an example, in the case of *Nivea*, identification is determined by color and scent, while in the case of *Absolut Vodka*, identification is primarily influenced by the design and shape of the bottle. It is also important that brand identity coordinates not only the product design but also the employee conduct toward clients and consumers (Franzen & Moriarty, 2008).

Keller (2001) defines a four-layered brand equity model to describe the total value of a brand, based on customers' brand association. According to Keller (2001), building a brand identity represents the first step in his brand equity model. Creating a brand's identity is defined as

raising brand awareness to ensure consumers recognize the brand (Keller, 2001). In the second step, a brand must create meaning by explaining what it does and what its characteristics are (Keller, 2001). The author explains that this is achieved through *brand performance* and *brand imagery* (Keller, 2001). A brand's performance determines the degree to which it meets its customers' needs. It consists of 5 categories: *Product features*, *product reliability*, *customer service*, *style & design*, and *pricing* (Keller, 2001). Brand imagery refers to the intangible elements of a brand, such as consumers' emotional connections to it (Keller, 2001). The third level of Keller's pyramid is the so-called *brand's response*. It refers to what consumers think and feel about a brand. It is divided into two categories: *judgments* and *feelings* (Keller, 2001). On the one hand, judgments focus on customers' experiences and opinions about a brand. Feelings, on the other hand, describe the emotional response from customers and what feelings through marketing, e.g. are evoked in a person (Keller, 2001). The final level, *brand resonance*, is the most desirable of all levels since it creates brand loyalty and describes a strong social and psychological connection with a brand. A great example the author presents is *Harley Davidson*, a brand where the owners identify themselves with the brand itself and become strong advocates for it (Keller, 2001).

Based on Keller's brand equity model, a comprehensive approach must be taken with a single goal in mind to build a successful brand.

Figure 1: Keller's brand equity pyramid (Hawker, 2021)



3.5.1 Brand names

Words create meaning. A brand name plays a significant role in what consumers associate with it. Consequently, the name should be easy to remember and pronounce (Kotler et al., 2019; Wheeler, 2009). Be it on the website, in presentations, emails, or simply during conversations (Wheeler, 2009). However, finding the right name that is also legally available is not always easy and requires creativity, discipline, and strategic thinking (Kotler et al., 2019; Wheeler, 2009).

According to Wheeler (2009), an effective name possesses several characteristics. It should be *meaningful, unique, forward-looking, protectable, available, and visually appealing*. A *meaningful* name supports the image the company wishes to portray to the outside world (Wheeler, 2009). The right name allows consumers to understand the company's identity and brand values (Wheeler, 2009). Additionally, the name should reflect the company's *unique* characteristics (Wheeler, 2009). Having a distinctive brand name also helps the company stand out from its competitors and should be easy to remember (Wheeler, 2009). Moreover, it is beneficial if the name is *forward-looking*. Wheeler (2009) asserts that this leaves the company with several options and creates a space for growth and success. Furthermore, a name must be *protectable* and *available* (Wheeler, 2009). This way, the name patent can be protected while social media account and website domain names should still be available (Wheeler, 2009). Finally, it is particularly helpful if the name is *visually appealing*. As a result, the company's logo will look aesthetically pleasing on presentations, copy, flyers, etc. (Wheeler, 2009).

The author also explains that different types of brand names play a vital role in naming (Wheeler, 2009). The brand name can reflect the founder's name, such as *Ralph Lauren*, *Ben & Jerry's*, or *Tommy Hilfiger* (Wheeler, 2009). The positive aspect of this is that the name is easy to protect (Wheeler, 2009). At the same time, however, the product or service is always tied to a specific person and can make resale difficult (Wheeler, 2009). Some names are *descriptive*, such as *Toys R Us*, *The Body Shop*, or *Paypal* (Wheeler, 2009). On the one hand, the advantage of a descriptive brand name is the clear message and position of the brand, as consumers know exactly what to expect (Wheeler, 2009). On the other hand, a descriptive brand name can be limiting as a company grows, or it may even be difficult to protect the name at all (Wheeler, 2009). In addition, *fabricated* names, also known as invented names, such as *Kodak* or *TiVo* exist (Wheeler, 2009). These brand names are easy to protect because they

are unique (Wheeler, 2009). However, since it is an invented name that no one has ever heard of and has no meaning to begin with, a lot of capital must be spent to establish the name in the marketplace (Wheeler, 2009). Another way to name a brand is to use a *metaphorical* brand name. *Nike* and *Amazon* are two examples of metaphorical names (Wheeler, 2009). Nike comes from Greek and is the winged goddess of victory (Wheeler, 2009). Amazon, the largest river in the world, is the metaphor for one of the largest companies in the world Amazon (Wheeler, 2009). Just like the river, the company is constantly evolving and changing. Additionally, acronyms are names that are often used. However, they are difficult to remember and copyright (Wheeler, 2009). Therefore, they are not necessarily the first choice when choosing a new brand name (Wheeler, 2009). Examples include *DKNY* and *NASA* (Wheeler, 2009). Brand names that playfully change the spelling of a word to create a distinctive, protectable brand name, such as *Froot Loops* or *Lyft*, are called *magic spell* names (Wheeler, 2009). Finally, there is the category of brand names combined. One of the most notable examples of this is *Netflix*, one of the world's leading streaming services, which stands for *net* (Internet) and *flix* (flicks = movies) (Wheeler, 2009). Netflix is also an example of a magic spell brand name.

3.5.2 Brand logo

Another key aspect of brand identity is the company's logo. Logos serve as a symbol to identify and distinguish the company and its products from the competition (Sinek, 2009). They can be simple images covering many meanings (Budelmann & Kim, 2019). Some represent the actual product or service, while others represent more of an idea (Budelmann & Kim, 2019). In addition, both shapes and colors can be combined (Slade-Brooking, 2016). Since a logo has no meaning of its own, it must take on meaning in consumers' minds to be more than just a graphic tool (Slade-Brooking, 2016). It can be said that the more literal and illustrative a logo is, the less trouble a potential consumer will have understanding it (Budelmann & Kim, 2019). An example is the logo of a loaf of bread that stands for a bakery. In this case, the logo acts as a so-called highway sign, clearly representing a bakery and not a dentist (Budelmann & Kim, 2019). Yet, the internationally known company Apple logo, which has an apple as its logo, leaves room for interpretation since the company does not sell apples (Budelmann & Kim, 2019). Here, the logo is more metaphorical and meant to convey knowledge, similar to how the biblical tale of Adam and Eve or Sir Isaac Newton's observation of falling fruit led him to the theory of gravity (Frith, 2011).

3.5.3 Brand color choices

The choice of color for a brand has a significant impact on how consumers perceive it and what they associate with it (Budelmann & Kim, 2019). Colors can trigger emotions because the brain responds to colors in the same way it reacts to pain or fun – it responds directly and primal (Budelmann & Kim, 2019). In addition, colors can have different meanings in different cultures, so it is critical to think about where the product or service will be marketed (Budelmann & Kim, 2019). The color *green* has multiple meanings, such as sustainability, the Brazilian flag, or it also represents envy and ill will (Budelmann & Kim, 2019). For example, some cultures, especially Westernized cultures, wear black to funerals, while Easternized cultures wear white (Budelmann & Kim, 2019). It is also worth noting, especially in today's world where trends are constantly changing, that a sign in different colors is effective and vibrant (Budelmann & Kim, 2019).

3.5.4 Brand typography

Typographic logos are about words, not images, representing a company (Budelmann & Kim, 2019). Different letterforms can highlight certain brand features and create new meanings (Budelmann & Kim, 2019). First, one must choose between two typefaces: *Serif* or *Sans*. *Serif* (Budelmann & Kim, 2019). Serif fonts are often associated with tradition; they appeal to the human eye (Budelmann & Kim, 2019). They are also commonly used for printed materials such as books, magazines, and newspapers because they are easy to read. Serif fonts include *Times New Roman* and *Georgia*. *Sans* is a younger typeface and is often equated with modernity (Budelmann & Kim, 2019). However, these assumptions constantly change (Budelmann & Kim, 2019). Even so, choosing the right font for a company can show it at its most attractive and evoke positive feelings in consumers.

3.5.5 Brand taglines

The tagline or slogan is the most memorable element of a brand after the logo (Slade-Brooking, 2016). It can influence consumer buying behaviour because it can also have an emotional impact (Wheeler, 2009). A tagline is often just a short phrase used in both traditional advertising and marketing (Wheeler, 2009). Unlike logos, taglines often have a shorter life span depending on the market and advertising campaigns (Wheeler, 2009).

According to Wheeler (2009), some key characteristics make up a tagline. It should be short, different from the competition, original, and easy to remember (Wheeler, 2009). It is also

helpful if a tagline can be trademarked and emotionally impact consumers (Wheeler, 2009). However, the author explains this is not always easy to achieve (Wheeler, 2009). Furthermore, the author says there are different types of taglines. Imperative taglines often include an action (Wheeler, 2009). An example is *Nike's* tagline “Just do it” or *Apple's* “Think different” (Wheeler, 2009). As the name implies, descriptive taglines describe what a brand promises (Wheeler, 2009). These include, for example, *Philip's* “Sense and Sensibility” or *Target's* “Expect more. Pay less.” (Wheeler, 2009). Provocative taglines position the company as the leader in its category (Wheeler, 2009). *Lufthansa*, for instance, boasts the tagline “There is no better way to fly” (Wheeler, 2009). In addition, provocative slogans often ask challenging questions, such as *Microsoft's* earlier slogan, “Where do you want to go today?” (Wheeler, 2009). Finally, specific slogans describe the company's nature, such as *HSBS* – “The world's local bank” (Wheeler, 2009).

3.5.6 Brand tone

The tone of voice of a brand is another factor in how a brand can differentiate itself from the competition and what values it wants to convey to its consumers through verbal and non-verbal expression. Therefore, following consistent written and spoken communication is imperative, as it can help consumers perceive a brand and internalize brand identity (Franzen & Moriarty, 2008). For example, the tone of voice is used in radio or TV advertising campaigns (Franzen & Moriarty, 2008). As an example, the friendly, cheerful tone of voice of McDonald's makes it immediately recognizable (Franzen & Moriarty, 2008).

3.5.7 Brand packaging

Packaging as part of branding can play an important role in reinforcing brand identity. Paying close attention to a product's packaging, which buyers notice immediately, is one of the key signs of success in international markets (Mohebbi, 2014). Packaging available today comes in a variety of materials and colors. Packaging differences can significantly affect a business's success. Even adding a more appealing image to packaging can boost sales (Twedt, 1968). As products moved from behind counters to being easily accessible, packaging evolved from a simple means of isolation to an effective marketing tool that is easily applied (Kauppinen-Räsänen, 2014; Twedt, 1968). Nowadays, it is known that packaging can significantly impact consumers' buying decisions by putting a certain image in their minds and triggering feelings such as trust (Mohebbi, 2014). Lastly, packaging can make it easier for consumers to

differentiate a product from its competitors and can even be perceived as an experience rather than simply a package (Owczarek, n.d.).

3.6 Brand *DNA*

Many companies define their corporate values by brand *DNA*. Like the *DNA* of a living organism, which contains all the essential distinctive genetic information, brand *DNA* is the core of a company's identity (Enzlmüller, 2012). Ultimately, this is what makes a brand unique and distinctive. To build an authentic brand, it should be kept simple, clearly recognizable, and not easily copied to create a competitive advantage (Chapman & Tulien, 2010). Brand *DNA* helps create a foundation for success by defining particular brand attributes such as values, originality, relevance, and quality (Chapman & Tulien, 2010). For a brand to succeed, its *DNA* must be recognizable and identifiable across all brand touchpoints (Chapman & Tulien, 2010). This plays a significant role for employees and brand ambassadors, who are inspired and held together by a clearly defined brand *DNA* (Chapman & Tulien, 2010). This also resonates positively with consumers; all brand *DNA* attributes can be effectively used in marketing to develop an innovative strategy (Chapman & Tulien, 2010).

Through the approach of *vision*, *mission*, and *values* the concept of brand *DNA* will be further explained. On the one hand, a vision is a statement of what the company hopes to achieve and produce. It represents the ideal future for a company. In addition, a vision establishes a strategic course of action and motivates people to see how their efforts support an overarching, inspiring goal (Mirvis et al., 2010). A mission, on the other hand, works toward a specific purpose. It defines what must be done for an organization to achieve its vision (Mirvis et al., 2010). Ultimately, an organization's values are its guiding principles and beliefs that should be applied throughout the organization (Mirvis et al., 2010).

In this context, Simon Sinek's *Golden Circle* is also readily applied as part of the brand *DNA*. The Golden Circle is divided into categories: *What*, *How*, and *Why*. Almost every individual or organization needs to motivate others to act for one reason or another (Sinek, 2009). Some attempt to encourage consumers to purchase; others seek to win your vote, make you work harder, or simply follow the rules (Sinek, 2009). However, the most successful leaders strive to inspire those around them (Sinek, 2009). People who inspire others give them a feeling of purpose that usually has nothing to do with external rewards (Sinek, 2009). However, very few leaders try to encourage their followers through inspiration rather than manipulation (Sinek,

2009). In the end, whether they consciously or unconsciously seek to inspire, every person or organization does so by approaching the concept of the Golden Circle (Sinek, 2009).

The idea of the Golden Circle, The Golden Ratio, a simple mathematical connection, that has attracted mathematicians, biologists, architects, artists, and naturalists since the beginning of time, served as inspiration (Sinek, 2009). Many people, from the Egyptians to Leonardo da Vinci, have considered the Golden Ratio a mathematical formula for proportion and even beauty (Sinek, 2009). It also underscores the idea that nature is better organized than we realize (Sinek, 2009). What is unique about the Golden Ratio is that it can be used in so many areas. More importantly, it provides a formula that may be able to provide repeated and predictable results in circumstances where it was previously thought that these results were simply luck (Sinek, 2009).

In human behavior, the Golden Circle identifies structure and predictability (Sinek, 2009). Simply put, it helps us understand our motivations. Moreover, it offers an alternative view to assumptions about why some leaders and organizations have achieved so much influence (Sinek, 2009). Ultimately, it serves as a handbook to significantly improve management, corporate culture, sales, marketing, etc. It can even explain brand loyalty (Sinek, 2009). Starting with the *What*. It is easy to identify and explain. It simply refers to what a company does and outlines its organization's product or service (Sinek, 2009). The *How* describes how a company differentiates itself from its competitors by defining its unique selling proposition (Sinek, 2009). Lastly, the *Why* emphasizes the company's principles and beliefs and takes an inspirational stance (Sinek, 2009). Why is the company ceasing operations, and why should people care (Sinek, 2009)? Sinek (2009) says the *Why* is not the only strategy for success. However, to achieve long-term benefits and higher innovation and flexibility, one always has to examine and understand the *Why* (Sinek, 2009).

3.7 Brand love

In a culture with many brands, brand love is a marketing concept that helps brands stand out from the crowd (Michael, 2023). An emotional response is necessary for a brand to become a *love brand*, as emotions can create deep bonds and strengthen loyalties (Gumparthi & Patra, 2019; Michael, 2023). Also, people tend to select brands that they can identify with that are in line with their values and evoke a sense of meaning within them (Michael, 2023). The key to becoming a love brand lies in this aspect. To reach consumers, brands must discover what they desire and awaken their appropriate emotions (Michael, 2023). Brand loyalty results from

positive experiences and the arousal of positive emotions (Gumparathi & Patra, 2019; Michael, 2023). Consequently, the brand is recommended to others. Pricing is often overlooked when quality and service are given priority (Michael, 2023). To maintain this positivity, brands must constantly understand and respond to what consumers want.

According to Lydia Michael who participated in the podcast *Branch Out – A Podcast from Connection Builders*, certain elements must be considered to achieve brand love. One of the most critical aspects of a brand is the creation of authenticity (Drost, 2022). As a result, consumers become more trusting of the brand (Drost, 2022). To achieve this, a brand must always have certain values and stand behind them (Drost, 2022). Additionally, it should be transparent and deliver what it promises (Drost, 2022). Moreover, it is imperative to listen to what consumers want and try to implement their wishes to make the entire experience more personalized (Drost, 2022). Customizing a product is an example of how a brand can build trust with its consumers by creating an emotional connection between the brand and them (Drost, 2022). A brand's success can ultimately be determined by how consumers feel about it and how they perceive loyalty.

3.8 Brand and marketing communications

People who are not involved in marketing usually equate marketing with people trying to persuade and sell products (Varey, 2002). However, if one looks closely, marketing can be much more and can be viewed as cross-cultural social communication, as marketing communication has the potential to influence culture (Varey, 2002). Communication is the social interaction between individuals and the verbal or nonverbal exchange of information (Varey, 2002). As a result, marketing communication strategies were used for many years before being identified and studied (Egan, 2023). Going back in history, one can argue whether or not prehistoric cave paintings are an early example of advertising. It is however, clear that they are a form of communication (Egan, 2023). For example, the ancient Greeks had what they called “town criers”, the first newscasters who reported on law changes (Egan, 2023). Merchants often hired them to advertise their products (Egan, 2023). Furthermore, advertising was already common in the Roman Empire, as evidenced by the use of symbols such as a mill for a bakery or a shoe for a shoemaker (Egan, 2023).

At the beginning of the 20th century, marketing communication entered the modern era (Egan, 2023). This was largely due to the development of printing and other technologies that

advertising creatively utilized (Egan, 2023). In addition, catalogs grew in popularity until the advent of commercial radio stations and later television, which eventually became the main form of communication (Egan, 2023). At this time, sales promotion and public relations also became more popular than commercial communication methods (Egan, 2023).

The digital revolution often referred to as the turn of the millennium and the end of the 20th century, brought significant change (Egan, 2023; Sidhu, 2015). The World Wide Web changed Personal and business communications significantly (Egan, 2023; Sidhu, 2015). Radio, television, and print media, which were previously widely used, adopted digital technology and expanded into the online realm (Egan, 2023). Analysts say social media and social networking have become increasingly popular since 2004. When the first *iPhone* was launched in 2007, it changed the market by introducing *Apps* (application software) and ushered in a revolutionary era in cell phone marketing (Egan, 2023).

According to Egan (2023), *relevance*, *application*, and *speed* are the three aspects of marketing communications that have changed the most due to the digital revolution. Digital technology enables consumer-centric advertising (Egan, 2023). Analyzing trends and patterns is easy with Big Data and extraordinarily large data sets (Egan, 2023). However, this leads to another relevant discussion about privacy and security in the modern world (Egan, 2023). The evolution of marketing and marketing communications education is largely due to the accelerated growth of the economy (Egan, 2023).

The *4Ps* concept developed by E. Jerome McCarty in 1960, commonly referred to as the communications mix, has long been applied to create a distinctive marketing profile (Egan, 2023). Although this model has been adapted over time, it is still commonly used today (Egan, 2023). Marketing tools are categorized below *the line* and *above the line* (Egan, 2023). Media such as radio, TV, publications, newspapers, and billboards are considered above the line (Egan, 2023). When targeting a large audience, larger companies often use this expensive type of advertising (Egan, 2023). Below the line includes new media (social media, emails), merchandising, field sales, promotions, PR, direct marketing, and sponsorships (Egan, 2023). With this type of communication, results can be measured more accurately, and the target audience can be addressed directly (Egan, 2023). Marketing tactics and how they are communicated evolve to meet the marketplace's needs (Egan, 2023):

- *Mass communication to targeted communication:* Although it is still widely used, especially by major businesses, mass communication has long been the central focus of marketing communication. However, because of the Internet's opportunities, advertising can now be much more specifically targeted.
- *Selective communication tools for integrated marketing communication:* By combining various communication channels, integrated marketing communication adopts a holistic stance and recognizes that all organizational communication activities may affect the buying process and its consumers.
- *Consumer goods orientation to total market orientation:* In this process, the market is evaluated more deeply, and consumer demand is prioritized. In a consumer goods orientation, the consumer knows your product or service, not vice versa.
- *Analogue tools to digital tools:* The digital era, as previously mentioned, has fundamentally altered many aspects of marketing communications, pushing traditional media farther into the background.

This chapter discusses the definition of a brand its characteristics. Among these elements are brand identity, and a thoughtful brand strategy. Moreover, this chapter clarifies how to gain loyal customers and why some brands are preferred over others.

Ultimately, the focus of this project is to develop a marketing plan for the brand *Sleepy Wear by Luciana*. This first part could form a theoretical framework useful for developing the brand's marketing plan. However, mentioning that some topics still have room for further research is imperative.

For example, sustainability has gained increased attention in recent years. Numerous studies have been conducted on this topic, but research on sustainable fashion is still needed.

Sleep is another topic that has been extensively discussed, but not much literature and research has been conducted on sustainable sleepwear and its influence on improved sleep quality- However, in today's fast-paced environment, more and more people are becoming aware of the importance of sleep.

The next chapter presents the methodology.

Part II – Empirical Study

Chapter 4. Methodology

4.1 Research relevance

This project is relevant because on the one hand, developing a sustainable sleepwear brand combines two timely topics in today's world: health and sustainability. Many consumers are interested in incorporating sustainable practices into their everyday lives and promoting a healthy lifestyle. By introducing sustainable sleepwear, this project addresses various issues in this context and taps into a growing market with economic potential and social benefits.

On the other hand, this research is also relevant because it shows the importance of strategic marketing planning and brand development in the sustainability fashion sector. It highlights the need to activate conceptual frameworks on marketing planning and branding to better assess, plan, and launch a new sleepwear sustainable brand.

4.2 Research question and research objective

This project aims to develop a marketing plan for the brand *Sleepy Wear by Luciana*, which also came alive throughout this project. *Sleepy Wear by Luciana* is a sustainable sleepwear brand produced in Portugal. It is made with sustainable fabrics, meaning the fabrics are derived from eco-friendly materials and therefore less harmful to the environment. Also, the brand places a special focus on the importance of sleep and the connection between sleep, sustainable fabrics, and general well-being.

The research question that guides this project is: “What are the key factors influencing consumer preferences and purchasing decisions regarding sustainable sleepwear in the European market?”. Further objectives of this project were: (1) to understand how to position the brand comparing to potential competitors by analyzing its strength, weakness, opportunities and threats; (2) To build the brand *DNA* and develop its vision, mission and values; (3) To assess the need in the market for this project; (4) To identify and understand the brand's target group; (5) To develop the brand marketing plan.

4.3 Research design

This study uses a mixed-methods approach with a sequential multi methods data collection approach. Both quantitative and qualitative methods were chosen to gain a more holistic understanding of the research topic (Tashakkori & Teddlie, 2010). Instead of just collecting quantitative data, researchers can explore issues from multiple perspectives (Hoyer, MacInnis, & Pieters, 2012). In this study, a focus group, five semi-structured interviews, and a survey were conducted.

This section also presents the type as well as the time horizon.

4.3.1 Type of study and time horizon

This study is both exploratory and descriptive. An exploratory study examines phenomena that have not yet been thoroughly examined by identifying recurring themes or patterns (Nassaji, 2015). In many cases, this lays the groundwork for further research. The same applies to this project, which aimed to better understand people's sleep behavior, their attitudes toward sustainable sleepwear, and their general perspective on well-being. A survey was later used to test the validity of previous results on a wider range of potential customers and is therefore, referred to as descriptive. Descriptive studies are used to provide a more detailed picture of a known phenomenon.

As the research was conducted at a single point in time, the time horizon in this study is referred to as cross-sectional (Setia, 2016).

4.3.2 Methods: mix methods

A focus group, a qualitative method, which usually contains a small group of consumers and a moderator who leads the discussion, encourages participants to express and discuss their opinions with others about a certain topic freely (Hoyer, MacInnis, & Pieters, 2012).

Furthermore, like focus groups, interviews help understand consumer feedback, especially on sensitive topics (Hoyer, MacInnis, & Pieters, 2012). Moreover, semi-structured interviews allow the interviewer to adapt and add questions throughout the process depending on the interviewee for additional insights (Galletta & Cross, 2013).

Lastly, a survey, another empirical research method, allows the researcher to ask and test specific questions to as many people as possible (Hoyer, MacInnis, & Pieters, 2012). In addition, surveys can be kept anonymous. Consequently, sensitive content is more likely to be shared by consumers (Hoyer, MacInnis, & Pieters, 2012).

There are advantages and disadvantages to each method. Researchers must determine which research method is most appropriate for their topic to answer their research question.

4.4 Primary data collection

4.4.1 Focus group

First, a focus group with potential customers was gathered to collect information regarding sleeping habits, the sleepwear buying process, and the perceived association between sleep quality, sustainable fabrics, and general well-being. 5 potential customers (women and men) from the ages of 28 to 32 were asked a total of 12 questions. The questions were divided into 4 sections consisting of *initial questions* which are mostly easy to answer. In addition, the interviewees were asked *introductory questions*, followed by *main questions*, and lastly *final questions* including any suggestions and additional thoughts.

Participants in the focus group were Millennials (born between 1981 and 1996). Since the brand is aimed at the European market, speaking with Europeans was important, though no specific country was outlined. Also, gender played no particular role since the brand aims to reach both males and females. The focus group script was revised several times until the final version (see Appendix B - Focus group script) was used. The focus group was recorded on a mobile phone and subsequently manually transcribed and translated from German to English. All participants gave prior written consent to enrollment via a consent form (see Appendix A – Consent form sample). The researcher fully informed them about this study's content and purpose. Throughout the focus group, the researcher led the discussion and it lasted for 50 minutes. The researcher chose interviewees that accurately reflect the consumers' *Sleepy Wear by Luciana* aims to reach. The target group is discussed in more detail later in this study.

4.4.2 Semi-structured interviews

In a second primary data collection method, a total of 5 semi-structured interviews were carried out over the time of 1 month. A total of 5 participants were interviewed to gain more insights into sleep behavior, pajamas, and the buying process of sleepwear. Furthermore, the perceived

association between sleep quality and sustainable fabrics was tested as well as the brand concept and values.

The interview script consisted of three parts. First, consumers were asked questions about their sleeping habits and pajama-buying behavior. For this purpose, 8 different questions were asked and supplemented with a few non-structural questions at the end if necessary. The second part examined sustainability. This was accomplished by asking 4 structured questions. Lastly, participants were questioned directly about *Sleepy Wear by Luciana* to find out what they thought about the brand's values. In the third part, only two structured questions were given; the remaining questions were unstructured.

In total, 14 structured and 3 unstructured questions were asked. Depending on the answers, more follow-up questions were added. This type of questioning was made possible by the semi-structured interview questionnaire, which allows questions to be adapted for this very purpose (Galletta & Cross, 2013).

Following the first interview, the interview script was slightly modified (see Appendix C – Interview script). The interviews were recorded on a mobile phone and transcribed later. Despite none of the interviewees being native English speakers, the interviews were conducted in English to avoid translations into English and not being able to properly represent their thoughts. Each participant gave prior written consent to take part in the interview by completing a consent form (see Appendix A – Consent form sample) and was recorded with a mobile phone. Interviews lasted between 15 and 25 minutes.

These two qualitative methods provided an opportunity for direct engagement with potential consumers to gain a deeper understanding of their opinions and views. Moreover, it was possible to respond more specifically to certain issues raised by the researcher and follow up on them if necessary. In addition, the findings collected in both methods provided the basis for testing previously obtained results on a broader scale. This was done by using a quantitative approach subsequently.

4.4.3 Survey

Finally, a survey was conducted to test previous research results on a large number of potential consumers. The survey was facilitated by an online questionnaire through *Typeform* and

generated a total of 150 responses. The survey lasted approximately 6 minutes. The questions were divided into different categories and consisted of 23 questions. The first part focused on consumer's sleeping behavior and preferences in selecting sleepwear: *What do you wear to sleep?; What type of fabric do you prefer for your sleepwear?; When choosing sleepwear, what qualities are most important to you?; What color do you prefer for sleepwear?; Do you prefer a simple or playful sleepwear design?; How much money would you spend on a sleepwear set that meets all your needs?* A second part focused on the topic of sustainability and well-being in combination with choosing sleepwear: *Are you interested in sustainability?; When making purchasing decisions (fashion), how important is sustainability to you; Would you be willing to spend more on a sleepwear set if it was made eco-friendly?; If your answer was yes, please let me know how much more you would be willing to spend.; Are you interested in topics related to sleep and well-being?; Do you know how many years an average person sleeps in their?*

A direct question was used to determine whether participants were still paying attention. Please mark the blue box if you are still participating. Furthermore, the researcher wanted to know what brands participants know that only focus on selling sleepwear. In addition, the researcher wanted to know what social media platforms are mostly used by them. Lastly, the brand logo was tested and participants were asked to list three words they associate with the logo and its name. Ultimately, demographic questions such as gender, age, and occupation were asked. Also, the participants preferably needed to be Millennials since the focus is on consumers between 25 and 40 years old. The survey questionnaire was first tested on a handful of potential customers and some of the questions and response options were adapted afterward (see Appendix D – Survey questionnaire).

4.5 Data analysis

All participants in the focus group, interviews, and survey were potential customers of *Sleepy Wear by Luciana*. The only significant thing was that the participants were not younger than 25 years old, since the target group of *Sleepy Wear by Luciana* wants to reach consumers aged 25 and older. Gender did not play a role.

The manually transcribed focus group and semi-structured interviews were analyzed using coding in a Microsoft Word document. The codes were later defined separately in a Microsoft Excel table. Thus, this way of analyzing qualitative data refers to a thematic analysis by defining recurring themes and patterns. Only the focus group was translated from German to English.

Unpleasant sounds like “um” and other similar noises have been excluded from the transcription to make it easier to read, but this does not affect the meaning.

A total of 8 themes were identified in the focus group and supported by a maximum of 4 findings for each topic. Similar themes from the focus group were analyzed from the semi-structured interviews except for two new ones which contained information on the brand *Sleepy Wear by Luciana* and information regarding the buying process of each individual. The total number of themes conducted in the interviews was 9 and supported by a maximum of 5 findings. The themes and findings discovered from the focus group and interviews were discussed in the “Findings” section. These themes were supported with quotes directly from the participants and later carried out in a final discussion.

The survey was analyzed through *Typeform*’s response summary. All results were summarized in the “Findings” section and in a second part discussed in more detail like the results of the focus group and semi-structured interviews.

4.5.1 Secondary data analysis

As a secondary data analysis, a SWOT analysis for the brand *Sleepy Wear by Luciana* was conducted (see Chapter 6: project presentation). As mentioned in Chapter 2.1 Marketing planning, a SWOT analysis is used to see how a company is positioned in the market. It is used to analyze its strengths, weaknesses, opportunities, and threats (Stevens et al., 2006).

For this purpose, various statistics on Statista, articles, and studies in the political, economic, and social environment were examined. As already in the literature review discussed, studies like the study from *Deloitte* or the consulting firm *McKinsey Company* and *NielsenIQ* pointed out the growing importance of sustainable products in our society (Bar Am et al., 2023; Sustainability & Consumer Behaviour, 2022). In fashion for example, studies show that although sustainable fashion is not a new phenomenon, education is still needed to raise awareness, offer alternatives, and influence behavior (Sherburne, 2009). Also, there is an ongoing trend in wellness and beauty (Dunn, 2023). However, European economic uncertainty can be a threat, especially for newly established brands.

In Chapter 5 project presentation, the strengths, weaknesses, opportunities, and threats of *Sleepy Wear by Luciana* are discussed, justified in detail and provide first insights on competition and potential market demand. Also, it provided a crucial step for the brand development.

Chapter 5. Findings

5.1 Focus group findings presentation

The following table shows 8 different themes and related findings from the focus group. Each theme contains a minimum of two findings, though the findings vary. The themes represent the topics most mentioned during the focus group.

Table 2.1: The main themes and related findings

Theme	Findings
Theme 1: Sleepwear habits	Finding 1: Most participants sleep in a simple, oversized T-shirt and simple boxer shorts, either tight or loose.
	Finding 2: Some prefer to sleep without sleepwear.
	Finding 3: Sleepwear preferences result from a habit not a particular brand.
	Finding 4: Interest in clothes only used for sleep exists and is used.
Theme 2: Fabrics	Finding 1: Soft and thin materials are mostly preferred for sleepwear.
	Finding 2: Examples of materials mentioned are: cotton, linen, silk, terry.
	Finding 3: Fabric should be durable even when washed hot.
	Finding 4: A general interest in fabrics that are antiallergic or/and air permeability.
Theme 3: Sustainability	Finding 1: Sustainability is not the main reason to purchase a sleepwear set although a general interest in sustainability exists for some people.
	Finding 2: Sustainability means the following for the participants: No child labor, safe working conditions, clothes are made from organic material, nontoxic dye.
	Finding 3: Often people do not recognize whether clothes are coming from a sustainable brand or not when not involved much with the topic.
	Finding 4: For some people it is more important that sleepwear comes from an organic source than regular clothes.
Theme 4: Price	Finding 1: Sleepwear should not be too pricey.
	Finding 2: Participants are willing to pay more for sleepwear if quality standards are given.
	Finding 3: Price point is linked to the experience.

Theme	Findings
Theme 5: Brands	Finding 1: Brands mentioned throughout the focus group were: Pangaia, ZARA, Polo Ralph Lauren, Intimissimi, Skims, Brandy & Melville, Primark.
	Finding 2: Participants could not mention a single brand that only focuses on sleepwear.
Theme 6: Design	Finding 1: A simple and clean design without any logos is mostly preferred.
	Finding 2: Colors such as white, light grey and beige, that stand for cleanness are preferred over bright or black colors.
	Finding 3: Anything that contributes to itchiness such as fashion labels on the inside of the clothes is strongly rejected.
Theme 7: Sleep & well-being	Finding 1: A general well-being is connected with better sleep.
	Finding 2: The older one gets the more concerned one gets with the topic sleep.
	Finding 3: Most people have little information about sleep and well-being as well as its connection.
Theme 8: Platforms	Finding 1: The social media platform Instagram is highly used by all participants.
	Finding 2: No matter what platform is used it should be a unified color palette and aesthetic that fits the brand and its message.

Theme 1: Sleepwear habits

Participants sleep in T-shirts and boxer shorts. While there are individual preferences, no participant wears labeled sleepwear every day and sleeps in them only, as the quotes indicate:

“I do use sleepwear but often just a T-shirt or a boxer short” (Speaker 1)

“So I do not have pajamas now. I own pajamas when it is cold in the winter. But even that is actually too much for me to sleep in, too uncomfortable. And currently I am wearing Polo T-shirts and boxer shorts. No particular boxer short simply that I had on from the day” (Speaker 2).

In addition, it was evident that there was a general interest in sleep clothing. It became also clear, that participants like buying sleepwear but do not wear it all the time since it does not

satisfy all the demands for daily sleepwear. Furthermore, some clothes are only worn for sleep and labeled as such by participants although they are not actual pajamas²:

“I love to buy sleepwear, such as Brandy Melville, but when I get tight stuff I like it much better if I just take a big T-shirt from Luca (husband) and just sleep in that” (Speaker 3).

“For example the other day I bought a silk short and sleep top with a border in royal blue. I bought extra sleepwear for women and I really like that for the summer” (Speaker 1).

“But very specific things in my closet are sleepwear even though they are not, even though I did not buy it as sleepwear” (Speaker 4).

Furthermore, no particular brand is preferred by participants, but rather based on habit:

„It has just something to do with an habit and not to do with Ralph Lauren per se but that I have been sleeping with them for a long time and I am just comfortable with them” (Speaker 2).

Theme 2: Fabrics

Mostly, soft, thin and comfortable fabrics are preferred for sleepwear by all participants:

“I always like to sleep in a more comfortable T-shirt ... more cozy and that it is not something made of such a thick fabric” (Speaker 2).

“I pay attention to whether it is comfortable” (Speaker 4).

“The feeling on the skin, independent of the fabric, so of course it depends on the fabric, but I would not want to sleep in cashmere, for example, because it is way too warm even though it is super soft” (Speaker 2).

Furthermore, participants mentioned various fabrics that were positively perceived. These include cotton and silk for sleepwear. However, fabrics such as polyester or linen are considered negatively although linen scores in terms of aesthetic pleasing:

“For example, that I see that the T-shirt is made of cotton and not 90% polyester” (Speaker 3).

² Sleepwear and pajamas are used as synonyms.

*“I bought a silk short and sleep top ... and I really like that for the summer”
(Speaker 1).*

*“If it has got that vibe for example beige with linen ...but linen is not such a soft fabric”
(Speaker 3).*

Ultimately, however, the specific fabric is not as relevant as its attributes, such as *softness*, *comfort*, and *durability*. The latter is also significant when washed hot:

“But it is important that it is more classy, more comfortable, more cozy and that it is not something made of such a thick fabric” (Speaker 2).

“If you have a ZARA T-shirt for example, for sleeping, after half a year or so it has holes” (Speaker 3).

*“What I also find important is that you can wash it warm because especially when you sleep you sweat, there are bacteria and you just want it to be clean like towels. I like to wash them at 90 degrees, which is sometimes more difficult with other fabrics”
(Speaker 1).*

Participants also mentioned the fabrics' allergy-friendly quality. Another possibility is a fabric that allows air to pass through if one sweats at night:

“Yes or a fabric that is anti-allergic” (Speaker 1).

“Oh anti-allergic, that would be an amazing feature” (Speaker 4).

“Also that it is air-permeable, that one does not sweat in it” (Speaker 1).

Theme 3: Sustainability

The topic of sustainability, which also plays a significant role in this study, is generously discussed by the participants. It becomes clear that sustainability is not a decisive factor for the participants to buy sleepwear, even though some of them are interested in the topic:

“Researcher: Are you interested in sustainable produced sleepwear”?

“Yes but probably not the main reason, but that it is as already said, that it is cozy and for example good for the skin” (Speaker 1).

“Depends on a few factors, but first and foremost, when I sleep, I pay attention to whether it is comfortable, but not necessarily sustainable” (Speaker 4).

“I would like to pay more attention to it but in the end, you always buy something you like and often not because it is sustainable. But the interest is there” (Speaker 5).

“It would not be the main reason I buy sleepwear, but it would catch my attention in and ad” (Speaker 3).

Furthermore, all participants have a similar opinion of what sustainability means to them:

“So of course that it is somehow not from by Primark³ or made in China from child labor, but that it is just somehow thoughtfully made” (Speaker 1).

“Basically what is important is that there is no child labor behind it, so that it is produced properly, but I would not go too overboard with the brand, even though I think it is important to people that it is not just polyester... people would be like great that it was made sustainably but 50€, no, I prefer to go to ZARA” (Speaker 2).

“So maybe that is important, healthy so no chemical treatment” (Speaker 4).

The participants also address the fact that they may not even realize whether a brand or piece of clothing has been produced sustainably. This is because they are not necessarily concerned with the issue and assume that younger generations have more knowledge:

“Honestly, not so important. I think I would simply not recognize whether it is made sustainable or not because I am not paying attention to it” (Speaker 2).

“I think it gets more and more important especially in the younger generation but it would not be the first aspect I would look for but I think it is important” (Speaker 1).

“I think it is hard to hear about it if you are not very involved or very interested in sustainable topics” (Speaker 4).

Lastly, for some participants it is more significant that sleepwear comes from organic sources than regular clothes:

“Not cotton from China but from Portugal, so for sleepwear it would be important to me, more important than for other clothes” (Speaker 1).

Theme 4: Price

It was unanimously agreed that sleepwear should not be excessively expensive. When a high degree of quality is assured, which can be demonstrated by the fact that the sleepwear is safe for the body (for example, it is not chemically dyed) and is made properly, participants are also

³ An Irish multinational fast fashion retailer.

willing to pay a higher price. In addition, if the experience is positive, customers are willing to pay more and purchase more:

„Also I think it is important that it is then not immediately too expensive” (Speaker 2).

“So the shirt from Skims for 40 US-Dollars that was the best investment. I would buy it again immediately. Because the fabric is just so comfortable and just to sleep in it is heaven. I hate scratchy fabrics” (Speaker 3).

“ I would definitely pay more if it is a good quality. I would not pay 100€ for a simple T-shirt but I would pay more than for a ZARA T-shirt if I knew that it is good for the health, it is a good quality and it does not come from China” (Speaker 3).

Of course it depends on what your customer group is because there is also a theory about the individual purchase price. So, there are certain tipping points, for example, if it costs more than 30€ then they are certain groups that would not buy it. So you cannot offer a middle class person a sleep shirt for 70€ even if it is justified. So it is difficult. My price point would be linked to the experience if I buy it for 39€ and it is good then I buy it 5 more times” (Speaker 4).

Theme 5: Brands

Moreover, each brand’s positive and negative experiences were shared during the focus group. Polo Ralph Lauren T-shirts, which people like to sleep in, scored positively:

„It would have to be a size larger somehow, so that when you turn around and stuff, it does not stretch like that and currently I am wearing Polo T-shirts and boxer shorts” (Speaker 2).

There was considerable praise for Skim’s feeling on the skin and the fabric’s comfort. Accordingly, attention was drawn to the good price-performance ratio:

“As for the T-shirt I bought from Skims, it was so nice, it was a boxer shirt with stylish pants, I could sleep in it every night” (Speaker 3).

“... that was the best investment I would buy it again immediately. Because the fabric is just so comfortable and just to sleep in it is heaven” (Speaker 3).

On the one hand, Pangaia was praised for its non-chemical dyes and sustainability practices. On the other hand, many negative comments have been made regarding the cloth’s tendency to wash out and shrink quickly:

“Pangaia, you wash it once, then I am tummy-free and the color is completely washed out” (Speaker 2).

“I think everyone bought it in the beginning and now I would not buy it again to be honest” (Speaker 3).

Fast fashion stores like Primark or Zara were rejected strongly:

“So of course that it is somehow not from by Primark” (Speaker 3).

“Nowadays a lot of clothes are from fast fashion companies like ZARA for example, and the fashion industry is one of the worst for the environment” (Speaker 5).

What also stood out was that none of the participants could name a single brand, focusing exclusively on sustainable sleepwear:

“I do not think I know of any brand that only does sleepwear” (Speaker 2).

“There are some that do a mix. For example Intimissimi but there main focus is on underwear” (Speaker 5).

Theme 6: Design

Most participants agreed that they prefer a simple design without logos. That represents cleanliness and simplicity. The design was for some participants one of the main factors when purchasing sleepwear:

“I would also say aesthetics, so the design is clean” (Speaker 3).

“What I do not like is, I have a T-shirt from Polo, I think it is from my father, that has a big USA flag printed on it” (Speaker 2).

Also, the importance of light colors and their role in buying sleepwear was highly discussed by the participants:

„Well, I do not like to sleep in anything black, for example. I cannot say why but I think probably because of the dyeing. I always like natural tones, light beige, gray but not because of sustainability to be honest. But simply because I feel cleaner in it“ (Speaker 3).

“Maybe you do not associate it consciously with sustainability but somehow more related to nature” (Speaker 5).

“So, I have actually dealt with the topic sleep and my bed, mattress, topper etc. so with the topic of how do I sleep? I always had the feeling that in the USA in hotels I always

slept incredibly well because I found the beds so insanely comfortable. Because that somehow I do not know, I even photographed that once and it was just so comfortable and then I asked myself why do you actually sleep better in a hotel so partially than in your own bed? And one reasoning of it was that hotel beds always have white covers. White represents cleanliness” (Speaker 4).

Lastly, it was highlighted that there are fashion labels (on the inside) which are disturbing since they can be itchy:

“You know what I also hate is everything that is sewn in like the note in your clothes” (Speaker 4).

“Yes, that has to go” (Speaker 3).

Theme 7: Sleep & well-being

The participants understood the connection between a better overall feeling and proper rest. However, they also argued that not many people know much about the topic of sleep and find it crucial to highlight its connection to well-being:

“Between sleep in general and the well-being yes so whatever triggers you to sleep better would always result in better well-being” (Speaker 4).

“I would also make people aware of how much time they spend in these T-shirts or pants, how much time you spend in bed” (Speaker 1).

Something like “You sleep for 40 years in your life” (Speaker 2).

Sleep has also emerged as an issue of increasing interest among participants as they age:

“So at that age I did not think about it and now I would definitely think about it more. With the age also the topic sleep gets more and more important. Earlier you bought any bedding now I think if I sleep in it every night then I can also pay a little more” (Speaker 3).

“Yes but they are so young I do not know exactly if sleepwear would be more interesting for our age group” (Speaker 3).

“What I think is somehow a crazy thought is that a lot of times you spend so little money on blankets or pillows but you sleep in them I do not know how many years. For your bedding you should actually spend your money” (Speaker 4).

Theme 8: Platforms

As a result of the focus group, it became apparent that Instagram is a very popular platform among millennials. It is frequently used by all participants. Also, participants agreed that Instagram would be an effective platform for promoting and offering *Sleepy Wear by Luciana*.

“Instagram, wellness pages” (Speaker 3).

“Influencer marketing will also be inevitable” (Speaker 4).

“So, we are now around 30 and still a lot on Instagram” (Speaker 4).

“Well, I am also receptive to it, you take your cell phone with you, and I go on Instagram and if it is a cool page then you just take a look” (Speaker 2).

“And then you click on it once and the algorithm remembers it” (Speaker 4).

“Yes, exactly and if I see it 3 more times I would think why not order it and try it out” (Speaker 3).

The last point a participant mentioned was the unity of the brand. This means that the aesthetics and the whole content are in harmony and have a clear message, creating recognition value:

“What I think is important is that the online store or Instagram page you develop. Reflects everything that you want express and say. So, that it is a unified aesthetic concept. Also, every magazine now has a sustainability page where you can make it on with the right PR” (Speaker 3).

5.1.1 Focus group findings interpretation

It becomes evident that sleepwear habits can vary greatly even among a handful of people. It is common for some participants to buy pajamas, but not wear them every day. Others do not like to wear sleepwear at all. It becomes clear that sleepwear use is influenced by several factors. Also, a sleepwear set does not have to belong to a certain brand to be used. The participants, however, appear to wear similar T-shirts and boxer shorts every night, so they are not against certain sleepwear sets. This is valuable insight for the brand *Sleepy Wear by Luciana*. This point can be implemented by the brand and sleepwear sets can be offered individually, based on how each person prefers to sleep.

According to Breus, (2022), comfort and the right temperature are two factors that play a crucial role in sleep quality and should be considered when buying sleepwear. Also, the participants highlighted the importance of comfort when using sleepwear.

When it comes to the question of the right fabric for sleepwear, some attributes are mentioned that are relevant for all users. Comfort is the most influential factor. Choosing the right fabric can affect how well a person sleeps (Breus, 2022). Participants want soft fabric. It should not be too thick, but washable in hot water. There is no specific fabric as long as it contains these characteristics. Cotton has been mentioned many times in the course. This may be because cotton is a very well-known fabric. If one is not familiar with clothing fabrics, one may not know of many alternatives.

Two other interesting points mentioned were that the fabric could be suitable for allergy sufferers as well as pleasant for the skin. This is especially apparent when sweating at night.

Sustainability is an increasingly relevant topic in today's world, regardless of the industry (Shamsi & Siddiqui, 2017). According to the focus group participants, despite their interest in sustainability aspects of materials, sustainability factors do not play a crucial role in their decision to purchase a pajama. Nevertheless, the participants agree that child labor is excluded and prefer production in Europe. Even if sustainability is not the deciding factor for buying pajamas, it still generates consumer attention. Participants also emphasized that younger generations are more interested in sustainability. Even though interest is there, a low income makes it difficult to purchase.

Regarding sleepwear prices, participants are willing to pay more for high-quality products. Nonetheless, this is not necessarily because sustainability plays a role in the production process. However, it should be noted that sustainability might be a crucial factor even if it is not consciously considered. One participant was willing to pay a higher price for pajamas if they were safe for the skin and were not manufactured in China. It is very sustainable to use fabrics that are healthy for the skin, such as fabrics that are not chemically treated and are produced locally. As a result, *Sleep Wear by Luciana* must find a way to meet the demands of its potential customers. It is important to ensure that production costs are not excessive and that profits can still be derived by selling sleepwear at an acceptable price.

Participants may have identified some fashion brands. However, none of the brands named specialize in sleep fashion, especially when sustainability is considered. In addition, it became evident that there is no brand preference if certain characteristics (such as comfort) are

considered. As this study proceeds, this finding will be further examined, but as long as there are no other brands that focus on sustainable sleepwear, *Sleepy Wear by Luciana* will have a competitive advantage, as long as the demand for sustainable sleepwear exists.

Participants highly emphasized minimalist design and light colors. The color white, for example, is often associated with purity and cleanliness. Furthermore, it ensures restful sleep and calm mind. Additionally, participant's comments against scratchy fashion labels may facilitate access to alternatives for *Sleepy Wear by Luciana*. *Sleepy Wear by Luciana* aims to enable consumers to achieve the best and most restful sleep with their sleepwear.

In terms of general well-being about sleep, it became apparent that participants were interested in learning more. Facts that are short and impactful, in particular, can arouse consumer interest. It was evident from the responses that participants are willing to spend more money on their well-being, particularly as they are growing older. In terms of *Sleepy Wear by Luciana*, this is another valuable insight that can be utilized to create effective marketing strategies and target audiences.

Instagram remains one of the most popular and widely used platforms. Instagram is an effective marketing tool that reaches a large audience if used appropriately. A consistent brand concept is essential for *Sleepy Wear by Luciana*, as well as an understanding of its brand value. Consumers can be reached through various categories such as sleep quality, sustainability, and aesthetics & design. According to the focus group, some people are more convinced by the sustainability aspect, while others are more concerned about sleep quality. To encourage this, *Sleepy Wear by Luciana* is committed to educating people who are not aware of the importance of a good night's sleep and the impact the right sleepwear can have. Furthermore, different platforms allow brands to reach different age groups and types of consumers. There should, however, be unity across all platforms so that the brand can be easily recognized.

5.1.2 Conclusion

These eight themes provide a first indication of what matters to potential consumers. It was possible to gain some initial insights into sleep habits, preferred sleepwear patterns, and general attitudes toward sleep among potential customers. Moreover, it was possible to find out what the participants think about sustainability and what factors ultimately influence their decision to buy sleepwear. The focus group addressed helpful aspects of the development of the brand

Sleepy Wear by Luciana, namely its segmentation and targeting, by identifying the eventual target decision process and perceptions,

The next part presents the themes and findings of the semi-structured interviews. These were analyzed in the same way as the focus group. Special attention was paid to similarities in the answers to identify possible patterns.

5.2 Semi-structured interviews findings presentation

All interviewees were potential customers of *Sleepy Wear by Luciana*. They were therefore required to be millennials from Europe. The gender of participants however, did not matter.

Table 2.2: The main themes and related findings

Theme	Findings
Theme 1: Sleepwear habits	Finding 1: Most interviewees sleep in a simple T-shirt and loose shorts.
	Finding 2: Some interviewees differentiate between summer and winter and every day and special occasion sleepwear.
	Finding 3: Consciousness about the connection between what one wears to sleep and better quality sleep exists.
Theme 2: Fabrics	Finding 1: Soft and thin materials are mostly preferred for sleepwear.
	Finding 2: Examples of fabrics that are liked are: cotton, silk and flannel (winter only).
	Finding 3: Fabric should be durable and easy to wash, including at high temperatures.
	Finding 4: Breathable fabrics are highly appreciated.
	Finding 5: Synthetics are not favored by interviewees.
Theme 3: Sustainability	Finding 1: Some participants would like to know the reason behind sleepwear being labeled sustainable.
	Finding 2: All interviewees would likely pay more for sustainable sleepwear (up to 20% or more).
	Finding 4: Buying sustainable is associated with helping the environment and humans.
Theme 4: Price	Finding 1: Prices willing to pay for sleepwear by interviewees range between 30€ and 200€.
	Finding 2: All interviewees are willing to pay more for sustainable sleepwear.

Theme	Findings
	Finding 3: All interviewees are willing to pay more if the sleepwear ticks all their boxes (comfort, fabrics, color).
Theme 5: Brands	Finding 1: Brands mentioned throughout the focus group were: Pangaia, ZARA, Polo Ralph Lauren, Intimissimi, Skims, Brandy & Melville, Patagonia, Djerf Avenue, Pink & Victoria's Secret, Uniqlo, Mey and Peek Performance. Finding 2: No sleepwear-only brands were mentioned.
Theme 6: Design & qualities	Finding 1: A simple and clean design without patterns is mostly preferred (in summer). Finding 2: Light colors like white and beige are preferred over darker colors (summer). Finding 3: Color preferences change during winter for some participants. Finding 4: The aesthetic of sleepwear and comfort are the most significant features mentioned by the interviewees.
Theme 7: Platforms	Finding 1: Social media platforms such as TikTok and Instagram are preferred by all interviewees. Finding 2: Some interviewees are interested in Instagram ads and collaborations on the platform.
Theme 8: Buying process	Finding 1: Some interviewees prefer to purchase sleepwear online. Finding 2: Some interviewees prefer to buy sleepwear in physical stores. Finding 3: Some interviewees prefer to consult themselves first with family members or friends when buying sleepwear others do not.
Theme 9: Sleepy Wear by Luciana	Finding 1: All interviewees like the concept of a sustainable sleepwear brand. Finding 2: None of the interviewees knows a brand that only sells sustainable sleepwear. Finding 3: Interviewees associate the logo with the following: A unique brand, cuteness, lightness, inner zen, nature, calmness, sustainability. Finding 4: Some interviewees see a possibility to teach more people about quality sleep and sleepwear.

Theme 1: Sleepwear habits

As with the focus group participants, most interviewees prefer to sleep in a T-shirt and loose shorts:

I like to sleep in a big T-shirt and some shorts in the summer. Either some pajama shorts or boxer shorts (Interview 1).

I like to sleep in shorts, yeah underwear shorts and a T-shirt (interview 2).

I wear a lot of my boyfriend's clothes (Interview 3).

Some participants also differentiate between summer and winter sleepwear:

... and in winter I like to wear long sleeve pajamas (Interview 1).

... and in winter, I love pajamas, like flannel with traditional patterns (Interview 5).

In addition, the interviews indicate that people know what they wear to sleep is associated with better sleep quality:

I mean obviously I know that I do not like wearing tight things I do not like wearing too short shorts that slip up too much. I do not like not wearing anything. I just know that I sleep well in what I wear (Interview 1).

If I wear especially a T-shirt that is not fitting me well, I wake up. Most of the time I wake up and I look for another one that fits better (Interview 2).

I think I feel better when I am wearing something that ... I am not sure if I link it to better sleep but link it to me feeling better when I wear something nice when I go to bed. I associate it with me feeling better mentally because I feel cute and comfortable so with that I maybe indirectly also sleep better (Interview 3).

Yes, if I sleep with a nightgown I noticed that sometimes you are like with the dress twisted in the middle of the night. So, it is kind of, yeah I like the idea, but it is not practical (Interview 5).

Theme 2: Fabrics

Another similarity to the focus group is that soft and thin materials are preferred as sleepwear fabrics:

Soft, good looking, light fabric maybe a cool brand (Interview 2).

Light colors, loose, super soft material, breathable also (Interview 4).

On the one hand, cotton and silk are fabrics highlighted the most by interviewees. Cotton's features such as *comfort*, *durability* and *breathability*, as well as silk's *pleasant feeling* on the skin:

Cotton because it is soft and you can easily wash it and it does not, it cannot break and it lasts quite long. But I do like silk as a feeling (Interview 1).

Cotton I guess, first of all, because I am most used to it, and second, because of the sweat, hot, cold properties that it has. So if you are very hot, maybe it helps, you know, that it does not get too hot and you are not going to be too sweaty. Rather if you have other fabrics, the breathability is not so good, like wool (Interview 2).

Yeah, it is cotton or poplin or flannel for the winter. Because you do not sweat, because those fabrics they adapt to your body temperature. I choose, like, natural cotton well not organic cotton, because I cannot afford, but if I could, I would buy like those, because I like to see the quality of the fabrics (Interview 5).

On the other hand, synthetics are rejected since they do not support regulating body temperature or have a pleasant feeling. This leads to interrupting quality sleep interviewees explain:

You can see if it is too much synthetic or too much elastic or when it is super open. For sure it interferes with my skin and sleep (Interview 4).

If you buy like a Chinese⁴ pajama you wake up and feel like smelling because the materials do not allow your body to breath. I like to sleep fresh (Interview 5).

Theme 3: Sustainability

An interesting finding is that sustainability is highly appreciated among all interviewees. They see it as an opportunity to not just be another brand but a brand with meaning. This results in consumers feeling better about themselves as well as an overall positive feeling:

Yes, I would feel good about it I would wear it and I would know this comes from a good source. Would give me some peace before going to bed (Interview 2).

Because I want to do the right thing. And maybe I would feel like, you know, that is like cleaner on my own skin. And in general, it is something I want to like, buy more things that last longer versus things that are ruined within a short time. Like in general, that is what I want to do at the moment (Interview 3).

Participants are also willing to pay more for sleepwear that is produced sustainably. Nonetheless, they want to know why the brand is considered sustainable:

I like the concept behind it, knowing that my sleepwear is sustainable. I would then just want to understand why it is sustainable. I would prefer buying, like if I go for cotton, buying organic cotton. Even if it is more expensive. But like I said I want to understand the reason behind why it is labeled organic, just because sometimes I feel like it is just branded. But yeah, I would definitely be open (Interview 1).

⁴ By Chinese, specific stores in Lisbon are meant that contain all different kind of goods for very low prices. Quality often does not play a role in these kind of stores.

I would not buy it from H&M or ZARA. If it was sustainable yeah but I see those brands as super not sustainable (Interview 2).

I do not think I have thought much about it before to be honest but if I had the choice to for the same amount of money to choose between the organic clothing line of a brand and the non I would go for the sustainable one. And I do think I would also spend more than, for example, buying it, if I had to buy a pajama at H&M, versus if I found a brand that was, like, had exactly what I wanted, was really cute, and was sustainable. Like, I would be open to buying that as well and paying more than from the ones that I mentioned before because I would know my money's going to the right place. (Interview 3).

Yes, yes, for sure, and I think more and more we have the awareness of the toxins and the chemicals that our skins absorbs. Our skin is a breathable organ, right? So, toxins go in and they also go out through the skin. There is coming more and more awareness about it, so the materials you use, the perfumes, the creams, everything we use surrounding it. So definitely, yes, 100% and pay a little bit more to have something more clean (Interview 4).

Interest in organic sleepwear exists even among consumers who might not be able to afford items that are produced sustainably. One interviewee (40 years old) discusses the growing interest in sustainability among younger generations:

Yeah, I am kind of relaxed with the topic sustainability. I notice that the younger generations are super more aware than me. So yeah, I feel like when you say sustainable you mean the whole process (interview 5)?

Yeah, actually I do not practice this a lot. It is like I am becoming more aware of that, but also those brands that do the process sustainable tend to be a little bit more expensive, so that is why I am also not super in touch with that. But if I could afford it, I guess I would do it (Interview 5).

Theme 4: Price

According to the interviews, people's willingness to pay for sleepwear varies greatly. However the answers also show that people are willing to pay more when a pajama set ticks off all their boxes as well as when it's produced sustainably:

I would, I mean depending on the style, I would probably pay around 60 Euros (Interview 1).

On a good pajama? Up to 200 Euros probably. The one from Mey was 170 Euros (Interview 2).

I feel like if it is a set maybe up to 50 to 60 Euros depending on where I am buying it from, what it is made of (Interview 3).

If the pajama has everything I like, in terms of colors, the material, good cuts, I would go for 70 Euros for a set (Interview 4).

30 or 40 Euro maximum but yeah this a Portuguese thing (Interview 5).

On the question of how much more participants would pay for organic sleepwear, they responded:

I guess like, I do not know, 10 percent to 20 percent more (Interview 1).

Sure, about 15 percent or 20 percent. If there is a story around some social aspect to it and I would have the option I would pay more for it (Interview 2).

Oh, how much more? That is a good question I mean if it is the same ... I mean maybe 20 Euros more (Interview 4).

Yeah, 50 Euro more. Knowing that sustainable things are kind of more expensive and if I could afford it, I think it is kind of fair to put this on top to pay well the workers etc. (Interview 5).

Theme 5: Brands

The interviewees identified several brands that also focus on pajamas or that identify themselves with sustainability concerns (see Table 2.2 theme 5). However, participants were unable to pinpoint brands that merely focus on sleepwear or brands that emphasize sustainably produced sleepwear:

No, I do not think so (Interview 1).

Mey is the only one I know. Other brands I would say like Intimissimi and this stuff like they sell underwear and pajamas. I think Mey also sells my underwear by the way (Interview 2).

Pangaia, they do recycled stuff. I really like them, but then you cannot really wash it because it gets ruined. I bought one for 150 pounds and wash it once and it got ruined, it got like discoloring. Matilda Djerf, I feel like she's Djerf Avenue. I think she does also sustainable. She has really cute sleepwear, actually, if I think about that now. I think those are the two ones that are just coming to mind really quickly. I am sure I am forgetting something (Interview 3).

No, I was thinking about this brand from my friend, Claudia. Her brand is Kuruva and she does like swimwear (Interview 4).

No I do not. I do not remember (Interview 5).

Theme 6: Design & qualities

A simple and clean design as well as light colors that are linked to cleanliness and better sleep are preferred by most of the interviewees. Some differentiate between summer and winter sleepwear and prefer darker colors or patterns in winter however, an overall understanding exists that simplicity is highly appreciated:

In summer I actually like lighter colors, like white, beige, sandy, and then in winter I like, checked pajamas with blue, red, a bit more cozy colors, more Christmassy (Interview 1).

Dark blue. Maybe a shirt would be white ... good sleep, health and inner peace, recovery (Interview 2).

I think I like pastel colors, something that looks cute and fun (Interview 3).

Light colors. I am not too much into strong patterns or anything. It is just something that I see and I feel like I am relaxed (Interview 4).

It is the quality of the fabric and normally neutral colors in the summer I guess. I like to be fresh because I also like white sheets. Because it shows you that it is clean and it is kind of a sacred place for you to be. It is like sleep, eat and everything needs to be for me, needs to be like light colors because you know that it is clean (Interview 5).

Aesthetic and comfort are the two main attributes some interviewees mention when buying sleepwear:

I think aesthetic first, then feeling. Because I have to like it from the look first, otherwise I would not pick it up (Interview 1).

... and comfortability is my most important one (Interview 3).

Light colors, loose, super soft material, breathable also (Interview 4).

Theme 7: Platforms

It becomes clear that Instagram and TikTok are the two platforms mostly used by all interviewees:

I would like the platform Instagram and TikTok as communication platforms. Maybe even YouTube in the future. Those are also the platforms I use the most (Interview 1).

Instagram and fashion magazines and a nice website as a sequence for your search (Interview 5).

Also, some participants suggest Instagram ads as an effective way to spread brand awareness and collaborate with influencers:

So, If I get an ad, I think I would definitely check it out. Like an ad on Instagram. Or like news websites that I go to. That is the only time I see ads most of the time (Interview 2).

TikTok I would say, Influencers that say that they like it. Instagram shop I bought a few things from Instagram ads recently (Interview 3).

Instagram, just being at the right place also like if I see a brand partnering with some brands that I can identify myself with usually I trust them more (Interview 4).

Theme 8: Buying process

Among the interviewees, there is a wide variation in the ways people search for sleepwear, and when and where they purchase it. Some individuals enjoy shopping for pajamas, touching fabrics, and trying them on in stores. Others prefer online stores due to the lack of time and ease of sleepwear search online:

I usually ... I am still very much an in-shop shopper. So when I know I need a new pajama, I usually just go to the stores that I know and see if they have something suitable. And usually, I have something in my mind, like a certain style that I like, so I just search for that in store. And then, yeah, just touch it and look at it and try it on and see how it feels, because I think it is important (Interview 1).

There is not much offer I feel like for pajamas, right? Especially, like buying it online, Skims for example I would buy it online. But just having such good feedback on the brands, then I have more comparison which I can see like okay let me get some more online brands but I personally I like to touch so usually there is like my dad bought me two pajamas this year already. Otherwise like I go to Oysho or like Zara Home and I just, I touch the material (Interview 4).

More online I mean would I be excited to see my favorite online brand suddenly pop up in a pop up store? I would be. Online because that is where I probably find it anyway like on TikTok. It is just the easiest. I often do not have any time to go to a shop. But only if I can have easy, free returns. That is a big thing because when I see that you have to pay for the return or it is very complicated I get very sad (Interview 3).

Furthermore, the answers to the question of whether interviewees consult with someone before purchasing sleepwear vary. There are some who involve their families or friends, and there are others who know what they want and prefer to do it by themselves:

I do it on my own (Interview 1).

Recently, when I purchased my first real pajama I asked my friends who love silk pajamas. But I do not really buy pajamas so I do not have to ask that many people (Interview 3).

So, with my dad I did. I asked him: can you buy me some pajamas? He knows the materials and he knows the places, like, with the best prices and so on (Interview 4).

Well, I do it by myself. I think I know what I like and what to choose for myself (Interview 5).

Theme 9: Sleepy Wear by Luciana

Overall, the brand concept performed well. According to the interviewees, the brand's name and logo convey exactly what *Sleepy Wear by Luciana* wishes to communicate. A sustainable brand that evokes peace and relaxation and lets customers sleep and recover in the best way:

It is cute, it is very soft, and very easy on the eye. The little leaf tells me that there is something that means like organic, sustainable, I associate it with nature. "By Luciana" makes me think that there is a person with a concept behind it. That it is not like a big brand, but it is like a unique brand and some thought behind it. I like the font, it is very calming and has something like a forest, I do not know, it looks like branches a bit, like a tree (Interview 1).

It reminds of nature, like lightness, ease, inner Zen almost like floating and of course sleepwear (Interview 2).

That is pretty, so what do I associate with it? Nature, clean, simple maybe it says what I am going to buy so it is very obvious. It also, reminds me of a wedding invite. The little leaf reminds me of the Mediterranean or a vineyard. Laid-back, uncomplicated, soft (Interview 3).

I like when the names are straight forward for the meaning that they have. So, there is no doubt that this is about sleepwear so, I like that. I love this mood board. Clean, sustainable, fresh, loose (Interview 4).

Feminine, light, fresh. I can associate it with nice cotton, organic fabrics, neutral and all ages like not for a specific age (Interview 5).

Also, it became apparent once again that none of the interviewees know of any sustainable sleepwear brands. The participants already had problems identifying only sustainable brands, but there were even greater difficulties with sleepwear. However, they are open to such a brand especially if they carry some kind of meaning:

I can imagine that unconsciously buy some organic cotton but I am just not that aware (Interview 1).

No (Interview 2, 3).

Yes a 100%. If they are committed and there is a passion behind it (Interview 4).

In addition, one of the interviewees mentioned the positive impact such a brand can have on educating people about the importance of sleep. The participant also mentioned the impact of proper sleepwear on sleep quality:

I think it could be an opportunity to teach people through the brand about the importance of sleepwear clothing and sleep. I feel like not many people think about it that much. This could add some value (Interview 1).

5.2.1 Semi-structured interviews findings interpretation

Almost all interviewees prefer an oversized T-shirt and a simple, loose pair of shorts as sleepwear. Although there are some that differentiate between summer and winter sleepwear, it does not have to be a specific brand or set of pajamas. People appear to prefer something simple to sleep with rather than something playful and impractical. As a result, *Sleepy Wear by Luciana* can focus on designing and creating pajamas that meet consumers' needs and wants. Further, it indicates that it makes sense to offer sleepwear suitable for winter and summer. It also makes sense to use a fabric that can adapt and regulate customers' body temperature.

Consumers mention cotton as one of their favorite fabrics due to its *comfort*, *durability*, and *breathability*. All consumers in the focus group and interviews indicate that these features are significant to them when selecting sleepwear. A thin and soft fabric contributes to comfort. Insights into how a fabric can support consumers in sleeping well are valuable to *Sleepy Wear by Luciana*. Additionally, *Sleepy Wear by Luciana* emphasizes organic cotton as part of its commitment to sustainability.

Sustainable development plays a crucial role in this thesis project and has already been extensively discussed. Interview results indicate that people know the importance of this issue not only for the environment but also for their well-being. Numerous studies show that sustainability is a topic widely discussed in a variety of different fields. People are becoming increasingly aware of the issue. *Sleepy Wear by Luciana* recognizes the importance of sustainability and emphasizes local production and toxins-free fabrics but also safe working conditions. As a result, the goal is to produce sleepwear that supports everyone's sleep by

providing a soft and healthy fabric. To remain affordable and not become a luxury brand, the brand needs to balance high quality with reasonable prices. According to the interviews, however, people are willing to pay more for sustainable sleepwear and are aware of its benefits. Ultimately, transparency and explanation of the brand's sustainability approach are key elements to the brand's strategy.

Individuals' willingness to pay for sleepwear varies greatly between participants. To justify a certain price, it's important to listen to potential consumers and incorporate their feedback. Due to Sleepy Wear by Luciana's goal of being a sustainable brand, it will be offered at a higher price point. Despite this, the brand does not wish to be associated with exclusivity and aims to provide a solution that is fair to all. Ultimately, consumers are willing to pay more for quality, organic manufacturing, and fair working conditions. In addition, one interviewee mentioned the importance of return policies. Return prices can be included in the final item price to avoid additional costs.

Many different brands were mentioned during the interviews. However, none of the interviewees could identify a brand that focuses solely on sleepwear. When sustainability was considered, it was particularly challenging. This supports the focus group findings, which were similar. It suggests that there may still be a need for a sleepwear brand that focuses exclusively on sleepwear.

Instagram and TikTok are the most commonly used platforms by all participants. According to the interviewees, they are receptive to Instagram advertising and occasionally make purchases using ads. Furthermore, when influencers, with whom participants identify and trust promote a brand, it is positively noticed. Moreover, the platform serves as a source of inspiration for many people.

During the discussion of the buying process and the search for sleepwear, it became evident that both an online and an offline presence are critical. On the one hand, online shopping facilitates item search and purchase. On the other hand, through pop-up stores, consumers have the opportunity to touch and try on sleepwear, which is important to many consumers. There are many small boutique stores in Lisbon and the surrounding area that support local brands.

Overall, feedback on brand values has been very positive. Sleepy Wear by Luciana's logo and brand name is associated with the message the company wishes to convey to potential

consumers. Moreover, as mentioned by one of the interviewees, the brand can be used to raise awareness about sleep and how significant it is to get enough sleep. It can also be used to pay attention to what we wear to sleep and to choose less harmful fashion items when buying new sleepwear.

5.2.2 Conclusion

There are many similarities between the interviews and the focus group. Aside from gaining insights into sleep behavior, purchase processes, and sustainability, the brand concept was also tested on a small scale.

In a third quantitative method, the answers were tested on a larger scale to better understand what is well received by potential consumers and what is not.

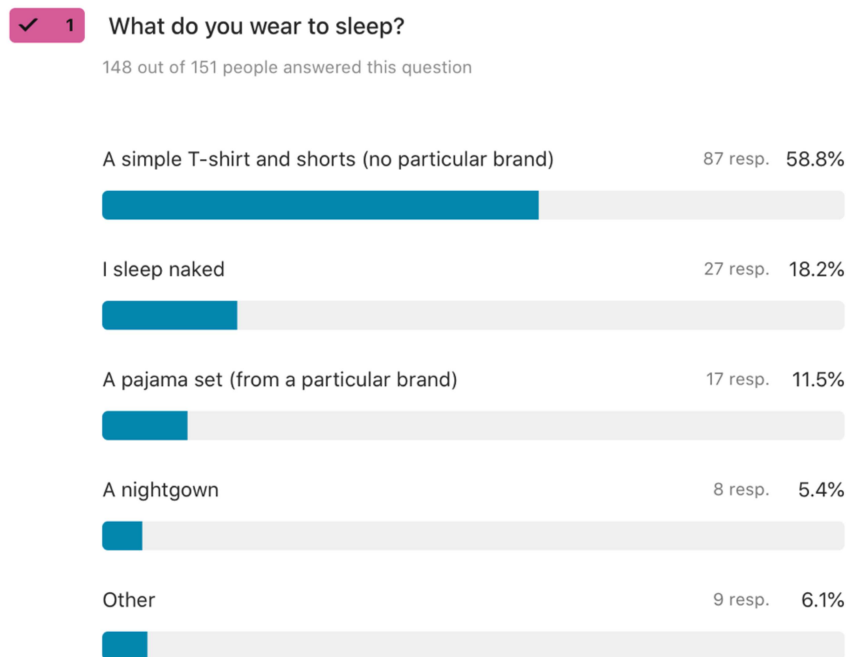
Using all of this information, the marketing and communications plan has been developed.

5.3 Survey findings presentation

Most participants are Millennials. Also, at almost 70% there are twice as many female participants as male participants. Over 45% of participants have a Master's degree, are full-time employed (63%), and earn between 50.000 EUR and 75.000 EUR. Although participants from Hungary, Austria, Portugal, Italy, England, and France took part in the survey the majority are Germans (see Appendix G – Survey summary samples)

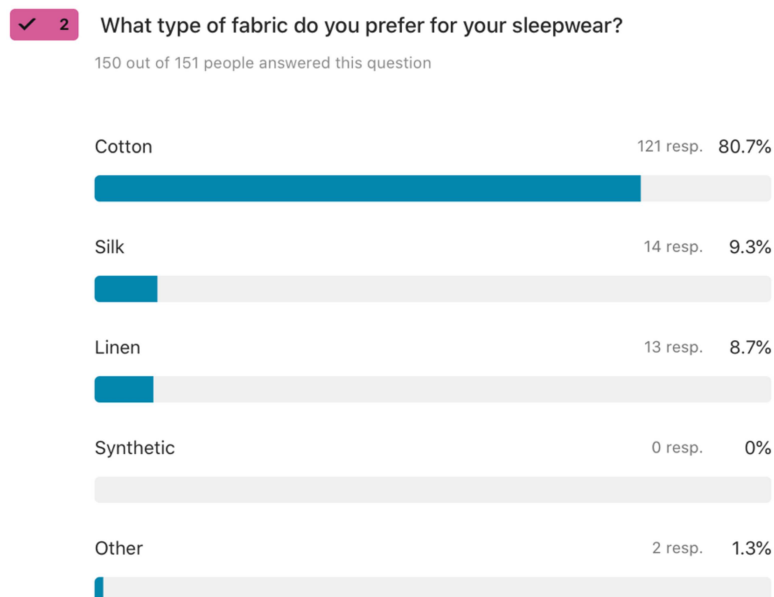
The survey shows that almost 60% of participants only wear a simple T-shirt and shorts (no particular brand) to sleep. Around 18% sleep without sleepwear (or just wear underwear) and a pajama set is only worn by 12% and comes in third place. A nightgown with 5.4% is worn by even less participants.

Figure 2: What participants wear to sleep



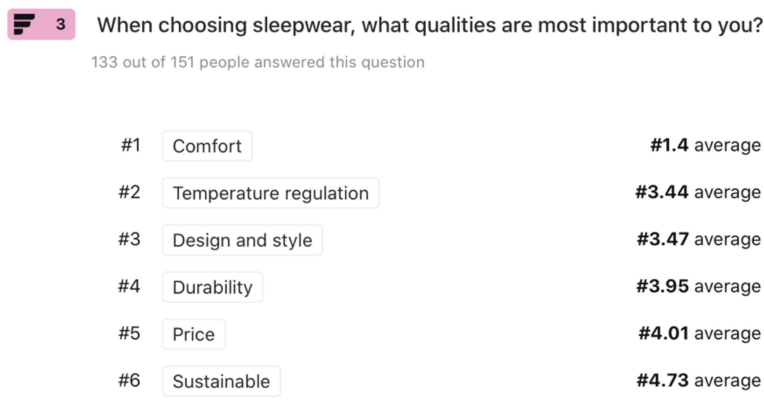
The most popular fabric among participants is cotton, with over 80% of votes. Silk and linen are ranked second with 9.3% and 8.7%, respectively.

Figure 3: Fabrics participants prefer for their sleepwear



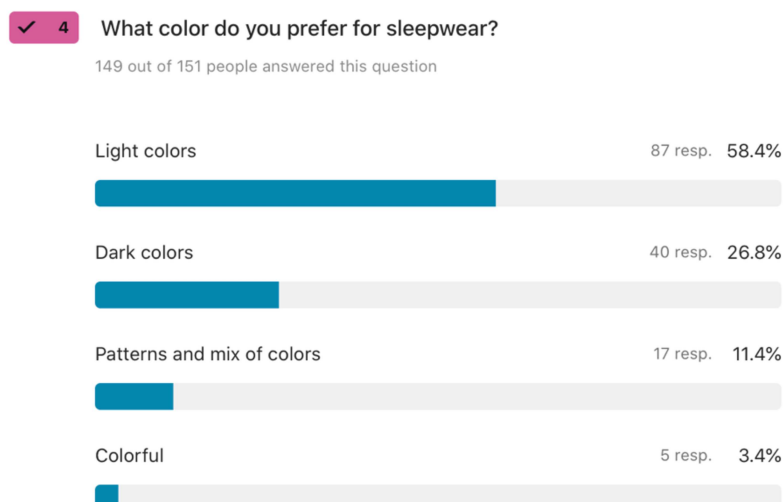
When asked which qualities potential consumers find most critical when choosing sleepwear, *comfort*, *temperature regulation*, and *design & style*, were considered the most relevant. Durability followed in fourth place, price in fifth place, and sustainability was the least influential.

Figure 4: Participants' preferences for sleepwear



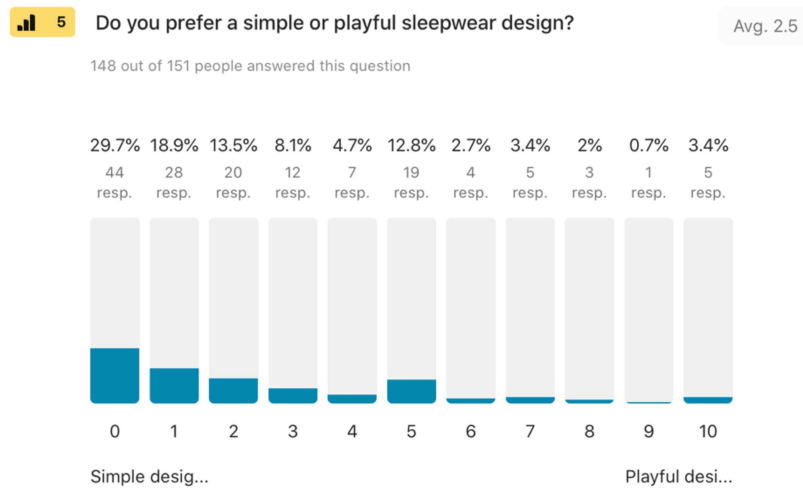
Light colors are preferred by almost 60% of respondents, while dark colors are favored by only 27%. Different patterns and colorful sleepwear sets are disliked by most participants with only 11.4% and 3.4% of votes.

Figure 5: Colors, participants prefer for their sleepwear



The majority of participants prefer a simple design over a playful design.

Figure 6: Participants' preferences for sleepwear design



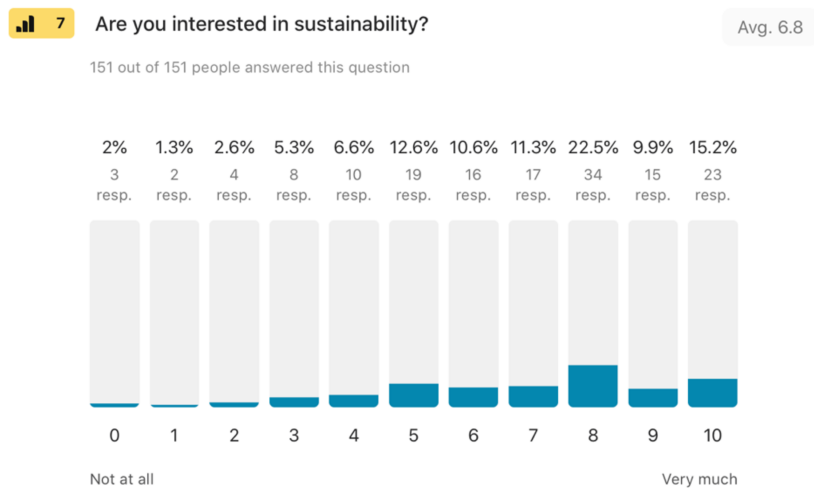
Moreover, the majority of people with 52% would pay between 20 and 50 Euros for a sleepwear set that meets their needs. Nearly 30% would spend 50 to 90 Euros per set. Higher prices have fewer positive outcomes. Only 6 of the respondents are willing to pay between 90 and 150 EUR.

Figure 7: The amount participants are willing to spend for sleepwear



Despite sustainability being ranked last in terms of sleepwear quality, there is a moderate to strong interest in sustainability.

Figure 8: Participant's preferences in sustainability



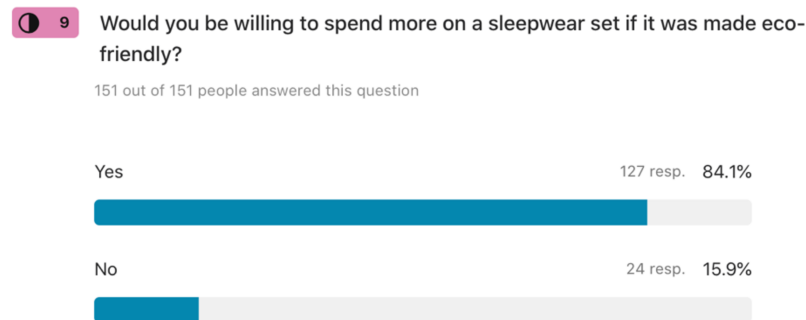
When asked how relevant sustainability is for consumers when making purchasing decisions, there is a medium level of interest.

Figure 9: Importance of sustainability for participants in purchase decisions



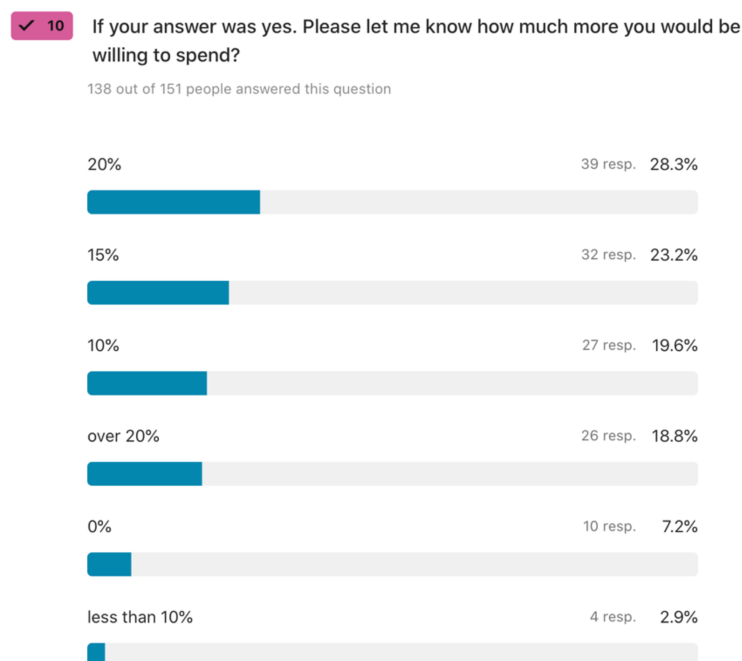
However, almost 85% are willing to pay more for sustainable sleepwear.

Figure 10: Participants' willingness to pay for sustainable sleepwear



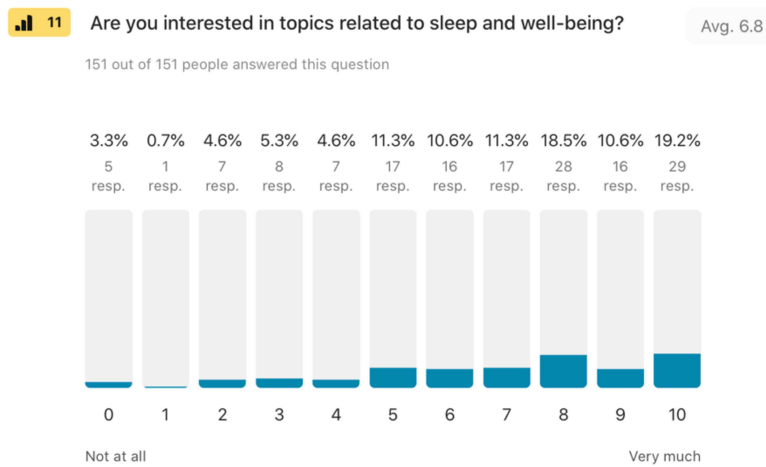
The majority would even spend up to 20% more money.

Figure 11: The amount (in %) participants are willing to pay more on sustainable sleepwear



In addition, a majority of participants shows a medium to strong interest in topics such as sleep and well-being.

Figure 12: Participants' interest in sleep and well-being



Participants do not know of any brands that focus exclusively on sleep fashion. The brands mentioned are *Hanro*, *Olivia von Halle*, *Schieser*, *Oysho*, *Loro Piana*, *Mey*, *Polo Ralph Lauren*, *Phiala*, *Peter Alexander*, *Intimissimi*, and *Women's Secret*.

Figure 13.1 (sample): Participants' awareness of brands that only sell sleepwear

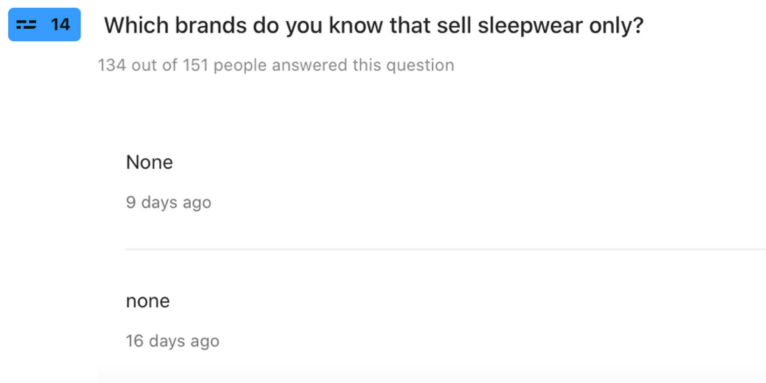
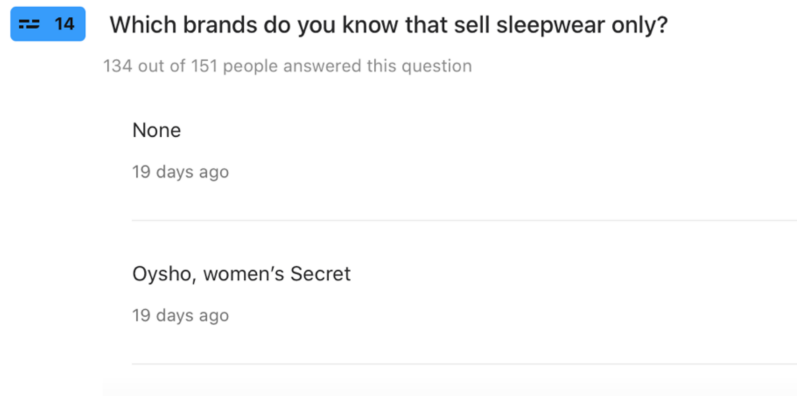
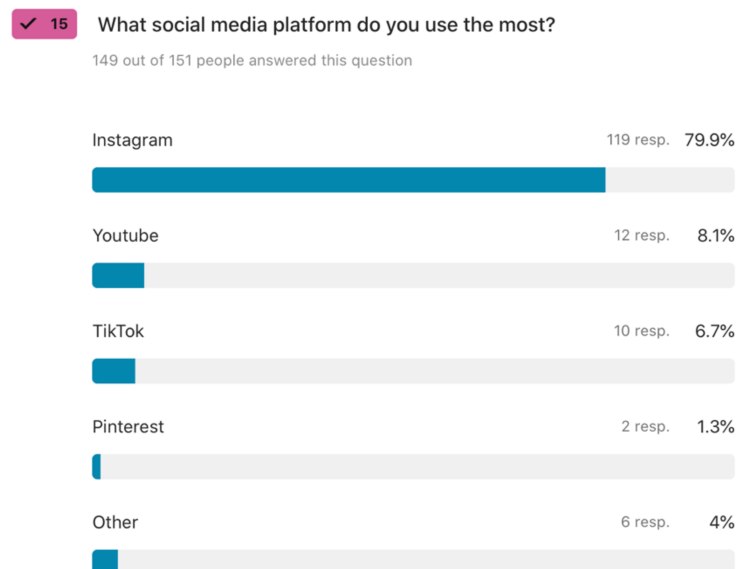


Figure 13.2 (sample): Participants' awareness of brands that only sell sleepwear



The most used platform is *Instagram* with almost 80%, followed by *YouTube* with 8%, and *TikTok* with almost 7%. With only 1.3 % *Pinterest* follows and other platforms are used by the remaining 4%.

Figure 14: Participants' usage of social media



The majority of participants associate the logo with *comfort*, *elegance*, *relaxation*, *reliability*, *eco-friendliness*, and *quality*. Less positive associations are expensive and not easily noticeable, although the majority of participants stated the exact opposite. Negative comments are rare.

Figure 15.1 (sample): Participants' associations with Sleepy Wear by Luciana logo

 16 What comes to your mind when you see this logo? List 3 words.
149 out of 151 people answered this question

Classic, calm, natural
9 days ago

comfort, organic, clean
16 days ago

Figure 15.2 (sample): Participants' associations with Sleepy Wear by Luciana logo

 16 What comes to your mind when you see this logo? List 3 words.
149 out of 151 people answered this question

Elegance, simple, boutique
19 days ago

Beautiful, simplistic, natural
19 days ago

Additionally, a strong interest in a sustainable sleepwear brand aiming to give each person the best sleep possible is noticeable.

Figure 16: Participants' interest in a sustainable sleepwear brand



It is critical to note that of the 150 participants, not all participants took part in each question, which impacts the results.

5.3.1 Survey findings interpretation

According to the survey, most participants prefer a simple T-shirt and shorts for sleepwear. Simple sleepwear designs are preferred over playful ones, demonstrating this preference for simplicity. In all three methods, this finding was obtained, which is reflected in *Sleepy Wear by Luciana's* sleepwear sets.

Focus group participants, interviewees, and survey respondents all preferred cotton as their fabric of choice. The second and third most popular fabrics are silk and linen, so it is possible to offer different sets with different fabrics to attract more customers in the future. In the beginning, however, the focus will be on cotton as this fabric is preferred by the majority and holds qualities such as softness and durability.

When it comes to sleepwear sets, comfort, design & style, and temperature regulation are the most influential qualities ranked by participants. Focus groups and interviews yielded similar results. Comfort is the most significant point and is also considered in *Sleepy Wear by Luciana* sets.

Although the majority of respondents are interested in eco-friendly practices, sustainability is less relevant in comparison. This may be due to a lack of sustainable sleepwear brands on the market or to a lack of transparency about the brand's sustainable processes. Other qualities, such as quality and fabrics, are considered to be more important than price (ranked 5th). Furthermore, most participants are willing to spend more on environmentally friendly sleepwear. This is why *Sleepy Wear by Luciana*'s marketing campaign emphasizes the eco-conscious aspect of sleepwear as well as the positive impact it has on the environment and people.

Another key finding is the lack of knowledge of sleepwear brands. Several brands were named and reviewed and it is clear that none have a pure focus on sleepwear. *Hanro* is a UK brand that focuses on sleepwear, underwear, and loungewear. The positive aspect here is the focus on sustainability and fair production. *Olivia von Halle* is a luxury loungewear brand from the UK. Although its focus was a single pajama at the beginning, the brand expanded to sell dresses, robes, tracksuits, etc. A simple pajama set costs up to 650,00 EUR. *Schiesser* is a German underwear and lingerie brand that also produces swimwear and outerwear. *Oysho* covers various themes including swimwear and sportswear. *Loro Piana* is an Italian luxury fashion company that offers all kinds of clothing. *Mey* offers night- and loungewear as well as underwear. *Polo Ralph Lauren* is a well-known American fashion label that provides a wide range of fashion and has no particular focus. *Phiala* focuses on underwear brands such as Intimissimi and *Women's Secret*. *Phiala* stands out as a small company from the latter two and focuses on sustainable production and transparency. *Peter Alexander* is a leading Austrian company focusing on sleep and loungewear. However, it differs strongly in design, presentation, and message from *Sleepy Wear by Luciana*. *Sleepy Wear by Luciana* is distinguished by its limited sleepwear collection. There is a focus on one area and it is implemented well.

The survey also shows that Instagram is one of the most used platforms. Therefore, *Sleepy Wear by Luciana* pays special attention to this platform. Through inspirational, beautiful images and an engaging Instagram feed, it intends to reach as many consumers as possible. While some people might not need sleepwear, the brand emphasizes aesthetics. On the one hand, it wants to offer an inspirational source for individuals who understand aesthetics and photography. On the other hand, it wants to provide more information about the importance of quality sleep and the impact of sleepwear on it.

A majority of positive associations with the logo indicate that *Sleepy Wear by Luciana* evokes sustainability, quality, and authenticity. The brand's values. Also, the overall concept should be minimalist and aesthetically pleasing to encourage calm and relaxation in the consumer. In addition to this, the survey also shows a general desire for a brand that offers sustainable sleepwear that emphasizes quality sleep.

5.3.2 Conclusion

The survey was chosen as a final method to test the previously obtained results in the focus group and the semi-structured interviews on a broader mass. Many of the responses were similar. Consumer preferences were listened to and considered when creating the individual sleepwear sets of *Sleepy Wear by Luciana*.

In the next chapter, the marketing plan for *Sleepy Wear by Luciana* was created and the brand's essence, goals, and strategy was defined.

Part III – Project Presentation

Chapter 6. *Sleepy Wear by Luciana* presentation

6.1 SWOT analysis

Analyzing a company's *strengths*, *weaknesses*, *opportunities*, and *threats* is the purpose of a SWOT analysis. In turn, this knowledge serves as the basis for developing an appropriate marketing strategy for a company. Strengths indicate what a company does well or what qualities separate it from competitors (Namugenyi et al., 2019; Sarsby, 2016). Weaknesses reflect areas for improvement (Namugenyi et al., 2019; Sarsby, 2016). Both are referred to as internal elements since they origin from a company within (Namugenyi et al., 2019; Sarsby, 2016). A company's opportunities come from its external environment and specify where it may still develop and how it may benefit from this (Namugenyi et al., 2019; Sarsby, 2016). Changing consumer behavior or competition present threats (Namugenyi et al., 2019; Sarsby, 2016). The latter two are also referred to as external or environmental factors since they affect the company but its origin comes from a political, social, economic, demographic, technological or even cultural external factor that affect the company's business (Namugenyi et al., 2019; Sarsby, 2016). Examples include social trends, new governmental policies and innovations in technology.

To find out how *Sleepy Wear by Luciana* is positioned, a SWOT analysis was performed on this brand and illustrated with a table.

Table 3: SWOT analysis of *Sleepy Wear by Luciana*

Internal	
Strengths	Weaknesses
• Eco-friendly production • Minimalistic design and high quality sleepwear • Niche product	• High(er) production costs → higher purchase price • New brand on the market • Limited sleepwear sets (in the beginning)

Opportunities	Threats
• Educate people about sleep and sustainability • Consumer willingness for personalization • Consumer need for different sleepwear for each season • Explore new niche for sleepwear fashion • Consumer demand for other sleepwear products such as mask and bedding	• Economic instability • Consumer behavior change • Sustainability is not the main decision criteria for sleepwear buying • Competition from highly established brands • High production costs/ production issues
External	

Strength: *Sleepy Wear by Luciana's* eco-friendly production is one of the company's strengths. Sustainable development is a growing concern, and organic fabrics appeal to environmentally conscious consumers. Also, this aspect sets the brand apart from other sleepwear brands. Another key strength is the design and quality of the sleepwear, which has been adapted to consumer feedback and thus reflects their preferences. Furthermore, few sleepwear brands in the European market are solely focused on sustainable production. This helps the brand establish itself as a niche leader. Finally, at *Sleepy Wear by Luciana*, we have a clearly defined *vision*, *mission*, and *values*, which can lead to long-term loyalty from consumers.

Weaknesses: The brand's weaknesses include increased production costs due to using sustainable materials. This results in increased selling prices, which may not be affordable for all consumers. In addition, *Sleepy Wear by Luciana* is an emerging brand that has not yet achieved awareness and recognition on the market. This can pose an initial challenge. Moreover, the limited number of sleepwear sets available at the beginning may leave consumers dissatisfied.

Opportunities: An opportunity is the chance to educate people about the importance of sleep, how sleepwear affects quality sleep, and sustainability. Consumers are increasingly interested in sustainability and well-being. Collaboration with other brands that share similar values or with influencers can help the brand reach many people quickly and gain recognition. Moreover, another opportunity is the consumer demand for personalized details such as embroidered

initials. A variety of sleepwear sets can be offered based on the season or even limited editions, giving a sense of exclusivity. Additional sleep products, such as bedding, sleep socks, sleep masks, and sets for children and teenagers, may respond to consumer demand for other bedding products.

Threats: Economic instability and inflation are among the threats that can cause people to be unwilling or unable to spend much money. Furthermore, consumer behavior can change rapidly. In addition to new competition, other brands with a sustainable focus may also emerge, making *Sleepy Wear by Luciana* less appealing to consumers. Also, competition from highly established brands and high production costs or difficulties can have a negative impact on the brand.

To remain competitive, it is essential to constantly engage with consumers, listen to what consumers have to say, keep up with trends, be aware of the latest platforms, and generally evolve with time. Therefore, adapting and changing brand and marketing strategies over time is key to company success.

6.2 Segmentation, targeting, positioning

Through the STP model *Sleepy Wear by Luciana*'s target group was identified by segmentation (geographical, psychographic, demographical, and behavioral). Moreover, through this model companies not only learn to identify potential customers but also how to reach them and where to position their product in the best way.

For the initial launch and establishment of the brand, the main area of business will be centered on the European market. *Sleepy Wear by Luciana* is manufactured in Portugal and based in Germany. As a first step, potential consumers in Europe were surveyed to determine their preferences and needs. The answers have influenced the design process. Therefore, the brand's sleepwear sets are designed for this market. Additionally, making a brand globally accessible, requires financial and human resources, which *Sleepy Wear by Luciana* does not have at the beginning. Consequently, the brand is primarily focused on the European market. Once the brand becomes more established and optimizes its logistics and strategy, it can expand internationally.

Sleepy Wear by Luciana aims to reach people interested in sustainability and minimalistic designs as well as a healthy lifestyle. Environmentally conscious people who are concerned

about the impact of our society's immense consumption generally prefer less ecologically harmful products. In this case, the brand will appeal to people who choose quality over quantity. *Sleepy Wear by Luciana* also wants to reach people who value timeless pieces and do not have to follow every new trend. They value sustainable materials, non-chemical color processes, and appropriate working conditions. People who are invested in their well-being and take the environmental aspect into account are people who are interested in products that are not only healthy for them but equally safe for the environment. This includes organic, toxin-free products. Furthermore, this implies the realization of how significant quality sleep is for people and what benefits the right sleepwear can have. *Sleepy Wear by Luciana* wants to reach consumers already interested in these themes and educate them further through targeted marketing.

With its simple design and neutral color choices, *Sleepy Wear by Luciana* is not only designed for a certain gender but for all genders. However, designs will also be developed aimed exclusively at female customers in the future and will be marketed accordingly. Additionally, the brand targets millennials (born between 1981 and 1996). Millennials are more environmentally conscious than previous generations. Financially, they can spend more money on environmental causes than, for example, younger generations who have similar environmental concerns. Furthermore, targeting millennials as primary audiences in the long run makes sense, since their purchasing power is expected to increase and their preference for sustainable products will continue to grow. This study focused on millennials, and sleep preferences were taken into account when developing the design of *Sleepy Wear by Luciana's* sleepwear sets. The brand does not exclude the possibility of expanding its clothing line to include other groups, such as children and teenagers, in the future. Lastly, since older people tend to have more financial resources, they are more likely to invest in high-quality sleepwear. This is further supported by the fact that sleep is a topic becoming increasingly relevant as people age.

The brand strives to reach consumers who identify with its values (*quality, authenticity, and sustainability*). In addition to providing better education on quality sleep and sleepwear, *Sleepy Wear by Luciana* aims to bring people together who share similar interests. This can be accomplished, for example, through influencers or brand partnerships that also align with the brand's values or sell similar products. Examples of this are brands like *tribiees* a Spanish brand that sells skin-friendly clothing for mothers and newborns. When selecting fabrics for their pieces, they pay particular attention to the type of fabric they use. *Conscious the label* is another

example of a Portugal-based cooperation brand. They sell swimwear made from recycled fabrics from ocean waste and plastic. Initial discounts such as 10% off the first order can be used to further persuade customers in the beginning. As a future member of *1% for the Planet*, an organization whose members donate one percent of their annual revenue to environmental causes, *Sleep Wear by Luciana* will contribute a portion of its annual earnings to charities and nonprofit organizations. Given the customer's interests explained above, this will resonate well with the target audience.

As a result, the target group consists of females and males of the millennial generation who are interested in topics such as sustainability and well-being. Also, customers who value quality over quantity prioritize eco-friendly, durable, and timeless fashion items. For this purpose, two personas⁵ were created to illustrate the target group in more detail:

Table 4: Two examples of personas for Sleepy Wear by Luciana

Linda Leanders: 29 years old, Art & Design graduate, from Berlin	Peter Pikers: 36 years old, owner of a sustainable boutique hotel in Austria, from Vienna
• Interests: Photography, yoga, painting and DIY projects • Relationship status: Single • Motivation: "I am looking for fashion that is not only environmentally friendly but also aesthetically pleasing. Items of fashion where you can tell someone put some thought into them. It would also be great to connect with more people who share this view and maybe even collaborate on some projects." • Pain point: Having trouble finding beautiful, sustainable sleepwear.	• Interests: Cooking with vegetables and spices from his own garden, reading, meditation for his mental health. • Relationship status: Married (has two children) • Motivation: "It is important to me to incorporate sustainable practices into my everyday life (food, clothing, etc.) so that my children can have a better future. I would prefer sustainable sleepwear that feels comfortable, relaxes me, and allows me to sleep in the most restful way so I

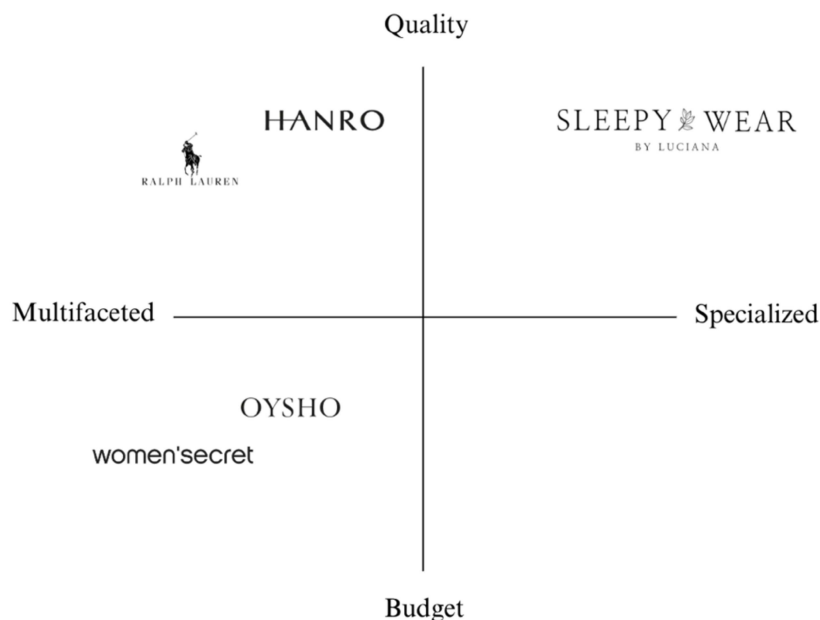
⁵ In marketing, a persona is a semi-fictional character who represents a brand's target customer.

-
- **Consumer behavior:** She is interested in sustainable products of any kind, including for her own projects. She pays attention to ingredients, for example, paint that does not contain toxins, avoids plastic, etc. She also prefers to buy fewer items but of higher quality. She is happy to spend more money on them.
 - **Channels:** Instagram & TikTok
- can wake up feeling motivated and energized the following morning.”
- **Pain point:** In his busy schedule, he wants to be able to rely on a brand that is high quality and environmentally friendly, where not everything must be questioned.
 - **Consumer behavior:** He is a minimalist and looks for quality items. That he also uses in his hotel. He is interested in toys for his children that are durable and hygienic, such as wooden toys. He is also interested in purchasing clothes that can withstand repeated washing, which is typically the case when having children.
 - **Channels:** Instagram & Pinterest
-

6.2.1 Competitive analysis and USP

To learn more about the positioning of *Sleepy Wear by Luciana* and since the brand aims to establish itself as one of Europe’s leading eco-friendly sleepwear brands, competitors on the European market were examined in more detail.

Table 5: Brand position of *Sleepy Wear by Luciana*



While some of the brands presented were examined during the focus groups and interviews, other brands were considered as part of the research of the brand's competitors. *Sleepy Wear by Luciana* is not another fast fashion brand that overlooks quality materials, and fair work conditions and sells a variety of products without focusing on a particular area. This brand targets consumers who value quality over quantity in fashion items. It also targets those with a medium to high income and can invest in their well-being and the environment.

Sleepy Wear by Luciana differs from competitors because it offers high-quality sleepwear and only focuses on sleepwear products. This means that the choice of fabrics is carefully considered and that the fabrics are sustainably produced and durable. Additionally, the brand emphasizes fair working conditions. At the same time, the company focuses exclusively on sleepwear and becomes an expert in this area. Other brands, as shown in Table 5, may also place high value on quality, but offer different products as well. Other brands not only concentrate on other products, but they also compromise on high-quality products.

Moreover, to outperform its competitors, *Sleepy Wear by Luciana* realized that the brand requires a unified marketing campaign. It is consistent in its values and understands what consumers expect from sleepwear. Therefore, the brand offers high-quality, eco-friendly sleepwear sets that are both comfortable and timeless in design while keeping the well-being of our planet in mind. The production, shipping, and support of environmentally friendly organizations reflect this commitment.

6.2.2 Marketing mix

Based on the communication mix model (4Ps), which has been explained prior in this study, the marketing mix of the brand *Sleepy Wear by Luciana* will now be explained in more detail.

Product: The product includes sustainably manufactured sleepwear. Initially, the brand will offer a basic set consisting of pants and a T-shirt. The pants will be offered in three versions, composed of tight or wide shorts available or long pants. The T-shirt will be available in two versions, with short or long sleeves. Each set will be available in common sizes from Small to Large (S-L). It is imperative to mention that it will also be possible to combine different sizes within sets (e.g. an S-sized T-shirt with M-sized shorts).

The offering explained above represents a clean, simple, and unisex design. Eventually, a second collection of more playful designs for women is planned. Considering the color choices, the set will be available in white and beige, but light gray and lilac will be added for the winter season. Additionally, a thin eco-friendly cotton fabric that is durable and comfortable will be used. If desired, consumers may request personalization such as initials or zodiac signs to be embroidered on the shirts. Furthermore, the sets can be combined differently and adjusted according to individual sleep preferences (wide bottoms, short bottoms, long-sleeved tops).

Figure 17 – Color palette for Sleepy Wear by Luciana’s sleepwear



Figure 18 – Bottom 1 unisex S-L



Figure 19 – Bottom 2 unisex S-L



Figure 20 – Bottom 3 unisex S-L



Figure 21 – Top 1 unisex S-L



Figure 22 – Top 2 unisex S-L



Figure 23 – Inspirational mood board



Figure 24 – Example 1 for a more playful design and second collection

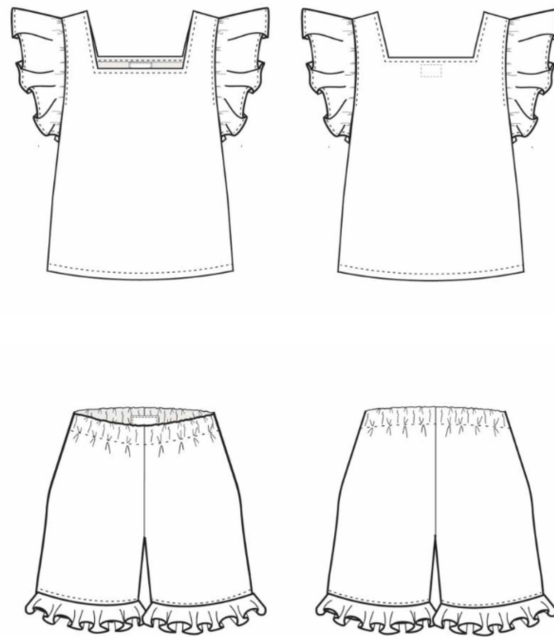
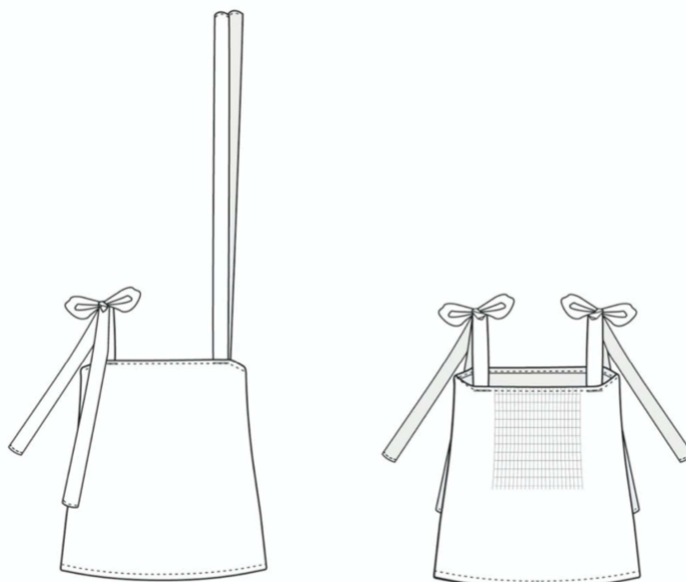


Figure 25 – Example 2 for a more playful design and second collection



Moreover, the sleepwear sets are shipped in recyclable cartons, with ecological filling material, and wrapped in customized tissue paper. Along with the product a small card will be attached with a short message for the buyer, creating a high quality and personal experience.

Figure 26 – Shipping carton; ecological filling material and card for customers



The Brand *DNA* and brand logo which are being discussed in the following parts also include valuable insights about the product itself and the brand essence.

Price: Sleepwear sets will cost between 79 and 110 Euros. This price includes free returns. Prices are based on manufacturing costs and information obtained from focus groups, interviews, and surveys. A fee will only be charged for additional personalization.

Place: The sleepwear sets will initially be available for purchase online only (website). The website design will be minimal and clean to reflect the simple, sustainable, and timeless nature of the brand. The website will consist of the following categories: *shop, our story, and greener future*. The *shop* displays the different collections which in the beginning will only consist of

the basic line. *Our story* talks about the values and inspiration of *Sleepy Wear by Luciana*. Lastly, the *greener future* section talks about the brand's commitment and responsibility toward a more sustainable future by introducing the concept of *1% for the Planet* and further eco-friendly practices.

Figure 27 – Website landing page of *Sleepy Wear by Luciana*

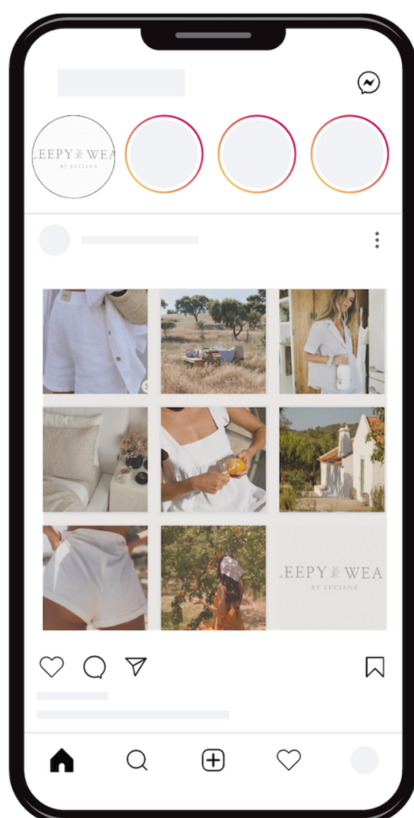


Nevertheless, the brand plans to place its products in concept stores that emphasize sustainable fashion as well. In the long run, a physical store is planned, which may initially take the form of a pop-up store⁶.

Promotion: Also, a unified Instagram feed will be created through colors and content to create a specific atmosphere, inspire people, and increase brand awareness.

⁶ A pop-up store is a retail space that is only available for a limited time

Figure 28 – Instagram account of Sleepy Wear by Luciana



Additionally, once partnerships are established, the brand will be available in boutique stores and hotels throughout European countries that also specialize in sustainable products. An example of an environmentally conscious boutique hotel is *Areias do Seixo*, a Portuguese hotel with strong environmental awareness, offering many natural products grown in their organic garden. Another great example is *Cucumbi*, a rural guest house in the Alentejo that is focused on sustainability and a connection to nature. The following table shows more examples of potential Instagram collaboration partners.

Table 6: Potential collaboration partners for Sleepy Wear by Luciana on Instagram

Instagram account	Follower	Comment
@wonderbar.soap	7,373	Private contact, natural soap and shampoo bars (natural, vegan, cruelty free)
@eliseot__	10,600	Private contact, model, fit for the brand aesthetic

Instagram account	Follower	Comment
@filiz.leyla	61,300	Private contact, model, mom of two and environmentally conscious
@danikapienaar	92,300	Model, collaborated with sustainable brands before
@nataliaswarz	27,100	Creative consultant for conscious brands, author of barefoot living ⁷ and hotelweekend ⁸
@gracey_hodge	155,000	Model, fit for the brand aesthetic

Marketing tools such as social media presence, newsletters, and collaborations (below the line) are used to create brand awareness. Social media platforms such as *Instagram* allow creators to reach many people. Also, through targeted boosted social media posts specific target groups can be created and reached. Moreover, monthly newsletters and promotions boost engagement which can make consumers more likely to buy a product. An effective way of combining both newsletter signups and promotions could be to offer a 10% discount on the first purchase. This is if customers sign up for the company's newsletter. Another communication path will be to work with Influencers. Positive feedback from influencers can impact the brand's reputation and help create awareness and trust. Also, media coverage in magazines (above the line) could be a powerful way to increase brand visibility and credibility.

Key performance indicators (KPIs) should be considered in this context. Since a special focus will be on Instagram, the main KPIs are *total followers*, *new followers*, *engagement rate*, *CTR (Clickthrough Rate)*, and *CPC (Cost per Click) for ads*. In the case of the newsletter, which will be managed through the platform *Mailchimp*, *total* and *new subscribers*, *total recipients*, *clicks*, *top links*, *bounce rate*, and *unsubscribes* will be set as key performance indicators. On the website, *visitors*, *new visitors*, *avg. session time* by visitors and *bounce rate* will be monitored. While these KPIs can be adapted or extended over time, they are meant to serve as a starting point.

⁷ Book by Natalia Swarz

⁸ Barefoot luxury hotel by Natalia Swarz

6.2.2.1 Brand DNA

Simon Sinek's Golden Circle concept is applied as part of the brand DNA. As explained earlier in this study, the Golden Circle exists of the *What*, *How*, and *Why* and explains the motivation and influence some companies have on individuals (Sinek, 2009).

I was inspired to create a sleepwear brand by three factors. First, I could not think of a single brand that relates exclusively to sleep. Several brands sell pajamas, but only a few specialize in this product. Secondly, I have a particular interest in two topics: sustainability and well-being. Both the topic of sustainability as well as physical and mental health are being discussed more frequently every day. Thus, it seemed to be a market with vast potential for growth in the future. Thirdly, in today's fast-paced world, people have access to new information worldwide in seconds. Although technology in communication exists, we feel less connected to our environment and the people around us. Hence, depression rates are rising, anxiety is prevalent, and restlessness is common. Getting quality sleep is essential for our regeneration. The concept of *Sleepy Wear by Luciana* was designed to provide everyone with comfortable, sustainable sleepwear that allows everyone to get a good night's sleep. This allows them to start the next day feeling refreshed and even connect through this common sense of peaceful living and a healthy lifestyle. To achieve this objective, the brand carefully listened to what consumers expect from sleepwear and how they prefer to sleep to implement those qualities in their sleepwear sets.

Through the combination of vision, mission, and values, the essence of *Sleepy Wear by Luciana* should become clear. *Luciana's Sleepy Wear* vision is as follows:

"At *Sleepy Wear by Luciana*, we strive to be a leader in the sleepwear industry. We promise high-quality sleep, emphasizing sustainability and social responsibility without compromising comfort or style in our sleepwear sets."

Further, the *mission* statement supports the vision:

"Our mission at *Sleepy Wear by Luciana* is to provide restful nights and enhance well-being by providing sleepwear that prioritizes comfort, sustainability, and quality. As a company, we are dedicated to nurturing a healthy lifestyle while minimizing our environmental footprint and ensuring a brighter future for people and the planet."

To ensure that all employees work toward the same goal, a company's values need to support the company's vision and provide a framework to shape the company's culture. *Sleepy Wear by Luciana*'s values *quality, authenticity, and sustainability*. Providing high-quality sleepwear that reflects consumer desires for comfort, simplicity (design), and durability. Additionally, being true to what the brand promises by maintaining transparency about the supply chain, treating employees fairly, and being aware of the brand's social responsibility demonstrates the brand's commitment to authenticity. Lastly, *Sleepy Wear by Luciana* is committed to using eco-friendly fabrics and packaging to minimize its effect on the environment.

6.2.2.1.1 Brand logo

Sleepy Wear by Luciana's logo consists of 4 words and a symbol. The name is descriptive and refers to sleep fashion. *By Luciana* reflects the brand's creator's name. The leaf symbolizes the brand's connection to nature and involvement in sustainability. Light gray colors are used in the logo against a white background and are intended to convey purity and simplicity. The logo uses Nanum Myeongjo - 400, a contemporary serif typeface that symbolizes elegance and professionalism. Known for its easy reading and attractive appearance, this font is widely utilized (Bear, 2020).

Figure 29: Logo of Sleepy Wear by Luciana



6.3 Budget planning

As the marketing plan aims to create brand awareness, drive website traffic, and generate sales over a certain period, the budget available will be split between the website, Instagram, and newsletter for the initial period. The website has an annual hosting cost of 157,00 EUR and is

designed via *wix.com*. The first step towards successfully implementing Google ads is to analyze the keywords used in the ads. Since Google ads are a powerful way of reaching potential customers, 40-50% of the initial budget will be spent here.

Creating a new Instagram account is free. Instagram ads, however, need investment. The creator decides how much to spend per ad. In addition to creating specific target groups, one can also decide how long an ad should run and how much should be spent during this period. In addition, Instagram shows how many users can be reached for a certain amount within the chosen duration. It is great for visually appealing advertising through photos, reels on the feed, and stories in Instagram stories. As a result, 40% of the initial budget will go to this area.

Google ads and Instagram ads can be tested and experimented with at the beginning to see what works best. The budget and ads can be adjusted accordingly. Based on the *CTR* and the increase in *followers* and *engagement*, this can be calculated.

Mailchimp's standard plan costs approximately 18,00 EUR per month. Otherwise, no further costs are involved at the moment. What remains of the budget is divided into smaller, individual areas and saved and used when necessary.

Chapter 7. Conclusion, limitations and future research

7.1 Conclusion

This project explored several topics on consumer behavior toward a more sustainable lifestyle, marketing planning, and brand building. It helped create a sustainable sleepwear brand *Sleepy Wear by Luciana* from scratch as well as develop its marketing plan.

Findings demonstrate that most people prefer sleeping in simple, minimalistic, and light-colored clothing that feels comfortable and clean. This information had an enormous impact on designing different sleepwear sets. Also, most participants in this study are willing to spend more on eco-friendly products which is why *Sleepy Wear by Luciana* pays attention to its fabrics, production, and packaging.

This study sets a starting point for the brand *Sleepy Wear by Luciana* and how to implement it on the market. This will also show if demand is there for such a brand since due to methodological limitations related to the number of participants generalizations are difficult to make. *Sleepy Wear by Luciana*, however, is constantly evolving, focusing on environmental friendliness, and quality sleep and offering more sleep-related products over time.

7.2 Limitations

One of the limitations is the total number of participants in the focus group, interviews and survey. In light of the small number of participants, further data collection would benefit this project.

Furthermore, most of the focus groups and interview participants were DACH residents. Therefore, not all European countries are represented. The survey findings are applied to a broader mass, but this is not sufficient to generalize.

Additionally, certain terms are defined differently from individual to individual, which can also affect the results. As an example, sustainability can be interpreted differently despite its growing popularity.

7.3 Future research

There is great potential in the health and sustainability sector. Innovative solutions for materials that benefit sleep quality and are environmentally friendly can be explored further. In addition, consumer trends need to be continuously considered and products may need to be adapted to updated preferences. At the same time, especially in the fashion sector, it is imperative to keep up with the latest trends, colors and designs. However, this work represents a first step toward a sustainable future, upon which further research can be built.

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Appendices

Appendix A – *Consent form sample*

CONSENT FORM

Title of research project:

Sleepy Wear by Luciana

Name and position of researcher:

Luciana Murschenhofer, Final year study, FCH-Católica, Faculty of Human Sciences of the Catholic University of Portugal

please tick box

1. I confirm that I have read and understood the information shared about this study and have had the opportunity to ask questions.

☐

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving a reason.

☐

3. I agree to take part in the study.

☐

Please tick box

Yes

No

4. I agree to the interview being audio recorded.

☐☐

5. I agree to the interview being video recorded.

☐☐

6. I agree to the use of anonymized quotes in publications.

☐☐

Name of participant

Date:

Signature:

Luciana Murschenhofer (researcher)

Date:

Signature:

Appendix B – Focus group script

Focus Group Script

Before starting the focus group I will explain the means of recording the session as well as the right to withdraw at any time from this session (see consent form)

Welcome (introducing myself and my brand)

Thank you for making your time available to attend this Focus Group.

My name is Luciana, I am a student at the FCH-Católica in my final year and I am taking a Communication's Master called Communication, Marketing & Advertising. I am currently writing my thesis (project) which is about creating my own brand as well as the whole marketing and communication plan for it.

Goal of this Focus Group: I want to get the opinions of potential customers of my brand "Sleepy Wear by Luciana" and find out if there is a general want for sustainable produced sleep wear.

- What is "Sleepy Wear by Luciana"? "Sleepy Wear by Luciana" is a sustainable sleep wear brand produced in Portugal. It's made with sustainable fabrics meaning the fabrics are derived from eco-friendly materials and therefore less harmful for the environment. Also, Sleepy Wear by Luciana places a special focus on the importance of sleep and the connection with sleep and sustainable products. The brand is not launched yet!

It will last between 30 and 60 minutes.

Value proposition of Sleepy Wear by Luciana: Sustainable fabrics better for yourself and the environment → sleep in a toxic free environment → sleep better

Initial Questions (Should be easy to answer)

- 1.) Are you all using sleepwear?
- 2.) Are you interested in sustainable produced sleepwear?

Introductory Questions/ Transition Questions

- 1.) What does sustainability mean to you in the context of sleepwear?
- 2.) Have you heard about sustainable sleepwear brands before? If yes, please share your experience. If no, what are your thoughts on the concept?
- 3.) How important is sustainable sleep wear for you?
- 4.) What factors influence your purchasing decisions when buying sleep wear?

Main Questions

- 1.) What are your current perceptions of the connection between sleep, sustainable fabrics, and personal well-being?

- 2.) Can you explain if and how you think sustainable fabrics in sleepwear can contribute to better sleep and a stronger connection with oneself and nature?
- 3.) How likely are you to consider purchasing sleepwear from a brand that offers sustainable fabrics and emphasizes a connection with oneself and nature? What factors would influence your decision?
- 4.) Are there any specific aspects of sustainable sleepwear that you would like to see in a brand's value proposition? (Value proposition = the full mix of benefits or economic value which it promises to deliver to the current and future customers who will buy their products and/or services)
- 5.) What are your expectations in terms of price, quality, and design when it comes to sustainable sleepwear? Price? Distribution? Communication?

Final Questions

- 1.) Do you have any suggestions or additional thoughts about the concept of a sustainable sleep wear brand?

Appendix C – Interview script

Interview Script (semi structured)

Before starting the interviews I will explain the means of recording the interview as well as the right to withdraw at any time from this interview (see consent form)

Welcome (introducing myself and my brand)

Thank you for making your time available to attend this interview.

My name is Luciana, I am a student at the FCH-Católica in my final year and I am taking a Communication's Master called Communication, Marketing & Advertising. I am currently writing my thesis (project) which is about creating my own brand as well as the whole marketing and communication plan for it.

Goal of the interviews:

I want to get the opinions of potential customers of my brand "Sleepy Wear by Luciana" and find out if there is market opportunity for a sustainable produced sleep wear. Also, I want further knowledge on sleeping habits, the link between sleep wear and the quality of sleep.

- What is "Sleepy Wear by Luciana"?

"Sleepy Wear by Luciana" is a sustainable sleep wear brand produced in Portugal. It's made with sustainable fabrics meaning the fabrics are derived from eco-friendly materials and therefore less harmful for the environment. Also, Sleepy Wear by Luciana places a special focus on the importance of sleep and the connection with sleep and sustainable products. The brand is not launched yet!

The interview will contain 14 structured questions and several unstructured questions to go more in depth with certain topics. Since it is a semi structured interview, questions can be adapted or added depending on the answers.

Value proposition of Sleepy Wear by Luciana: Sustainable fabrics better for yourself and the environment → sleep in a toxic free environment → sleep better

Part One: Questions about Sleep Behavior, Pajamas & Buying Process

(Structured)

- 1.) How do you like to sleep? (Pajama, naked, etc.)
- 2.) What qualities should a Pajama have for you?
- 3.) What fabric do you find most comfortable to sleep in? Why?
- 4.) Have you ever thought about a connection between better quality sleep and the clothes you wear to sleep?
- 5.) Who do you advise yourself with when buying a Pajama?
- 6.) Where do you buy your sleep wear?
- 7.) Which brands do you know that focus only on pajamas or sell pajamas at least?
- 8.) How much money do you spend/ would you spend on pajamas?

(Not structured)

Need assessment and process → search, comparison, media, information needed, decision criteria, frequency, place (online offline), fabrics, size, colors, brands, ...

Part Two: Questions about Sustainability

(Structured)

- 9.) Would you feel more comfortable sleeping in sustainable fabrics? If yes can you explain why?
- 10.) Do you know any sleep wear brand that focuses on sustainable sleep wear (fabrics)?
- 11.) What brands do you associate with sustainability concern? Can you provide any examples?
- 12.) Would you be willing to pay more money for a sustainable sleep wear? How much more?

Part Three: Questions about the brand (Sleepy Wear by Luciana)

(Structured)

- 13.) What do you associate the name and the logo with?
- 14.) What 3 adjectives do you come up with when seeing Sleepy Wear by Luciana (show them a little presentation of Sleepy Wear by Luciana).

(Not structured)

Unique value proposition: explaining the unique value proposition of your brand and assessing if it is interesting for the interviewees and why; willingness to pay more and up to what price; where would they prefer to buy it (online, offline, both)

Brand communication: where and how would you like to see the brand communicating with you (online, TV, radio, digital, social media, ...) and about what topics

Please add any comments you may find useful for my project

Appendix D – *Survey questionnaire*

Survey Questions

Introduction:

Dear Participants,

I invite you to participate in my research survey. I am Luciana Murschenhofer, a Master's thesis student at the **Faculdade de Ciências Humanas da Universidade Católica** in Portugal. This survey aims to gather valuable insights and information for a research project about creating a sustainable sleepwear brand.

Your participation in this survey is entirely voluntary. All responses will be treated with confidentiality and used solely for research purposes. No personally identifiable information will be associated with your responses.

Please answer each question to the best of your knowledge and based on your personal experiences and opinions.

Thank you in advance for your participation and support. Your feedback is invaluable, and I greatly appreciate your time and effort in completing this survey. If you have questions or concerns, please contact s-lmurschenhofer@ucp.pt

- What do you wear to sleep?
 - A simple T-shirt and shorts (no particular brand)
 - I sleep naked
 - A pajama set (from a particular brand)
 - A nightgown
 - Other
- What type of fabric do you prefer for your sleepwear?
 - Cotton
 - Silk
 - Synthetic
 - Linen
 - Other
- When choosing sleepwear, what qualities are most important to you?
(Please rank from most important to least important)
 - Comfort
 - Design and style
 - Durability
 - Temperature regulation
 - Sustainable

- Price
- What color do you prefer for sleepwear?
 - Light colors
 - Colorful
 - Dark colors
 - Patterns and mix of colors
- Do you prefer a simple or playful sleepwear design?
(Participants have to opinion scale)

Simple design (0) 1 2 3 4 5 6 7 8 9 (10) Playful design

- How much money would you spend on a sleepwear set that meets all your needs?
 - 5 -20 EUR
 - 20-50 EUR
 - 50-90 EUR
 - 90-150 EUR

- Are you interested in sustainability?

Not at all (0) 1 2 3 4 5 6 7 8 9 (10) Very much

- When making purchasing decisions (fashion), how important is sustainability to you?

Not important (0) 1 2 3 4 5 6 7 8 9 (10) Very important

- Would you be willing to spend more on a sleepwear set if it was made eco-friendly?
(Meaning locally produced, no toxins used, safe working conditions, organic fabrics)

- Yes
- No

- If your answer was yes. Please let me know how much more you would be willing to spend?
 - 10%
 - 15%
 - 20%
 - over 20%
 - less than 10%
 - 0%

- Are you interested in topics related to sleep and well-being?

Not at all (0) 1 2 3 4 5 6 7 8 9 (10) Very much

- Do you know how many years an average person sleeps in their lifetime?
(You can see the correct answer in the next question)

- ☐ 10 years
- ☐ 18 years
- ☐ 26 years
- ☐ 35 years

- Please mark the blue box if you are still participating

- ☐ Red
- ☐ Yellow
- ☐ Blue
- ☐ Green

- Which brands do you know that sell sleepwear only?
(Please list them or write “none”)

Type answer here ...

- What social media platform do you use the most?

- ☐ Instagram
- ☐ TikTok
- ☐ Youtube
- ☐ Pinterest
- ☐ Other

- What comes to your mind when you see this logo? List 3 words.

Type answer here ...

- Would you be interested in a sustainable sleepwear brand aiming to give you the best sleep possible?

Not interested at all (0) 1 2 3 4 5 6 7 8 9 (10) Very interested

- How old are you?

Type answer here ...

- Which gender do you identify with?
 - Female
 - Male
 - Non-binary
 - Prefer not to say
 - Other
- Which is the highest level of education you have completed?
 - High school
 - Bachelor's degree
 - Master's degree
 - Doctorate
 - Other
- What is your current employment status?
 - Employed full-time
 - Employed part-time
 - Unemployed
 - Student
 - Retired
 - Other
- What is your approximate annual income?
 - Less than 25.000 EUR
 - 25.000-25.000 EUR
 - 50.000-75.000 EUR
 - 75.000-100.000 EUR
 - More than 100.000 EUR
- What is your nationality?

Type answer here ...

Thanks for being a part of shaping the future of sleepwear!

Appendix E – *Transcribed focus group*

Focus Group June 12th 2023

Researcher (me):

Hello everyone! Thank you for attending this focus group. The reason I am doing this focus group is that I want to develop my own sleepwear brand. I want to talk to as many potential consumers as possible and hear your opinions on certain topics. The brand is called Sleepy Wear by Luciana. It is about sustainable sleepwear that is produced in Portugal and pays a focus on quality sleep. It is made of sustainable materials, which means, materials that are not harmful to the environment. The brand does not exist officially yet. You can just have a conversation and share your opinion. If you have nothing to say, then you have nothing to say, but there is no right or wrong here.

Initial Questions:

1.) Are you all using sleep wear?

Speaker 1 (Natalie): Partly, partly.

Speaker 2 (Luca): Up yes down no.

Speaker 1: I do use sleepwear but often just a T-shirt or a boxer shorts. For example the other day I bought a silk short and sleep top with a border in royal blue. I bought extra sleepwear for women and I really like that for the summer.

Speaker 3 (Ariana): I wear, I love to buy sleepwear, such as Brandy Melville, but when I get tight stuff I like it much better if I just take a big T shirt from Luca (husband) and just sleep in that. As for the t-shirt I bought from Skims, it was so nice, it was a boxer shirt with stylish pants, I could sleep in it every night.

Speaker 2: I always like to sleep in a more comfortable t-shirt like that. So I don't have pajamas now. I own pajamas when it's cold in the winter. But even that is actually too much for me to sleep in, too uncomfortable. But I also don't like to sleep with my upper body free. I don't like that. In other words, if your sleep wear was a T-shirt in a comfortable fabric, such as these skim fabrics, I would wear it to sleep in it. It would have to be a size larger somehow, so that when you turn around and stuff, it doesn't stretch like that. And currently I'm wearing Polo T-shirts and boxer shorts. No particular boxer short simply that I had on from the day.

Researcher: Would you be interested in wearing boxer shorts just for sleeping?

Speaker 2: Nah, so if it was a tighter one like that then maybe.

Speaker 4 (Dennis): Well, I would have a lot to say because I have slept so differently in my life. So in that (points to the tighter boxer shorts) I could never sleep in.

Speaker 5 (Lulu): You need a looser pair of boxer shorts?

Speaker 4: Now it's even more extreme. I used to sleep in a normal pair of boxer shorts and then at some point I talked to a friend and he said T-shirt on top and nothing underneath and now I sleep completely naked sometimes.

Speaker 5: Not completely naked because I think it is missing something.

Speaker 2: No I don't like that at all.

Speaker 1: No, I find that quite uncomfortable.

Speaker 2: It's like covering up, it's just more comfortable even if it's not cold.

Speaker 5: Yes, I feel you.

Speaker 4: There again I would agree that when it's very hot just the thinnest sheet but you have to lie under something.

Speaker 4: Yes, I kinda agree with this as well. But very specific things in my closet are sleepwear even though they're not, even though I didn't buy it as sleepwear. So, just t-shirts.

Speaker 1: Loose or tight?

Speaker 3: So, for both of them it would be important that it, that for example if you buy something for sleeping now, it would be important to you that you can buy the shirt separately from the pants. Because you for example want no pants at all, Luca wants his tight boxer shorts.

Speaker 2: But it's important that it's more classy, more comfortable, more cozy and that it's not something made of such a thick fabric. I have terry T-shirts that I also find totally comfortable to sleep in.

Speaker 3: No, I don't think that would work at all.

Speaker 1: I would actually like that too.

Speaker 3: You always like to wrap yourself up like that anyway. Socks, leggings, T-shirt.

Speaker 5: I always like rather short things.

Speaker 4: Like you wear socks in bed?

Speaker 1: Only the winter, not in the summer.

Speaker 4: Write down linen. I've become a sick fan of linen.

Speaker 3: But linen is not such a soft fabric.

Speaker 4: I'm desperately looking for a big linen cover for my blanket.

Speaker 1: There is, I have one.

Speaker 3: So do we but I really don't find it that comfortable.

Researcher: I thought about doing something with linen for a long time, just because of the aesthetics, but then I decided against it because it's not so soft.

Speaker 2: Yes, at least not as a first choice. Or simply cotton.

2.) Are you interested in sustainable produced sleepwear?

Speaker 1: Yes but probably not the main reason, but that it is as already said, that it is cozy and for example good for the skin.

Speaker 2: Me too. Also I think it is important that it is then not immediately too expensive.

Speaker 4: Depends on a few factors, but first and foremost, when I sleep, I pay attention to whether it is comfortable, but not necessarily sustainable.

Speaker 5: I would like to pay more attention to it but in the end you always buy something you like and often not because it is sustainable. But the interest is there.

Introductory Questions:

1.) What does sustainability mean to you in the context of sleepwear?

Speaker 3: So of course that it is somehow not from by Primemark or made in China from child labor, but that it is just somehow thoughtfully made.

Speaker 5: Nowadays a lot of clothes are from fast fashion companies like Zara for example, and the fashion industry is one of the worst for the environment.

Speaker 3: And I think, for example, even with sleeping clothes, you wash them quite often. And then, if you have a Zara T-shirt for example, for sleeping, after half a year or so it has holes.

Speaker 2: But it only costs 3 euros.

Speaker 1: I think it's really important that the color is natural. So no chemical color but as with Pangaia. I would also just like it if the colors were natural.

Speaker 2: But, if ZARA has some new fashion. Then you all run in and buy everything.

Speaker 3: Why do you sleep in a Ralph Lauren shirt and not just ZARA?

Speaker 2: It's just something to do with an habit and not to do with Ralph Lauren per se but that I've been sleeping with them for a long time and I'm just comfortable with them.

Speaker 4: But is Ralph Lauren now more sustainable than ZARA?

Speaker 3: Yes, because Ralph Lauren is not fast fashion.

Speaker 2: I don't think Ralph Lauren is better than ZARA.

Speaker 3: I think so.

Speaker 2: Basically what's important is that there's no child labor behind it, so that it's produced properly, but I wouldn't go too overboard with the brand, even though I think it's important to people that it's not just polyester. Nevertheless, otherwise it is quickly expensive and I think it is not worth it to the people. People would be like: "Great that it was made sustainably but 50€? No, I prefer to go to ZARA".

Speaker 3: So the shirt from Skims for 40 dollars that was the best investment I would buy it again immediately. Because the fabric is just so comfortable and just to sleep in it is heaven. I hate scratchy fabrics.

2.) Have you heard about sustainable sleepwear brands before? If yes, please share your experience. If no, what are your thoughts on the concept?

All: No

Speaker 4: I think it is hard to hear about it if you are not very involved or very interested in sustainable topics.

Speaker 2: I do not think I know of any brand that only does sleepwear.

Speaker 5: There are some that do a mix. For example Intimissimi but there main focus is on underwear.

Speaker 3: You know what is sustainable for example? Pangaia. This is not specifically sleep wear.

Speaker 2: Pangaia, you wash it once, then I am tummy-free and the color is completely washed out.

Speaker 3: I think everyone bought it in the beginning and now I would not buy it again to be honest.

Speaker 2: And why did you buy it in the first place? Clearly, not only because of the sustainability aspect.

Speaker 3: Because I find the cut super cool and I like the simple design.

3.) How important is sustainable sleep wear for you?

Speaker 2: Honestly, not so important. I think I would simply not recognize whether it is made sustainable or not because I am not paying attention to it.

Speaker 1: I think it gets more and more important especially in the younger generation but it would not be the first aspect I would look for but I think it is important.

Speaker 3: Yes me too. It would not be the main reason I buy sleep wear but it would catch my attention in and ad.

4.) What factors influence your purchasing decisions when buying sleep wear?

Speaker 1: Design & material, thin material.

Speaker 2: The feeling on the skin, independent of the fabric, so of course it depends on the fabric, but I would not want to sleep in cashmere, for example, because it is way too warm even though it is super soft.

Speaker 4: Design is zero important for me.

Speaker 3: I would also say aesthetics, so the design, is clean and the fabric is comfortable.

Main Questions

1.) What are your current perceptions of the connection between sleep, sustainable fabrics, and personal well-being?

Speaker 1: I have never really thought about it like that.

Speaker 2: I have to say that I have never really thought about it. What I do not like is, I have a T-shirt from Polo, I think it is from my father, that has a big USA flag printed on it.

Speaker 1: Made of plastic?

Speaker 2: I really do not like that at all.

Speaker 4: Between sleep in general and the well-being yes so whatever triggers you to sleep better would always result in better well-being.

Speaker 3: Yes but not because of sustainability.

Speaker 4: True, but if I sleep better now because I say I feel so relieved because of sustainability because that is my topic right now and everything has to be sustainable. That is why I buy the sustainable sleep wear and that is why I have a better conscience which is why I sleep better then of course your well-being would be better. But the main question is do you sleep well in what you wear while sleeping or not?

Speaker 3: Yes, true.

2.) Can you explain if and how you think sustainable fabrics in sleepwear can contribute to better sleep and a stronger connection with oneself and nature?

Speaker 3: Well, I do not like to sleep in anything black, for example. I cannot say why but I think probably because of the dyeing. I always like natural tones, light beige, gray but not because of sustainability to be honest. But simply because I feel cleaner in it.

Speaker 4: But there is also a theory about it.

Speaker 3: I would not want to wear a pink T-shirt. Any bright color. So if I had the choice I would always choose neutral colors.

Speaker 5: Maybe you do not associate it consciously with sustainability but somehow more related to nature.

Speaker 3: No chemistry for sure.

Speaker 4: So, I have actually dealt with the topic sleep and my bed, mattress, topper etc. so with the topic of how do I sleep? I always had the feeling that in the USA in hotels I always slept incredibly well because I found the beds so insanely comfortable. Because that somehow I do not know, I even photographed that once and it was just so comfortable and then I asked myself why do you actually sleep better in a hotel so partially than in your own bed? And one reasoning of it was that hotel beds always have white covers. White represents cleanliness. Like you fall into bed in a hotel and the pillows are kind of different.

Speaker 3: It is clean and fresh.

Speaker 4: So I do not know if it is just the color.

Speaker 1: It is the color, it does not even smell good but it is just clean.

Speaker 3: It is just neutral.

Speaker 4: You know what I also hate is everything that is sewn in like the note in your clothes.

Speaker 3: Yes, that has to go.

Speaker 2: I do not understand that either.

Speaker 4: I get aggressive.

Speaker 2: Some of them are half books hanging in there. I do not know why.

Speaker 4: I turn some t-shirts inside out to sleep because even if you cut it out it scratches. Either you tear it out, then it is broken or cut it very close then it still scratches. I would just put an imprint in it.

Researcher: I actually thought about that, there are some made out of soft fabric as well.

Speaker 3: Yes, I think that would be best.

Speaker 3: With some it is also so that on the T-shirt it is written inside. Brandy and Melville does it for example.

3.) How likely are you to consider purchasing sleepwear from a brand that offers sustainable fabrics and emphasizes a connection with oneself and nature? What factors would influence your decision?

Speaker 2: I am somehow zero the target group, so I would not get that at all. If my wife brings a T-shirt and says that is a great thing and then I sleep well in it then great but I am not someone who googles what is a sustainable sleep wear brand and self-connection.

Speaker 3: I think with me it would actually be the same so if I would search now for example on Instagram or I do not know where for sleep wear and it would be clean and aesthetic pleasing as well I would go for it.

Speaker 1: Healthy for the skin.

Speaker 4: So maybe that is important, healthy so no chemical treatment.

Speaker 3: Yes exactly.

Speaker 1: Yes I think that is very important.

Speaker 4: Maybe a catch for you like the design or the cut would never catch me.

Speaker 5: What would catch you?

Speaker 4: 100 % only comfortability but then I would have to own it and if I sleep well in it then I would go to the store and buy it 5 more times.

Speaker 3: Okay so you would need an Instagram ad where it says this soft t-shirt. Then you would be more likely to try it out?

Speaker 4: Well I would not only because it is sustainability. But also everything made in China triggers me as well and would be a clear no. But this not chemically treated, 100% organic cotton would not necessarily catch me.

Speaker 3: Well I think it has to fit both. I would not buy an ugly T-shirt just because it says that is sustainable but if it has got that vibe for example beige with linen, then I would read no chemicals and 100% cotton. I think the combination would catch me.

Speaker 4: I would still agree with no flashy colors no need for print no logo.

Speaker 3: Yes exactly, I think we all agree on that.

4.) Are there any specific aspects of sustainable sleepwear that you would like to see in a brand's value proposition? (Value proposition = the full mix of benefits or economic value which it promises to deliver to the current and future customers who will buy their products and/or services)

Speaker 3: Quality

Speaker 4: But how do you define quality?

Speaker 4: For example, that I see that the T-shirt is made of cotton and not 90% polyester.

Speaker 1: And not cotton from China but from Portugal, so for sleepwear it would be important to me, more important than for other clothes.

Speaker 4: Sleep is definitely more intimate, much more extreme maybe someone would wear something that is polyester because I do not know, it is cool or something.

Speaker 1: Yes or a fabric that is anti-allergic.

Speaker 4: Oh anti-allergic, that would be an amazing feature.

Speaker 1: So that the pollen does not get stuck there, this probably catch a lot of customers.

Speaker 4: Yes, but you would probably need proof of that.

Speaker 1: Also that it is air-permeable, that one does not sweat in it.

Speaker 2: That you do not sweat in it is also a very good point.

Speaker 1: What I also find important is that you can wash it warm because especially when you sleep you sweat, there are bacteria and you just want it to be clean like towels. I like to wash them at 90 degrees, which is sometimes more difficult with other fabrics.

5.) What are your expectations in terms of price, quality, and design when it comes to sustainable sleepwear? Price? Distribution? Communication?

Speaker 3: I would definitely pay more if it is a good quality. I would not pay 100€ for a simple T-shirt but I would pay more than for a ZARA T-shirt if I knew that it is good for the health, it is a good quality and it does not come from China.

Speaker 4: Of course it depends on what your customer group is because there is also a theory about the individual purchase price. So there are certain tipping points, for example, if it costs more than 30€ then there are certain groups that would not buy it. So you cannot offer a middle class person a sleep shirt for 70€ even if it is justified. So it is difficult. My price point would be linked to the experience if I buy it for 39€ and it is good then I buy it 5 more times.

Speaker 2: Which target group you want, is defined by yourself. Do you want to have a lot of target groups or the well-off who also thinks about sustainability?

Speaker 4: When do you start thinking about sustainability at all is the question?

Speaker 1: I think the new generation is more concerned with sustainability.

Speaker 3: There is certainly a shift.

Speaker 4: Also, at what age are you thinking about sustainability? At 22, do you think about what you sleep in or how well you sleep? Probably not because you have other worries, other topics that are more important to you.

Speaker 3: So at that age I did not think about it and now I would definitely think about it more. With the age also the topic sleep gets more and more important. Earlier you bought any bedding now I think if I sleep in it every night then I can also pay a little more.

Researcher: And on what platform would you like the brand to be communicated?

Speaker 1: Instagram.

Speaker 3: Instagram, wellness pages.

Speaker 1: Maybe Mom magazines, because they often look for cozy and healthy clothes.

Speaker 4: Tough question, is the following generation still on Instagram?

Speaker 3: Yes but they are so young I do not know exactly if Sleep Wear would be more interesting for our age group.

Speaker 4: Influencer marketing will also be inevitable.

Speaker 3: Well, I already look a lot on Instagram.

Speaker 4: So we are now around 30 and still a lot on Instagram.

Speaker 2: Well, I am also receptive to it, you take your cell phone with you and I go on Instagram and if it is a cool page then you just take a look.

Speaker 4: And then you click on it once and the algorithm remembers it.

Speaker 3: Yes exactly and if I see it 3 more I would think why not order it and try it out.

Speaker 1: I would also make people aware of how much time they spend in these T-shirts or pants, how much time you spend in bed.

Speaker 4: So many hours you spend sleeping.

Speaker 2: Something like “You sleep for 40 years in your life”.

Speaker 4: What I think is somehow a crazy thought is that a lot of times you spend so little money on blankets or pillows but you sleep in them I do not know how many years. For your bedding you should actually spend your money.

Speaker 2: But are people with less money worried about that?

Speaker 4: I think a lot of people just do not realize it.

Researcher: You definitely have to define a target audience with a certain understanding and access to the topic.

Final Questions

1.) Do you have any suggestions or additional thoughts about the concept of a sustainable sleep wear brand?

Speaker 3: What I think is important is that the online store or Instagram page you develop. Reflects everything that you want express and say. So, that it is a unified aesthetic concept. Also, every magazine now has a sustainability page where you can make it on with the right PR.

Thank you very much for your participation

Appendix F – *Transcribed interviews (1-5)*

Interview July 7th 2023 (Interview 1)

Researcher (me):

Thank you for making your time available to attend this interview.

My name is Luciana, I am a student at the FCH-Católica in my final year and I am taking a Communication's Master called Communication, Marketing & Advertising. I am currently writing my thesis (project) which is about creating my own brand as well as the whole marketing and communication plan for it.

Part One: Questions about Sleep Behavior, Pajamas & Buying Process
(Structured)

1.) How do you like to sleep? (Pajama, naked, etc.)

Interviewee 1: I like to sleep with a big T-shirt and some shorts in the summer. Either some pajama shorts or boxer shorts. And in winter I like to wear long sleeve pajamas.

Researcher: The shorts do you prefer them more tight or loose?

Interviewee 1: loose

2.) What qualities should a Pajama have for you?

Interviewee 1: Okay so it should be soft and I do not care that much about quality like I want it to be cotton or silk like soft but I have not like put too much thought in quality.

3.) What fabric do you find most comfortable to sleep in? Why?

Interviewee 1: Cotton because it is soft and you can easily wash it and it does not, it cannot break and it lasts quite long. But I do like silk as a feeling.

4.) Have you ever thought about a connection between better quality sleep and the clothes you wear to sleep?

Interviewee 1: No, not really.

Researcher: Okay, but it make sense if you wear something that is comfortable then you sleep better, or of you are super hot during the night ...

Interviewee 1: I mean obviously I know that I do not like wearing like tight things I do not like wearing too short shorts that slip up too much. I do not like not wearing anything. I just know that I sleep well in what I wear.

5.) Who do you advise yourself with when buying a Pajama?

Interviewee 1: I do it on my own.

6.) Where do you buy your sleepwear?

Interviewee 1: To be honest I care more about my winter sleepwear and where I buy it. Like it has to be warm and I care more about quality. I do not spend that much, I buy it usually from Oysho, or I have some from Ralph Lauren and Intimissimi. But for my summer sleepwear I like to wear T-shirts and stuff. I take mostly just old T-shirts from my dad and brother which are just big. And for shorts I usually go to Oysho.

Researcher: Would you be interested if there was a specific brand that just sells big T-shirts and shorts but nicely made. Would you be interested in buying them?

Interviewee 1: Yeah definitely, I just think right now I do not have the finances to think about these things and in my head I just have these T-shirts available so I do not want to waste them but I would be interested in walking into a store where I knew this is only for sleepwear. Now it is just because there is ... I do not know any stores that only sell sleepwear.

7.) (That is actually the next questions) Which brands do you know that focus only on pajamas or sell pajamas at least?

Interviewee 1: No, I do not think so.

8.) How much money do you spend/ would you spend on pajamas?

Interviewee 1: I would, I mean depending on the style, I would probably pay around 60 Euros.

(Not structured)

Need assessment and process search, comparison, media, information needed, decision criteria, frequency, place (online offline), fabrics, size, colors, brands, ...

Interviewee 1: I usually ... I am still very much an in-shop shopper. So when I know I need a new pajama, I usually just go to the stores that I know and see if they have something suitable. And usually I have something in my mind, like a certain style that I like, so I just search for that in store. And then, yeah, just touch it and look at it and try it on and see how it feels, because I think it is important.

Researcher: And any specific colors you would go for when buying sleepwear?

Interviewee: In summer I actually like lighter colors, like white, beige, sandy, and then in winter I like, checked pajamas with blue, red, a bit more cozy colors, more Christmassy.

Part Two: Questions about Sustainability
(Structured)

9.) Would you feel more comfortable sleeping in sustainable fabrics? If yes please explain why?

Interviewee 1: I like the concept behind it, knowing that my sleepwear is sustainable. I would then just want to understand why it is sustainable. I would prefer buying, like if I go for cotton, buying organic cotton.

Researcher: Even if it is more expensive?

Interviewee 1: Even if it is more expensive. But like I said I want to understand the reason behind why it is labeled organic, just because sometimes I feel like it is just branded. But yeah, I would definitely be open to pay a bit more for organic.

10.) Do you know any sleepwear brand that focuses on sustainable sleepwear (fabrics)?

Interviewee 1: I can imagine that unconsciously buy some organic cotton but I am just not that aware

11.) What brands do you associate with sustainability concern? Can you explain why?

Interviewee 1: I mean, I do know, or I mean, whatever they say, but all the big fast fashion brands are trying to integrate sustainable fabrics into their clothing and make those more expensive like Zara and Other Stories even like Oysho. They do have like sustainable branded items. So, I mean, I do not like the concept of that, but it is just been the most easiest and convenient. And I mean, I obviously know like brands like Nike and stuff. They are also like going sustainable.

12.) Would you be willing to pay more money for a sustainable sleepwear? If yes, how much more?

Interviewee 1: I guess like, I do not know, 10 to 20% more.

Researcher: What is the most important quality for you when buying sleepwear? Is it price? Is it how it feels? Is it the aesthetic? Or something else?

Interviewee 1: I think aesthetic first, then feeling. Because I have to like it from the look first, otherwise I would not pick it up. And then definitely how it fits me and that it is comfortable. And then third quality of the fabric, I would say fourth the price. If everything ticks off before, I would be open to pay more or pay the price for that. If not, then no.

Part Three: Questions about the brand (Sleepy Wear by Luciana)
(Structured)

13.) What do you associate the name and the logo with?

Interviewee 1: It is cute, it is very soft, very easy on the eye. The little leaf tells me that there is something that means like organic, sustainable, I associate it with nature. "By Luciana" makes me think that there is a person with a concept behind it. That it is not like a big brand, but it is like a unique brand and some thought behind it. I like the font, it is very calming and has something like a forest, I do not know, it looks like branches a bit, like a tree.

14.) What 3 adjectives do you come up with when seeing Sleepy Wear by Luciana (show them a mood board of Sleepy Wear by Luciana).

Interviewee 1: chic, cozy and cute

(Not structured)

Unique value proposition: explaining the unique value proposition of your brand and assessing if it is interesting for the interviewees and why; willingness to pay more and up to what price; where would they prefer to buy it (online, offline, both)

Brand communication: where and how would you like to see the brand communicating with you (online, TV, radio, digital, social media, ...) and about what topics

Interviewee: I personally would like to prefer the sleepwear offline but I think it is the best way to present it in both ways. I would like the platform Instagram and Tiktok as communication platforms. Maybe even Youtube in the future. Those are also the platforms I use the most.

Are there any comments you would like to add:

Interviewee 1: I think it could be an opportunity to teach people through the brand about the importance of sleepwear clothing and sleep. I feel like not many people think about it that much. This could add some value.

Researcher: Thank you for your time.

Interview July 13th 2023 (Interview 2)

Researcher (me):

Thank you for making your time available to attend this interview.

My name is Luciana, I am a student at the FCH-Católica in my final year and I am taking a Communication's Master called Communication, Marketing & Advertising. I am currently writing my thesis (project) which is about creating my own brand as well as the whole marketing and communication plan for it.

Part One: Questions about Sleep Behavior, Pajamas & Buying Process
(Structured)

1.) How do you like to sleep? (Pajama, naked, etc.)

Interviewee 2: I like to sleep with shorts, yeah underwear shorts and a T-shirt

Researcher: Do you prefer them tight or loose?

Interviewee 2: Rather just the one I was wearing during the day not really looking for tight or loose. If I could choose I would rather take a loose short over a tight one.

2.) What qualities should a Pajama have for you?

Interviewee 2: Soft, good looking, light fabric maybe a cool brand.

3.) What fabric do you find most comfortable to sleep in? Why?

Interviewee 2: Cotton I guess, first of all, because I am most used to it, and second, because of the sweat, hot, cold properties that it has. So if you are very hot, maybe it helps, you know, that it does not get too hot and you are not going to be too sweaty. Rather if you have other fabrics, the breathability is not so good, like wool.

4.) Have you ever thought about a connection between better quality sleep and the clothes you wear to sleep?

Interviewee 2: 100 percent. If I, if it is cold, I do not wear a T-shirt because I would wake up all night. If I wear especially a T-shirt that is not fitting me well, I wake up. Most of the time I wake up and I look for another one that fits better.

Researcher: Do you prefer a more loose T-shirt?

Interviewee 2: More loose.

5.) Who do you advise yourself with when buying a Pajama?

Interviewee 2: My girlfriend.

6.) Where do you buy your sleepwear?

Interviewee 2: In my case Ralph Lauren because traditionally my family had Ralph Lauren pajamas. Also I had a pajama from a brand called Mey from I think Switzerland. They have very good pajamas, very nice texture. And one thing I want to mention here, not specifically for that question, but in the winter I wear long pajamas sometimes and in the summer only short.

7.) Which brands do you know that focus only on pajamas or sell pajamas at least?

Interviewee 2: Mey is the only one I know. Other brands I would say like Intimissimi and this stuff like they sell underwear and pajamas. I think Mey also sells my underwear by the way.

8.) How much money do you spend/ would you spend on pajamas?

Interviewee 2: On a good pajama? Up to 200€ probably. The one from Mey was 170€.

Researcher: For a set?

Interviewee 2: Yeah. If it is a really nice pant like it is going to be really comfortable so I mean the Ralph Lauren pants were 40 or 50€.

(Not structured)

Need assessment and process search, comparison, media, information needed, decision criteria, frequency, place (online offline), fabrics, size, colors, brands, ...

Interviewee 2: So, If I get an ad, I think I would definitely check it out. Like an ad on Instagram. Or like news websites that I go to. That is the only time I see ads most of the time. So, that would be the most likely thing to be honest because I only search specifically if I really need a new one. And if I do, then I... in the past, actually, it is one thing I did not search for online because I did not know where to look. So I went to like a department store.

Researcher: And any specific colors you would go for when buying sleepwear?

Interviewee 2: Dark blue. Maybe a shirt would be white.

Researcher: What do you associate with those colors?

Interviewee 2: Good sleep, health and inner peace, recovery.

Part Two: Questions about Sustainability
(Structured)

9.) Would you feel more comfortable sleeping in sustainable fabrics? If yes please explain why?

Interviewee 2: Yes, I would feel good about it I would wear it and I would know this comes from a good source. Would give me some peace before going to bed.

10.) Do you know any sleepwear brand that focuses on sustainable sleepwear (fabrics)?

Interviewee 2: No (laughs)

11.) What brands do you associate with sustainability concern? Can you explain why?

Interviewee 2: Patagonia, I think Peek Performance. Because I know that they use sustainable fabrics they source in good ways and yeah that is it. I would not buy it from H&M or ZARA.

Researcher: Even if it would be sustainable?

Interviewee 2: If it was sustainable yeah but I see those brands as super not sustainable.

12.) Would you be willing to pay more money for a sustainable sleepwear? If yes, how much more?

Interviewee 2: Sure, about 15% or 20%. If there is a story around some social aspect to it and I would have the option I would pay more for it.

Part Three: Questions about the brand (Sleepy Wear by Luciana)
(Structured)

13.) What do you associate the name and the logo with?

Interviewee 2: It reminds of nature, like lightness, ease, inner zen almost like floating and of course sleepwear.

14.) What 3 adjectives do you come up with when seeing Sleepy Wear by Luciana (show them a mood board of Sleepy Wear by Luciana).

Interviewee 2: light (not heavy), pretty, calm.

(Not structured)

Unique value proposition: explaining the unique value proposition of your brand and assessing if it is interesting for the interviewees and why; willingness to pay more and up to what price; where would they prefer to buy it (online, offline, both)

Brand communication: where and how would you like to see the brand communicating with you (online, TV, radio, digital, social media, ...) and about what topics

Interviewee 2: I think it is mostly interesting for women maybe 80% but I would be interested in it as one of the 20% of men.

Researcher: Why do you think so?

Interviewee 2: Because I think women are more concerned or more aware of number 1 sustainability, number 2 quality of sleep and number 3, looks in their sleepwear.

Researcher: Where would like to prefer buying it?

Interviewee 2: Online

Researcher: Where would like the brand to communicate with you?

Interviewee 2: Social Media

Researcher: Any specific platforms?

Interviewee 2: Instagram, TikTok, that is it.

Are there any comments you would like to add?

Interviewee 2: Nope

Researcher: Thank you for your time.

Interview July 15th 2023 (Interview 3)
Researcher (me):

Thank you for making your time available to attend this interview.

My name is Luciana, I am a student at the FCH-Católica in my final year and I am taking a Communication's Master called Communication, Marketing & Advertising. I am currently writing my thesis (project) which is about creating my own brand as well as the whole marketing and communication plan for it.

Part One: Questions about Sleep Behavior, Pajamas & Buying Process
(Structured)

1.) How do you like to sleep? (Pajama, naked, etc.)

Interviewee 3: I wear a T-shirt and a short or sweaters.

Researcher: Is it labeled as a Pajama?

Interviewee 3: No, it is more just like a random T-shirt.

2.) What qualities should a Pajama have for you?

Interviewee 3: Comfortable, easy to wash at 60 degrees and comfortability is my most important one.

3.) What fabric do you find most comfortable to sleep in? Why?

Interviewee 3: I think cotton or silk because I tried it since this year and it is actually my favorite fabric to sleep in. But I am not sure if I can wash it at 60 degrees which annoys me.

4.) Have you ever thought about a connection between better quality sleep and the clothes you wear to sleep?

Interviewee 3: I think I feel better when I am wearing something that ... I am not sure if I link it to better sleep but link it to me feeling better when I wear something nice when I go to bed. I associate it with me feeling better mentally because I feel cute and comfortable so with that I maybe indirectly also sleep better.

5.) Who do you advise yourself with when buying a Pajama?

Interviewee 3: Recently, when I purchased my first real pajama I asked my friends who love silk pajamas. But I do not really buy pajamas so I do not have to ask that many people.

Researcher: What does "a real pajama mean"?

Interviewee 3: Like a set from a pajama brand.

6.) Where do you buy your sleepwear?

Interviewee 3: I wear a lot of my boyfriend's clothes and then I wear a lot of Brandy Melville to sleep actually. The ones, the kind of panty slash shorts that they have I really like sleeping in those. And otherwise like for my general, for my winter sleepwear more like maybe Uniqlo and H&M and then yeah I think those are the ones. Zara I do have one as well.

7.) Which brands do you know that focus only on pajamas or sell pajamas at least?

Interviewee 3: I did check like Victoria's Secret or Pink when I was looking. Otherwise the ones that I just mentioned, you know, H&M and the Brandy Melville's. Do I know any specific company that just sells Pajama. No not one that I buy from I think.

8.) How much money do you spend/ would you spend on pajamas?

Interviewee 3: I feel like if it is a set maybe up to 50-60€ depending on where I am buying it from, what it is made of.

(Not structured)

Need assessment and process search, comparison, media, information needed, decision criteria, frequency, place (online offline), fabrics, size, colors, brands, ...

Interviewee 3: I think I would ask friends that I know that just have really cute things and then I think I would probably look on TikTok what are the best pajamas what are the most comfortable pajamas that is what I would put in, into my TikTok search and just look at the ones that I am already thinking of like, yeah, Pink and Victoria's Secret and Zara and H&M and the ones I mentioned before. I feel like there was more. And then I think I would also look for cute pajamas on Google. I think I like pastel colors, something that looks cute and fun. I like when it has little tiny some things on it like little hearts or a flower.

Part Two: Questions about Sustainability
(Structured)

9.) Would you feel more comfortable sleeping in sustainable fabrics? If yes please explain why?

Interviewee 3: I do not think I have thought much about it before to be honest but if I had the choice to for the same amount of money to choose between the organic clothing line of a brand and the non I would go for the sustainable one.

Researcher: Can you explain why?

Interviewee 3: Because I want to do the right thing. And maybe I would feel like, you know, that is like cleaner on my own skin. And in general, it is something I want to like, buy more things that last longer versus things that are ruined within a short time. Like in general, that is what I want to do at the moment. And I do think I would also spend more than, for example, buying it, if I had to buy a pajama at H&M, versus if I found a brand that was, like, had exactly what I wanted, was really cute, and was sustainable. Like, I would be open to buying that as well and paying more than from the ones that I mentioned before because I would know my money is going to the right place.

10.) Do you know any sleepwear brand that focuses on sustainable sleepwear (fabrics)?

Interviewee 3: No.

11.) What brands do you associate with sustainability concern? Can you explain why?

Interviewee 3: Pangaia, they do recycled stuff. I really like them, but then you cannot really wash it because it gets ruined. I bought one for 150 pounds and wash it once and it got ruined, it got like discoloring. Matilda Djerf, I feel like she's Djerf Avenue. I think she does also Sustainable. She has really cute sleepwear, actually, if I think about that now. I think those are the two ones that are just coming to mind really quickly. I am sure I am forgetting something.

12.) Would you be willing to pay more money for a sustainable sleepwear? If yes, how much more?

Interviewee 3: I have like 2 racks of things that I would buy. One that I use a lot more, like every day that just needs to be in my wardrobe I pay like 20-30 pounds and then for like cuter outfits to sleep where I also want to have two, three of them in my wardrobe at a time I would pay up to 50-60 pounds maybe depending on what it is if it is short or long or whatever. So, I just think about it in two ways like you not always want to wear something beautiful to sleep sometimes you just want to throw over a T-shirt.

Researcher: So, would you be interested in a brand that only focuses on sleepwear and then you get your cute, your more simple sets like everything from there is a nice fabric, it feels good on the skin, it is organic.

Interviewee 3: I would be interested but I would probably still buy the cheap stuff. It depends on the price. Sometimes I just need a simple short and I might just would buy them at H&M.

Part Three: Questions about the brand (Sleepy Wear by Luciana)
(Structured)

13.) What do you associate the name and the logo with?

Interviewee 3: That is pretty, so what do I associate with it? Nature, clean, simple maybe it says what I am going to buy so it is very obvious. It also, reminds me of a wedding invite. The little leaf reminds me of the Mediterranean or a vineyard.

14.) What 3 adjectives do you come up with when seeing Sleepy Wear by Luciana (show them a mood board of Sleepy Wear by Luciana).

Interviewee 3: laid-back, uncomplicated, soft.

(Not structured)

Unique value proposition: explaining the unique value proposition of your brand and assessing if it is interesting for the interviewees and why; willingness to pay more and up to what price; where would they prefer to buy it (online, offline, both)

Brand communication: where and how would you like to see the brand communicating with you (online, TV, radio, digital, social media, ...) and about what topics

Interviewee 3: More online I mean would I be excited to see my favorite online brand suddenly pop up in a pop up shop? I would be.

Researcher: Why online?

Interviewee 3: Because that is where I probably find it anyway like on TikTok. It is just the easiest. I often do not have any time to go to a shop. But only if I can have easy, free returns. That is a big thing because when I see that you have to pay for the return or it is very complicated I get very sad.

Researcher: Where would like to see the brand communicate with you? What platforms?

Interviewee 3: TikTok I would say, Influencers that say that they like it. Instagram shop I bought a few things from Instagram ads recently. I also, bought stuff from Etsy that is it.

Are there any comments you would like to add?

Interviewee 3: No I think the return policy is a big one now that I think of it whether I like a brand or not or buy or do not buy from it. But I think besides that you thought of all of it.

Researcher: Thank you for your time.

Interview July 18th 2023 (Interview 4)

Researcher (me):

Thank you for making your time available to attend this interview.

My name is Luciana, I am a student at the FCH-Católica in my final year and I am taking a Communication's Master called Communication, Marketing & Advertising. I am currently writing my thesis (project) which is about creating my own brand as well as the whole marketing and communication plan for it.

Part One: Questions about Sleep Behavior, Pajamas & Buying Process
(Structured)

1.) How do you like to sleep? (Pajama, naked, etc.)

Interviewee 4: I like loose pajamas, I do not use any underwear. So, I have been sleeping with boy's T-shirts and, yeah, it is basically like soft material is super important and light colors. I do not like to sleep like in usually, I do not sleep in black.

2.) What qualities should a Pajama have for you?

Interviewee 4: Light colors, loose, super soft material, breathable also. I am not too much into strong patterns or anything. It is just something that I look and I feel like I am relaxed.

3.) What fabric do you find most comfortable to sleep in? Why?

Interviewee 4: That is a good question. There is one that I was kind of impressed, my dad bought it at this place in Portugal it is not cotton and not silk something in between it is very smooth to the body super light, actually I can maybe give you some references about it. My dad buys it at this little local shop close to his house. Sometimes the patterns are not cool, so I just asked him to give me that. But I have like a pants and then I have also like a summer pajama. And they are super thin, light and breathable. And basically, my dad was saying this works for both like winter and summer because in winter, even though it is super thin it is actually thermic, so you do not feel the cold. Oh, and I do not like when it is something too open, you know what I mean? Like my back needs to be protected.

4.) Have you ever thought about a connection between better quality sleep and the clothes you wear to sleep?

Interviewee 4: You can see if it is too much synthetic or too much elastic or when it is super open. For sure it interferes with my skin and sleep.

5.) Who do you advise yourself with when buying a Pajama?

Interviewee 4: So, with my dad I did. I asked him can you buy me some pajamas. He knows the materials and he knows the places, like, with the best prices and so on.

6.) Where do you buy your sleepwear?

Interviewee 4: Oysho to be honest I like them because they are loose. There is one model that I have from Oysho that I have been using for so many years, probably like 5 years.

7.) Which brands do you know that focus only on pajamas or sell pajamas at least?

Interviewee 4: Only pajamas? Yesterday someone told me about the, you know the, Skims? It is from one of the Kardashians. I heard the materials are amazing.

8.) How much money do you spend/ would you spend on pajamas?

Interviewee 4: If the pajama has everything I like, in terms of colors, the material, good cuts, I would go for 70 euros for a set.

(Not structured)

Need assessment and process search, comparison, media, information needed, decision criteria, frequency, place (online offline), fabrics, size, colors, brands, ...

Interviewee 4: There is not much offer I feel like for pajamas, right? Especially, like buying it online, Skims for example I would buy it online. But just having such good feedback on the brands, then I have more comparison which I can see like okay let me get some more online brands but I personally I like to touch so usually there is like my dad bought me two pajamas this year already. Otherwise like I go to Oysho or like Zara Home and I just, I touch the material. But in general I like cotton, like it is organic cotton, you know, like if it is a good one, that is what I like, it is like simple and then I like lighter colors.

Researcher: Even in winter?

Interviewee 4: In winter I can go more light grey that is the darkest I would go or like aubergine (laughs). You want to feel clean and safe.

Part Two: Questions about Sustainability
(Structured)

9.) Would you feel more comfortable sleeping in sustainable fabrics? If yes please explain why?

Interviewee 4: Yes, yes. For sure, and I think more and more we have the awareness of the toxins and the chemicals that our skins absorbs. Our skin is a breathable organ, right? So, toxins go in and they also go out through the skin. There is coming more and more awareness about it, so the materials you use, the perfumes, the creams, everything we use surrounding it. So definitely, yes, 100% and pay a little bit more to have something more clean.

10.) Do you know any sleepwear brand that focuses on sustainable sleepwear (fabrics)?

Interviewee 4: No

11.) What brands do you associate with sustainability concern? Can you explain why?

Interviewee 4: No, I was thinking about this brand from my friend, Claudia. Her friend is Kuruva and she does like swimwear and also like jeans.

12.) Would you be willing to pay more money for a sustainable sleepwear? If yes, how much more?

Interviewee 4: Oh how much more? That is a good question I mean if it is the same ... I mean maybe 20 Euros more.

Part Three: Questions about the brand (Sleepy Wear by Luciana)
(Structured)

13.) What do you associate the name and the logo with?

Interviewee 4: I like when the names are straight forward for meaning that they have. So, there is no doubt that this is about sleepwear so, I like that. I am just not so sure about the sleepy part ... is sleepy good?

Researcher: I mean sleepy means a tired but in a cute way.

Interviewee 4: I like the connection of sleep and wear. I am not sure if I associate the sleepy with something negative. But it could work for sure.

14.) What 3 adjectives do you come up with when seeing Sleepy Wear by Luciana (show them a mood board of Sleepy Wear by Luciana).

Interviewee 4: I love this mood board. Clean, sustainable, fresh, loose

(Not structured)

Unique value proposition: explaining the unique value proposition of your brand and assessing if it is interesting for the interviewees and why; willingness to pay more and up to what price; where would they prefer to buy it (online, offline, both)

Brand communication: where and how would you like to see the brand communicating with you (online, TV, radio, digital, social media, ...) and about what topics

Interviewee 4: Instagram, just being at the right place also like if I see a brand partnering with some brands that I can identify myself with usually I trust them more.

Researcher: Would you be actually interested in a brand just focusing on selling sleepwear

Interviewee 4: Yes a 100%. If they are committed and there is a passion behind it.

Researcher: Any last comments you would like to add?

Interviewee 4: The name is growing on me (laughs). I am feeling sleepy now.

Researcher: Thank you for your time.

Interview July 22nd 2023 (Interview 5)

Researcher (me):

Thank you for making your time available to attend this interview.

My name is Luciana, I am a student at the FCH-Católica in my final year and I am taking a Communication's Master called Communication, Marketing & Advertising. I am currently writing my thesis (project) which is about creating my own brand as well as the whole marketing and communication plan for it.

Part One: Questions about Sleep Behavior, Pajamas & Buying Process
(Structured)

1.) How do you like to sleep? (Pajama, naked, etc.)

Interviewee 5: Pajamas, in summer shorts and a top without sleeves. And in winter, I love pajamas, like flannel with traditional patterns.

2.) What qualities should a Pajama have for you?

Interviewee 5: I love to choose the quality of the things I choose like natural cotton well not organic cotton, because I cannot afford, but if I could I would buy like those, because I like to see the quality of the fabrics. I try to choose everything cotton actually. I do not like things with polyester or fibers, like with Lycra, I do not like any of those.

3.) What fabric do you find most comfortable to sleep in? Why?

Interviewee 5: Yeah, it is cotton or poplin or flannel for the winter. Because you don't sweat, because those fabrics they adapt to your body temperature. If you buy like a Chinese pajama you wake up and feel like smelling because the materials do not allow your body to breathe. I like to sleep fresh.

4.) Have you ever thought about a connection between better quality sleep and the clothes you wear to sleep?

Interviewee 5: Yes, if I sleep with a nightgown I noticed that sometimes you are like with the dress twisted in the middle of the night. So, it is kind of, yeah I like the idea, but it is not practical. Maybe for an old lady it is practical.

5.) Who do you advise yourself with when buying a Pajama?

Interviewee 5: Well, I do it by myself. I think I know what I like and what to choose for myself.

6.) Where do you buy your sleepwear?

Interviewee 5: Mostly because of the relationship with quality and price at Oysho.

7.) Which brands do you know that focus only on pajamas or sell pajamas at least?

Interviewee 5: Yeah but now I do not know how to tell you. Like some pages I see here or then but because they are so expensive I forgot about them.

8.) How much money do you spend/ would you spend on pajamas?

Interviewee 5: 30 or 40 euro maximum but yeah this a Portuguese thing.

(Not structured)

Need assessment and process search, comparison, media, information needed, decision criteria, frequency, place (online offline), fabrics, size, colors, brands, ...

Interviewee 5: It is the quality of the fabric and normally neutral colors in the summer I guess. I like to be fresh because I also like white sheets. Because it shows you that it is clean and it is kind of a sacred place for you to be. It is like sleep, eat and everything needs to be for me, needs to be like light colors because you know that it is clean.

Researcher: Also in the winter?

Interviewee 5: In winter I like flannel I like the traditional patterns, those Scottish patterns but also, if saw something more neutral that is super pretty I would go for it.

Part Two: Questions about Sustainability
(Structured)

9.) Would you feel more comfortable sleeping in sustainable fabrics? If yes please explain why?

Interviewee 5: Yeah, I am kind of relaxed with the topic sustainability. I notice that the younger generations are super more aware than me. So yeah, I feel like when you say sustainable you mean the whole process?

Researcher: Yes like the fabric, the dye of fabric, fair work conditions.

Interviewee 5: Yeah, actually I do not practice this a lot. It is like I am becoming more aware of that, but also those brands that do the process sustainable tend to be a little bit more expensive, so that is why I am also not super in touch with that. But if I could afford it, I guess I would do it.

10.) Do you know any sleepwear brand that focuses on sustainable sleepwear (fabrics)?

Interviewee 5: No I do not. I do not remember.

11.) What brands do you associate with sustainability concern? Can you explain why?

Interviewee 5: Actually not. Sometimes I see things but I cannot remember.

12.) Would you be willing to pay more money for a sustainable sleepwear? If yes, how much more?

Interviewee 5: Yeah, 50 euros more. Knowing that sustainable things are kind of more expensive and if I could afford it I think it is kind of fair to put this on top to pay well the workers etc.

Part Three: Questions about the brand (Sleepy Wear by Luciana)
(Structured)

13.) What do you associate the name and the logo with?

Interviewee 5: Feminine, light, fresh. I can associate it with nice cotton, organic fabrics, neutral and all ages like not for a specific age.

14.) What 3 adjectives do you come up with when seeing Sleepy Wear by Luciana (show them a mood board of Sleepy Wear by Luciana).

Interviewee 5: Traditional, summary, natural

(Not structured)

Unique value proposition: explaining the unique value proposition of your brand and assessing if it is interesting for the interviewees and why; willingness to pay more and up to what price; where would they prefer to buy it (online, offline, both)

Brand communication: where and how would you like to see the brand communicating with you (online, TV, radio, digital, social media, ...) and about what topics

Interviewee 5: Instagram and fashion magazines and a nice website as a sequence for your search.

Researcher: Would you be actually interested in a brand just focusing on selling sleepwear

Interviewee 5: Yes sure, I would be interested in such a brand.

Researcher: Any last comments you would like to add?

Interviewee 5: Well actually I think a brand like this at least in Portugal would be very welcome because everything we have is coming from Spain, with flashy colors and super like in a lingerie direction. We do not have so many dreams just focusing on sleep and minding only on that. Also, I feel like we have a really nice production of fabrics like cotton and so you could produce it locally for a nice price.

Researcher: Thank you so much.

Appendix G – *Summary survey samples*

18

How old are you?

151 out of 151 people answered this question

27

9 days ago

29

16 days ago

19

Which gender do you identify with?

151 out of 151 people answered this question

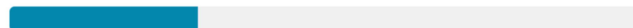
Female

105 resp. 69.5%



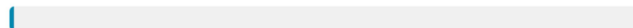
Male

45 resp. 29.8%



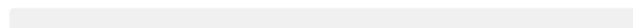
Prefer not to say

1 resp. 0.7%



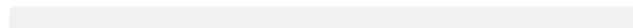
Non-binary

0 resp. 0%



Other

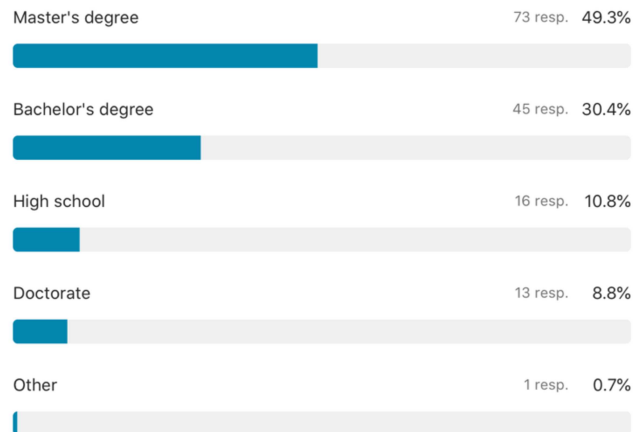
0 resp. 0%



✓ 20

Which is the highest level of education you have completed?

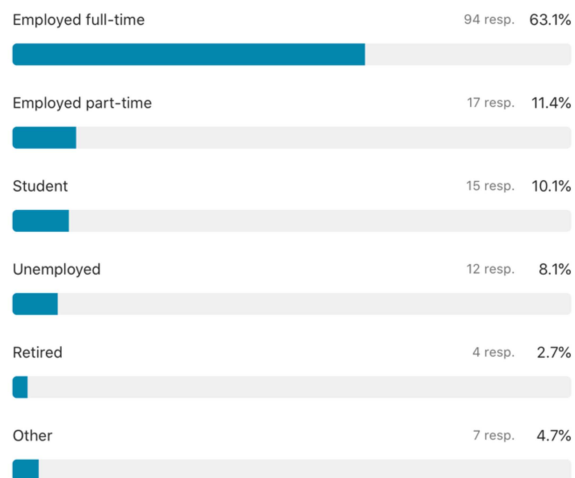
148 out of 151 people answered this question



✓ 21

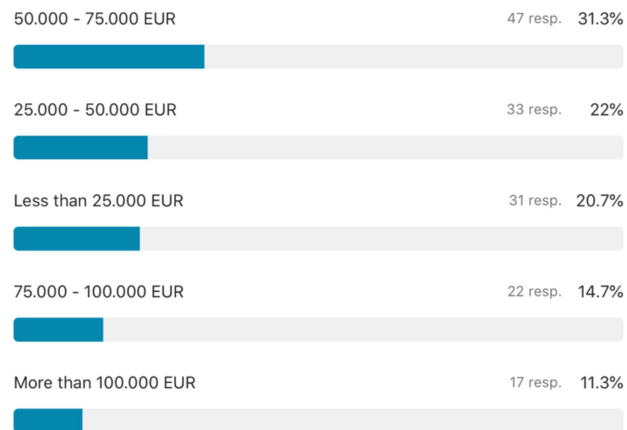
What is your current employment status?

149 out of 151 people answered this question



✓ 22 What is your approximate annual income?

150 out of 151 people answered this question



23 What is your nationality?

146 out of 151 people answered this question

German

19 days ago

Pt

19 days ago

Appendix H – *Sleepy Wear by Luciana logo*

SLEEPY  WEAR
BY LUCIANA

Appendix I – *Sleepy Wear by Luciana* mood board

