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Students' Attitude- Behaviour Gap

- and the Effect of Corporate Social Irresponsibility in the
Fast Fashion Industry

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Abstract

Problem Fast fashion brands have experienced pressure considering corporate social irresponsibility due to an increase in interest of sustainability issues. Furthermore, students have a limited budget which may lead to that fast fashion brands become the natural choice due to the low price offering, even though students have negative attitudes towards the brands' CSiR. Hence, there is a gap between students' attitudes towards fast fashion brands performing CSiR, and their actual behaviour. Previous research has covered the issue of ethical consumption in general, however, less emphasis has been put on the category of fast fashion brands among students.

Purpose: The purpose of the study is to understand and describe business student's attitude-behaviour gap and the effect of corporate social irresponsibility by fast fashion brands, linked to human rights.

Method: In order for the purpose of this thesis to be attained, an interpretivist philosophy has been applied, including a qualitative exploratory research design with an abductive approach. The primary data was collected through the establishment of focus groups and in-depth interviews. The participants were sampled based on the judgment of the authors.

Conclusion: The participants of this thesis have a negative attitude towards the CSiR fast fashion brands are involved in. Despite the negative attitude, the participants continue to consume fast fashion. Furthermore, looking at the sample in this thesis, it seems almost nothing would eliminate the attitude-behaviour gap and that fast fashion brands could probably do anything without it leading to a change in behaviour. What potentially could change the participants' behaviour is if others in their surroundings changed their behaviour or if they were affected personally, for example if they were harmed physically. Furthermore, if the unethical production was placed closer to the sample, leading to a reduction of the physical and psychological distance, they would be more likely to boycott the brand.

Nine factors have been identified as contributors to the attitude-behaviour gap when looking at fast fashion brands and the CSiR they involve in. The nine factors include financial risk, social risk, interest, egoism, convenience, alternatives, locus of control, psychological distance, and responsibility.

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1 Introduction

The purpose of this chapter is to introduce the reader to existing theories and research relevant to the topic of this study. Further discussion on the relevance of the chosen topic will be provided, as well as the purpose with attached research questions. Key terms will be explained thoroughly and the overall problem will be defined and discussed.

1.1 Background

Full time Swedish students are entitled to around 10 000 Swedish crowns a month, ten months each year (CSN, 2017). About 30 percent of the amount is a subsidy and the remaining part is a beneficial loan, both granted by the Swedish government (CSN, 2016). Considering studying is equivalent to a full time job, not all students have the time or energy to work part time (SACO, 2009). Hence, some students have a limited budget and may not be able to prioritize clothing when planning their monthly budget as other costs such as rent and phone bills are fixed. Consequently, as students have a limited budget, they may consider fast fashion brands when shopping clothes.

Fast fashion brands allow students to constantly update their wardrobe with the latest trends at an affordable price. In addition, people tend to change clothes on a regular basis, in line with the consumerism era in which we live (Carrington, Neville & Whitwell, 2010). Examples of fast fashion brands that operate in the Swedish market are H&M and ZARA (Loeb, 2015). Fast fashion brands offer timely and trendy clothes and are able to offer low prices due to a constant strive to cut costs in their manufacturing processes (Stevenson, 2012; Sowray, 2015). Looking at Zara as an example, being the market leader in the fast fashion industry, they have very low markdowns since they implement an effective and efficient “just-in-time” manufacturing process which in turn leads to low inventory costs. These factors imply the real benefit to the customers, which is the low price. Furthermore, fast fashion brands are able to move clothing samples from the designer’s table to the retail stores faster than non-fast fashion brands which implies that the customers are offered the latest trends. Several fast fashion brands have, however, experienced pressure from various stakeholders due to corporate social irresponsibility. For example, in the beginning of 2016, it was revealed that a supplier factory to H&M used Syrian refugee children when manufacturing H&M products (Pitel, 2016). Another example of such corporate social

irresponsibility is when the parent company of ZARA, Inditex, was accused of having poor working conditions in their Brazilian factories. The workers had to work 16 hours a day, seven days a week (Butler, 2015). Both revelations are clear examples of how various companies in the fast fashion industry violate human rights and engage in unethical behaviour, hence corporate social irresponsibility. Another example of poor working conditions was revealed in 2013 in Bangladesh. Five different manufacturing factories were located in a building called Rana Plaza where American, Canadian and European clothes were produced. The building had large cracks in it and on the 24th of April, workers refused to enter the building due to safety reasons. The workers who refused to enter were beaten by gang members who were brought there and paid by the factory owner. Managers also threatened workers that they would not get paid for the previous month unless they entered. Less than one hour after the workers entered the building, the entire building collapsed and 1137 people lost their lives in that incident (Institute for Global Labour and Human Rights, 2014). Such violations and behaviour is often the consequence of constantly trying to cut costs in order to offer low priced clothing (Anguelov, 2015).

According to research conducted by Barreto (2006), human rights is a topic that tends to evoke emotions and the violation of human rights will lead to emotional reactions. This is why violations of human rights will be the focus in this thesis when considering corporate social irresponsibility. The choice of focusing on Swedish students is highly dependent on the culture in Sweden as Swedish people score low in masculinity, implying they tend to care much for others (Geert Hofstede, n.d.). Simultaneously, considering the above-mentioned facts, it is both interesting and relevant to examine how unethical behaviour from fast fashion brands affect students' attitudes and behaviour.

Furthermore, the interest in ethical consumption has grown during this past decade and research has shown that a gap exists between attitudes and actual behaviour when it comes to consuming ethically (Carrington et al., 2010; Chan & Wong, 2012). The interest in ethical consumerism is, and has been going through a period of growth and simultaneously, ethical fashion brands are trying to gain the interest of consumers (Joergens, 2006).

1.2 Problem Definition

Students have a limited budget and some of them cannot afford to shop expensive clothing. Fast fashion brands offer timely, trendy and low priced clothes which makes them

a convenient choice for students. However, aforementioned, fast fashion brands have experienced pressure considering corporate social irresponsibility since consumers in general has a growing interest in ethical consumption. The problem is that due to budget constraints, fast fashion brands become the natural choice, even though students may have negative attitudes towards the brands' CSiR. Hence, there is a gap between students' attitudes towards fast fashion brands performing CSiR, and their actual behaviour. The attitudes are not reflected in the behaviour ultimately performed. Previous research has covered the issue of ethical consumption in general, however, less emphasis has been put on the category of fast fashion brands among students. Therefore, there is room for further research on the topic, specifically concerning behaviour violating human rights, by fast fashion brands and the effect it has on students' actual attitudes and behaviour.

1.3 The Purpose

The thesis will examine students' attitudes towards purchasing clothing manufactured by fast fashion brands' who are involved in corporate social irresponsibility consumption as well as their actual behaviour. Hence, the attitude-behaviour gap will be examined, from a consumer perspective. By using a model developed specifically for this thesis, the aim is to understand and explain the attitude-behaviour gap relevant to the context of this study. The conventional way of examining the attitude-behaviour gap is based on the premise that the behaviour under investigation is positive and/or desired, for example attitudes toward ethical consumption. This thesis will however have an alternative point of view through examining attitudes toward something generally comprehended as negative, namely CSiR. The problem definition indicates that previous research lack information within the area of ethical consumption in terms of what effect unethical behaviour by fast fashion brands has on students.

The purpose of our study is therefore to understand and describe business student's attitude-behaviour gap and the effect of corporate social irresponsibility by fast fashion brands, linked to human rights.

1.4 Research Questions

Based on our problem and the purpose of our thesis, we have formed the following research questions which will be examined in a student context:

→ What is the nature of the attitude-behaviour gap?

→ What kind of CSiR would be required for the attitude-behaviour gap to be eliminated and attitudes to be reflected in behaviour?

→ What are the reasons for the gaps' existence?

1.5 Delimitation of the Study

Although unethical behaviour and related theories will be considered, general unethical behaviour will not be the primary focus. The intention is to concentrate on unethical behaviour related to violations of human rights in sweatshops such as child labour and poor working conditions. The reason for this delimitation is the fact that human rights is a topic that tend to evoke emotions and violations of human rights will lead to emotional reactions (Barreto, 2006). The reason why environmental issues are not being included in this research is because that area has been covered by many other researchers (Henri & Journeault, 2008; Diddi & Niehm, 2016; Ferrell, Rogers, Ferrell & Sawayda, 2013).

Moreover, the focus will remain on students and not on other groups of people due to the natural tendency students have to make economical choices, in this case consuming fast fashion clothing, as an effect of their limited budget. Moreover, a study conducted on engineering and business college students found that students' abilities to reason ethically improve as they go through the stages of college (Wu, Troboy, Cole & Cochran, 2008). The focus will furthermore remain on Swedish residents in order to avoid confusion that could stem from cultural differences between different nationalities.

1.6 Academic Contribution

Previous research has suggested an existing intention-behaviour gap in ethical consumption. However, most focus has been directed towards understanding how intentions are formed for consumers. This study contributes to a deeper understanding of students' attitude-behaviour-gap in the fast fashion industry with a focus on corporate social irresponsibility related to human rights.

1.7 Key Terms

Attitude-Behaviour Gap: The difference between an individual's attitudes towards something and the actual behaviour in terms of that same thing (Chan & Wong, 2012).

Boycott: When consumers start to withdraw all the commercial and social relations with a brand as a response of protest or punishments (Grappi, Romani & Bagozzi, 2013).

Consumerism: A movement organized by citizens and the government in order to improve the rights and power of consumers and buyers, in relation to the sellers (Kotler & Armstrong, 2005).

Corporate Social Irresponsibility (CSiR): Refers to organizations getting involved in numerous scandals and other unethical and irresponsible actions such as violations of human rights, having poor working condition and polluting the environment. These kinds of misbehaviours are collectively named Corporate Social Irresponsibility (Voliotis, Vlachos & Eptropaki, 2016).

Ethical Consumption: A wide-range term in popular culture, concerning different ethical issues such as treatment of animals, labour standards, human rights. It further covers questions of sustainability in the society and the environment (Humphery, 2011).

Fast Fashion: A business strategy where retailers introduce new clothes in stores at a low price on a frequent basis, based on the ever changing demand of consumers (Byun & Sternquist, 2008; Watson & Yan, 2013)

Locus of Control: The extent to which people feel they have control over the events that might influence their lives. People who develop an internal locus of control have perceived behaviour control over their outcomes while people who develop external locus of control believe that outcomes are determined by external factors (Ajzen, 2002).

Sweatshop: A factory that often associates with unlawful labour exploitation such as poor working conditions and low wages, especially in the apparel industry (Castree, Kitchin & Rogers, 2013).

2 Frame of Reference

The purpose of this chapter is to present relevant existing theories as well as frameworks. This section will begin with looking at ethical consumption and the era of individualization where background information will be provided followed by the next theory which is the attitude-behaviour gap. Finally, the ABC-model will be discussed where the researchers will try to link its features to this study.

2.1 Ethical Consumption and the Era of Individualization

Ethics are the moral principles that affect and serve as the foundation for peoples' behaviour (Oxford Dictionary, n.d.). Human rights, which are emphasized in this thesis, refer to the fundamental rights that people have. Such rights cannot be created or invalidated by a government and they are supported by various conventions such as the United Nations (Business Dictionary, n.d.).

The importance of sustainability and ethics has grown, while the current era is simultaneously partly characterized by individualization (Coté & Schwartz 2002).

Consuming ethically requires ethical consciousness, responsibility and sustainability, and it benefits future generations in the long run. Individualization on the other hand puts more emphasis on short term and self-expressive consumption. Clothes can be manufactured both from an individualistic and an ethical perspective. Ethical fashion with, for example, non-sweatshop conditions leans towards the ethical perspective while fast fashion, including cheap, seasonal and quickly thrown away clothing leans towards individualism.

Apart from issues of waste, the individualistic perspective of fashion often involves production and manufacturing processes being outsourced to countries with "better conditions", often referring to low regulations and social provisions for employees (Crane & Matten, 2007). For example, a Bangladeshi sewer has a standard shift of 13 to 14 hours a day and up to 100 hours a week, while only making 12 cents an hour (Institute for Global Labour and Human Rights, 2014). In contrast, a Swedish sewer has an average wage of 120 Swedish Crowns an hour with the Swedish standard working hours of 40 hours per week (Lönestatistik, n.d.). In order to stay competitive in the fashion industry, retailers choose to manufacture in developing countries due to wage advantages (Matilla, King & Ojala, 2002). In contrast to this kind of production, there are choices available offering ethical fashion

that use sweatshop-free labour conditions, fair trade principles and processes that do not cause any damage to the environment (Joergens, 2006).

2.1.1 Unethical Consumption

Human rights are violated in manufacturing processes due to a movement towards fast fashion with short lead times that makes sure consumers are offered the latest trends (Gardetti & Torres, 2013; Pookalangaraa & Shepherd, 2013). The apparel industry is crowded with tough competition and as a consequence, fast fashion brands need to cut production costs as low as possible (Claudio, 2007). Consumption is driven by speed, quantities and size which have led to problems, especially in terms of threats to well-being for humans. The short lead-times have negative impacts on, for example, the environment, working conditions and unequal distribution in the economy (Gardetti & Torres, 2013). Many fast fashion brands have poor working conditions in their production sites and several brands have been involved in various sweatshop scandals (Arnold, 2009). An example of a scandal connected to workers in the fashion industry is the aforementioned event called Rana Plaza, where a factory in Bangladesh collapsed due to poor conditions and over a thousand people lost their lives (Akhter, 2014).

As opposed to fast fashion, slow fashion is a common term for what can be the fashion industry's response to ecologically, sustainably and ethically produced food (Fletcher, 2007). Slow fashion is concerned with producing apparel in a responsible manner with respect to the effect production has on society as well as on the environment (Fletcher, 2008).

2.1.2 Ethical Consumption and Ethical Consumerism

A topic that has become highly important and popular is ethical consumerism (Crane & Matten, 2004). Ethical consumerism has been explained by Nicholls (2002) as consumption that incorporates issues such as social justice, environmental problems and animal testing. Another definition of ethical consumerism provided by Harper and Makatouri (2002) is that ethical consumers only buy products that do not harm the environment or society. Ethical matters such as the use of child labour and the effect production and manufacturing have on the environment has brought attention by the general public through media and has come to affect people in terms of what they consume and hence,

their purchase decisions (Auger, Burke, Devinney & Louviere, 2003; Creyer & Ross, 2010; Elliott & Freeman, 2001). The increase in ethical consumption was illustrated in 2007 when sales of products approved by Fairtrade Labelling Organizations International, increased by 47% globally (2007). However, research has found that the concerns consumers have do not always impact their purchasing behaviour (Carrigan & Attala, 2001).

In order to make decisions based on ethics, it has been argued that the individual has to possess relevant knowledge (Sproles, Geistfeld & Badenhop, 1978). Information can serve as a guideline as to what behaviour is ethical (Carrigan & Attalla, 2001). Some consumers actively seek information about ethical products and consume them, and additionally, boycott unethical firms. Firms perceive that ethical behaviour has an effect on sales and the brand image (Mascarenhas, 1995). However, research has shown that information about ethical and unethical actions by firms has an asymmetrical effect on attitudes. Unethical behaviour detracts from attitudes more than ethical behaviour has a positive impact on attitudes (Reeder & Brewer, 1979; Skowronski & Carlston, 1987). Hence, punishing of unethical firms but not rewarding ethical firms is expected by consumers. Negative information about firms has a larger impact on consumer attitudes than positive information (Herr, Kardes & Kim, 1991). Based on this information, one could expect that consumer possessing information about unethical actions by a firm would lead to a boycott of that firm. A study conducted in the late 1990's concluded that above 50 per cent of a sample claimed they would discontinue to consume a brand if it came to their attention that the brand has used child labour. Ultimately, it turned out to be a difference between supporting an action such as a boycott of a brand, and the behaviour ultimately carried out (Rogers, 1998). A study opposing the research done by Herr et al. (1991) has found that consumers are more likely to act on positive behaviours than to act on negative actions which could indicate that CSiR in the fast fashion industry may not affect consumer behaviour to the same extent that CSR does (Dragon International, 1991).

Even though an individual would choose to change a behaviour based on primary ethical concerns, there is an issue of finding alternatives in their regular store, or finding transportation options that will take the individual to a store offering ethical alternatives (Carrington et al., 2014). In addition, choosing to consume ethically may also decrease the purchasing power due to the higher cost of ethical products and perceived quality (Carrigan

& Attalla, 2001). Such sacrifices represent barriers which are negotiated by the self and with others.

2.1.3 Ethical Consumers

Consumers are increasingly expressing concerns about the impact their consumption behaviour has on society and the environment (De Pelsmacker, Driesen, & Rayp, 2005; Shaw & Shui, 2002). Thus, consumers may have various reasons for choosing to consume ethically but what is referred to as ethical is different for each person (Newholm, 2005). Some authors have done studies where individuals have divided ethical concerns they hold into primary and secondary importance where the primary ones are connected to the person's ethical values (Carrington, Neville, Whitwell, 2014). An individual is more likely to act upon primary ethical concerns than on secondary. Secondary concerns are mediated by other concerns such as cost and convenience (Carrington et al., 2014).

Evidently, the consumer's relation to fashion is a determinant factor in whether or not they are likely to be interested in ethical apparel. Consumers who tend to see fashion as a crucial part of their self identity and newness are not likely to prospect as a market for sustainable or ethical fashion as they prioritize other things (Sudbury & Böltner, 2011). Those individuals are the ones with the least concerns with social issues (Sudbury & Böltner, 2011). Birtwistle and Moore (2007) had similar findings, claiming that the consumers who consume the most fast fashion are the ones who are least concerned with environmental issues. Consumers' attitudes towards a sustainable and ethical production of fast fashion are highly dependent on their attitudes towards general social and environmental issues as well as their perceptions of sustainably produced fashion, and the actions excelled in relation to ethical consumption in previous time (McNeill & Moore, 2015). In Western countries, it has however been concluded that the group of people who base their consumption on ethical issues is growing. The interest in ethical concerns represented by customers have been taken into account by several companies. However, consumers may perceive these actions as customer relation exercises (Shaw & Duff, 2002).

When ethical alternatives are available to consumers, they tend to be perceived as less fashionable and expensive (Shaw & Duff, 2002). However, not all consumers follow their desires and satisfy their needs without considering how their purchasing behaviour affects

the society and the environment. Consumers who base their purchasing behaviour on such concerns have been grouped and termed as socially conscious consumers (Antil, 1984; Leigh, Murphy & Enis, 1988; Roberts, 1996; Webster, 1975). Such consumers can also be referred to as ethical and their nature is to feel responsible for the environment and the society. They aspire to reflect that in their ethical consumption behaviour (De Pelsmacker, Driesen, & Rayp, 2005; Shaw & Shui, 2002). Ethical consumers care for various ethical issues such as workers' rights and other aforementioned issues (Carrington et al., 2010). The greatest ethical concern consumers have when it comes to clothing is sweatshop labour (Tomillo & Shaw, 2004), which strengthens research stating that human rights is a sensitive topic (Barreto, 2006; Apell Karlsson et al., 2015).

2.1.4 Ethical Consumption in Generation Y

Looking at students, where the majority are young adults in generation Y, it has been concluded that young, urban adults have the highest awareness of ethical fashion but simultaneously, they have the highest demand for low-priced fashion (UKÄ, 2014; Petroulas, Brown & Sundin, 2010; Hume, 2010). Hence, young people consume less ethically than older consumers even though they have the highest awareness of ethical fashion and ethical issues. There is thus an attitude-behaviour gap where consumers present positive attitudes towards ethical clothing, but do not actually purchase it (Sudbury & Böltner, 2011).

2.2 Attitude-Behaviour Gap

2.2.1 The Attitude-Behaviour Gap

The fashion industry has been under an increasing pressure for its unsustainable business processes and simultaneously, consumers are starting to demand more in terms of sustainability (Goworek, Hiller, Fisher, Cooper & Woodward, 2013). However, the increase in availability and interest in sustainable alternatives in the food industry has not been reflected in the fashion industry where the movement toward responsible and sustainable products, hence slow fashion, has been inert (Giddens, 1991). Consumers may claim that they do care for ethics and they criticize fast fashion businesses, however, they do not see themselves responsible for the unethical practices performed (Sudbury & Böltner, 2011). Previous research has suggested that behaviour is a function of attitudes, among other

factors (Stern, 2000). Looking at clothing from a sustainability perspective, consumers may have positive attitudes towards it, however, the attitude is not always reflected in their behaviour (Chan & Wong, 2012). The attitude-behaviour gap suggests a gap exists between an individual's attitudes towards something, and the actual behaviour in terms of that same thing (Chan & Wong, 2012). In the case of unethically produced clothing, the attitude may be assumed to be negative, while the behaviour does not respond to the negative attitude, considering people consume fast fashion. Generation Y which is considered in this thesis, has been argued to be exceptional in terms of considering environmental, social and cultural issues but simultaneously, consumes more than other generations (Valentine & Powers, 2013; Hume, 2010). Even though people tend to describe themselves as highly ethical, there is a gap between people's attitudes and their behaviour according to research (Nicholls, 2002; Kilbourne & Polonsky, 2005; Roberts 1996). Individuals may claim they consider ethical issues important, however, there is a proven gap between the claimed importance and their consumption behaviour in terms of purchasing ethical products (Auger & Devinney, 2007).

It has been found that corporate social irresponsibility (CSiR) generally does influence consumers' emotions negatively and those emotions could potentially affect consumer behaviour (Grappi et al., 2013). Consumers who respond to CSiR are however highly dependent on word-of-mouth and influences from peers who share their thoughts on the corporate misconduct (Öberseder, Schlegelmilch & Gruber, 2011). It is apparent that consumers are more prone to share negative information about corporations than positive information (Harmon & McKenna, 1994).

Consumers can take actions to let companies know they do not approve of their CSiR through for example boycotting or protesting (Grappi et al., 2013). Research has shown that consumers consider boycotting an effective way of affecting a corporation's behaviour (Klein, Smith & John, 2004). Responding to social corporate irresponsibility is however not self-evident even if the consumers possess information about the misconduct and holds a negative attitude towards it (Titus & Bradford, 1996). Thus, there exists a gap between attitudes and behaviour (Öberseder et al., 2011; Bhattacharya & Sen, 2004; Boulstridge & Carrigan, 2000). A study conducted in 2001 showed that a gap between attitudes and behaviour exists, where only 20 per cent of participants in a study had ever purchased

something based on the company's CSR performance, even though they had expressed a positive attitude and willingness to make ethical purchases (Carrigan & Attalla, 2001).

When Apell Karlsson et al. (2015) examined what ethical issues, hence CSiR, tend to evoke consumers emotions the most, child labour was suggested to affect purchasing behaviour more than poor working conditions. However, child labour and poor working conditions are considered the most important issues as they relate to basic human rights. Less concern was expressed regarding issues related to impacts on the environment and animal abuse. Apell Karlsson et al. (2015) confirmed that a gap exists between attitude and behaviour. They did so through first asking whether or not participants would change their purchasing behaviour after gaining knowledge of unethical behaviour by a company from where they normally purchase clothes and then following up by asking if participants have ever ceased purchasing clothes from a company based on unethical behaviour. The percentage of people who answered that they would stop purchasing clothing from an unethical company was considerably larger than the percentage that had actually ceased to purchase from an unethical company in the past.

Boulstridge and Carrigan (2012) suggest that other stakeholder groups than consumers may be more responsive and prone to seek information about CSR activities, for example government regulators, activists, media and employees. When they approached participants in their study and asked them to present any positive or negative behaviour by any company, they demonstrated low awareness. The participants could however mention industries that were perceived as unethical, resulting in a belief that firms do not need to be concerned on a micro level. However, wrongdoings by one firm can have effects on the industry as a whole (Boulstridge & Carrigan, 2012). Furthermore, the participants claimed that even if they knew companies who behaved responsibly, it would merely lead to a high regard in the minds of consumers and it would most likely not translate into a purchase decision. Consumers make decisions based on themselves rather than on society (Boulstridge & Carrigan, 2000). Boulstridge and Carrigan (2002) came to the conclusion that, despite the fact that participants would not purchase products from a certain brand based on their CSR, consumers are more prone to act on positive behaviour by firms than they are to punish unethical behaviour.

2.2.2 Reasons for the Gap

Looking at the product category emphasized in this thesis, clothing, Connell (2010) suggests that there are two reasons for an attitude-behaviour gap in this industry, namely *the ability consumers have to obtain knowledge* of the manufacturing processes and *the ability to find ethically produced clothing*. Boulstridge and Carrigan (2012), found that consumers do not possess knowledge about companies' behaviour and activities. Consumers perceive there to be an absence of information about production in the clothing industry (Apell Karlsson, Gustafsson & Rasmusson 2015). Furthermore, Apell Karlsson et al. (2015) argued that the *scarce information* that is available tends to be unreliable since it is often collected from various forums and the companies' websites, which could provide biased information. Billeson & Klasander (2015) concluded that in order to decrease the attitude-behaviour gap, accessing sustainable fashion must become more convenient and the knowledge and information about it needs to become more visible for consumers.

In the recent study conducted by Apell Karlsson et al. (2015), participants were prompted to rank factors based on the importance of them in a purchase decision within the category of clothes. The majority of the participants ranked quality as the most important factor, while price was ranked second. Participants claimed that the importance of price as a factor was highly dependent on their financial situation based on whether they were employed, unemployed or students. The importance of the clothes being responsibly produced was less important and only 16 per cent of the participants considered that factor as very important. However, a majority of participants claimed they would react strongly to CSiR if it was reported in media. In that same study, participants were asked whether or not they believed their behaviour and actions affects a company and the results suggested that a majority of the participants believed their actions merely had a marginal influence. This phenomenon is referred to as external *locus of control* where the individual believes that ethical dilemmas are beyond their control. Additionally, individuals with external locus of control do not consider the linkage between action and consequences as opposed to people with internal locus of control who believe that their actions can affect companies (Smith, Hume, Zimmermann & Davis, 2007).

Apart from scarce information being a contributing factor to the existing attitude-behaviour gap, Carrigan and Attalla (2001) found that even if consumers have awareness and knowledge about ethical or unethical behaviour, they would continue to purchase

apparel from an unethical company since there are factors considered in the purchasing decision that are valued higher than CSR. As found in the study quoted above, factors such as *price, quality, style, material* of the clothing as well as the availability are considered more important. Carrigan and Attalla (2001), further support Apell Karlsson et al. (2015), that the gap between attitudes and behaviour is dependent on the absence or presence of sufficient information about CSR and CSiR activities performed by companies, which leads to less likelihood of comparisons being made between different companies. In order for consumers to be able to make purchase decisions based on their personal ethical values, the authors argue that companies need to communicate their CSR activities better (Carrigan & Attalla, 2001). Carrigan and Attalla (2001) acknowledge that there is a gap in terms of ethical consumption between attitudes and behaviour, but they further suggest that CSiR does not have an effect on purchase intentions. CSiR can, according to the authors, continue, as it does not result in a change of purchasing behaviour.

In accordance with the research conducted by Carrigan & Attalla (2001), Chan and Wong (2012) came to the conclusion that consumers are not willing to give up on their identity or risk being in a less favorable financial situation for the benefit of sustainability. Clothes are associated with *social risk* since clothes are something visible for consumers' surroundings that affects people social opinions about them (Kwon, Paek & Arzeni, 1991) and the social risk may cause a social desirability bias which can be considered a factor contributing to the gap. The social risk includes the individual's social desirability in terms of the need of acting the same way as its surroundings, e.g. if the social circle starting to purchase more ethically, then the individual is more likely to adopt that behaviour and vice versa (Lamb, Hair & McDaniel, 2010).

However, the most significant factor is the *financial risk* where consumers rather compromise on ethics than on price. Even though consumers have positive attitudes towards ethical behaviour and consumers express a willingness to consume ethically, price, quality and *convenience* are more important factors when making a purchase decision (Carrigan & Attalla, 2001). Joergens (2006) and Ochoa (2011) suggest that the attitude-behaviour gap can be due to that consumer behaviour differs depending on what is being consumed. Consuming sustainable food for example, may be something that affects the consumers directly in terms of their health. The choice of consuming sustainably could in this case benefit the consumer which results in a smaller attitude-behaviour gap compared

to for example the consumption of ethical clothing since consuming ethical apparel does not affect consumer's health, but rather the production workers' health (Chan & Wong, 2012). Researchers claim that if ethical clothing cannot become less expensive, it may be difficult to turn it into something different from what it is today, a niche market, and eliminate the attitude-behaviour gap (Sudbury & Böltner, 2011).

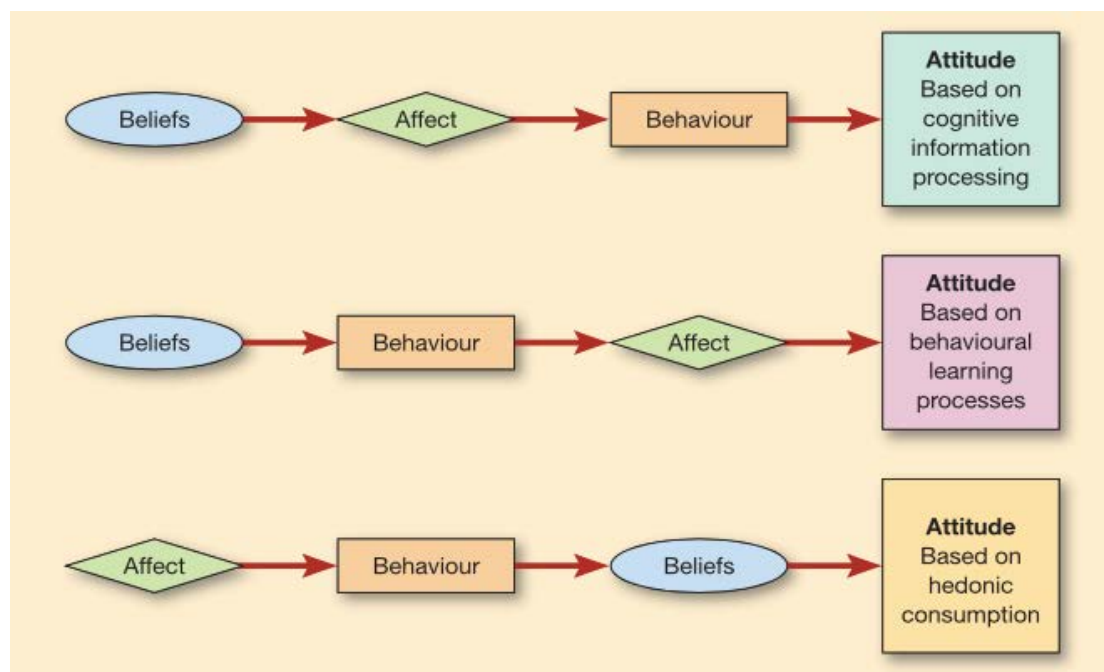
2.3 Attitudes and The ABC Model

As this thesis examines the attitudes and the behaviour students have considering fast fashion and CSiR, it is relevant to make use of the ABC-model in order to understand attitudes. Attitudes consist of feelings that can be either positive or negative, beliefs and behavioural information about attitude objects and all of these components together, summarize our feelings towards different things (Zanna & Rempel, 1988; Olson & Kendrick, 2008). Before getting to know a new person, a product or a brand, people tend to form an attitude towards them, resulting in that they like or dislike them. Attitudes can be based on emotions and affect, on beliefs or cognition, or on past behaviour. Attitude formation is thought to be explained and understood through the help of a model called the ABC-model, which incorporates *affect*, *behaviour* and *cognition* (Zanna & Rempel, 1988). One can understand a person's attitude towards an attitude object, for example fast fashion brands, through looking at the feelings the person experiences towards such brands, the beliefs the person has about them and whether or not the person has engaged with them in any way (Olson & Kendrick, 2008). The three components in the ABC-model combine into one overall attitude (Zanna & Rempel, 1988).

Looking at affect, one can form attitudes towards an attitude object based on emotional responses one has when confronted with the object. A positive or negative feeling one has when thinking about the attitude object facilitates the formation of an attitude towards that object (Olson & Kendrick, 2008). In some situations, a person may have encountered an attitude object without it leading to any attitudes being formed. However, an attitude can be formed based on an observation of past behaviour towards the object. One can make inferences about past behaviour and thereby conclude whether an attitude is positive or negative. Looking at consumption of fast fashion, one can assume that a person has a positive attitude towards fast fashion, given that the person has consumed it (Bem, 1972; Fazio, 1987). Cognition in the ABC-model refers to the fact that one can formulate

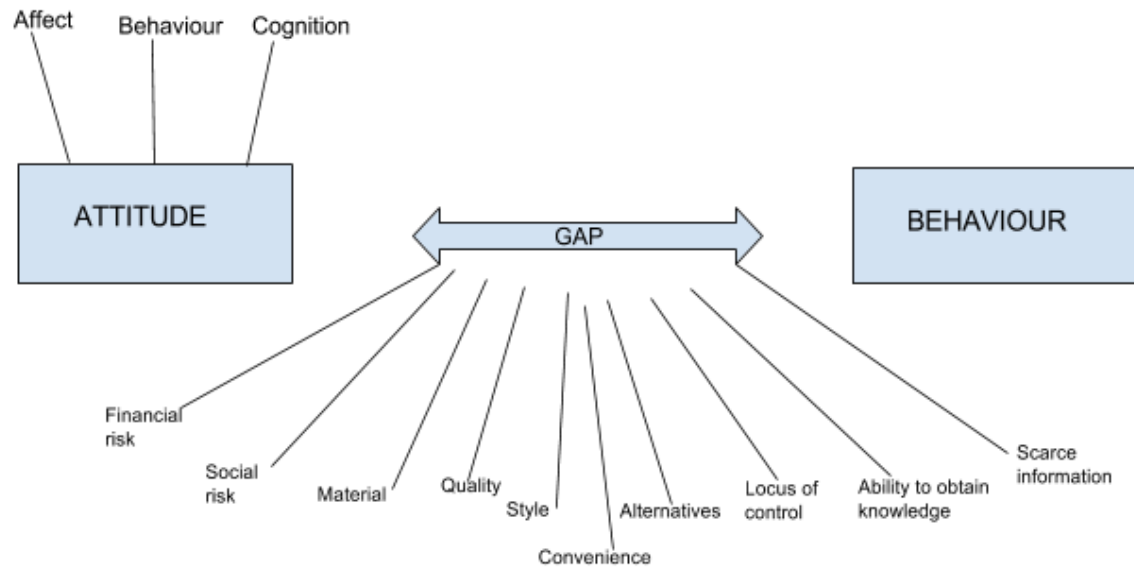
attitudes towards an object based on beliefs and thoughts about that object. The expectancy-value model, formulated by Fishbein and Ajzen (1975), suggests that beliefs are derived from the expectancy and the value attached to the attributes a person perceives the attitude object has.

The ABC model suggests an interrelationship between the three components suggesting that knowing, feeling and doing interrelates. The importance of each of the components in relation to one another is highly dependent on the motivation the consumer has regarding to attitude object. The relative effect of the three components can be explained by the hierarchy of effects suggesting that an attitude is formed by a sequence of steps. An attitude can be formed through three different routes. One of the routes, referred to as the standard learning hierarchy leads to that an attitude is formed based on information processing starting off with beliefs, affect and behaviour. The second route, referred to as the low involvement hierarchy involves an attitude being formed based on a learning process starting off by beliefs, behaviour and affect. The third route, referred to as the experimental hierarchy involves an attitude being based on hedonism and consumption starting off by affect, behaviour and belief (Solomon, Bamossy, Askegaard & Hogg, 2013).



Three Hierarchies of Effect (Solomon et al., 2013)

Based on the above mentioned reasons for the attitude-behaviour gap, the authors of this thesis extracted ten factors that previous research have identified as contributing factors. The ten different factors are in italics in section 2.3.



Factors contributing to an attitude-behaviour gap (Research Model)

3 Method & Data Collection

In this chapter, the methodology explains how the overall research approach and design have been outlined. Furthermore, the chapter provides arguments for the choice of method for gathering both primary and secondary data.

3.1 Methodology

In order to gain a better understanding and suitable reasoning for the research subject, an interpretivist research philosophy has been implemented for this study. The importance of context in which circumstances will influence the authors' behaviour and reasoning has been recognized, where the authors have to accept multiple perceptions of reality (Atkinson & Delamont, 2010). This study aimed to understand the subjective meaning students attach to their experiences and investigate their attitudes towards corporate social irresponsibilities related to human rights in the fast fashion industry. In addition, it sought to understand how different components discussed in the theoretical framework affect the attitude-behaviour gap. Since the interpretivist philosophy focuses on people as social actors and their opinions, feelings and thoughts through qualitative approach (Neuman, 2014), it aligned with this study's outline and was relevant to use as a foundation. Hudson and Ozanne (1988) state that in order to examine a complex subject involving consumer's attitudes, the best way to do it is through an interpretivist approach, which further supports the choice of research design. Furthermore, interpretative qualitative research methods are believed to have the ability to understand and explain why certain issues exist and describe behaviour (Black, 2006).

Apart from the interpretivist philosophy, there is another commonly used research philosophy termed the philosophy of positivism. The positivism identifies a clear topic and construct suitable hypotheses where objectivity and consistent rationality are highly important in the approach. The positivist focuses on quantitative research for collecting data characterized by statistics and mathematics (Atkinson & Delamont, 2010). Therefore, the interpretivist approach has been applied in this research since it provides correct and efficient data to the study.

3.1.1 Research Approach

An abductive research approach has been implemented for this study since it aligns with the choice of methodology and the purpose. This approach emphasizes prediction of consumer behaviour where its goal is to create a framework or model that re-contextualizing a phenomenon in qualitative research (Liu, 2016). Hence, an abductive approach allowed the researchers to be flexible and not constrained when it comes to changes throughout the research progress (Saunders, Lewis & Thornhill, 2015). An abductive research approach is characterized by the way it collects primary data and studying prior theory and knowledge simultaneously (Henderson, 2011). In this study, the theoretical knowledge in the literature review where different theories and aspects regarding the attitude-behaviour gap in fast fashion has been presented.. Additionally, the researchers further extended prior theories and knowledge by conducting focus groups and interviews, which supports the choice of using an abductive research approach.

When answering the third research question, this study tried to use the intention-behaviour mediation and moderation model of the ethically minded consumer, developed by Carrington et al. (2010), as a source of inspiration when creating the framework. This study further examined what would be required for the factors that cause the attitude-behaviour gap, to become insignificant, hence, eliminate the gap causing a reflection of students attitudes in their behaviour.

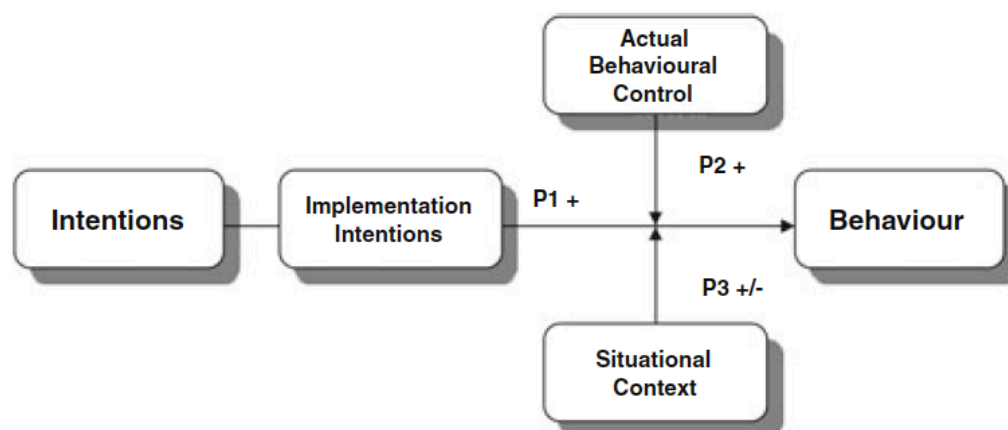


Figure 1: Intention-Behaviour Mediation and Moderation Model by Carrington, M.J., Neville, B.A., & Whitwell, G.J. (2010).

Additionally, there are two other common research approaches; the inductive and deductive approach. In inductive reasoning there is no existing framework or theory that provides information and an inductive approach is supposed to form new theories based on data that has been collected (Liu, 2016). It moves from specific observations to a general theory (Atkinson & Delamont, 2010). In a deductive approach it is the other way around, where hypothesis is developed based on already existing theory and a study is formulated to test it. Moreover, it develops from a general theory and knowledge base to a specific knowledge gained from the study that is supposed to prove the theory wrong or right (Atkinson & Delamont, 2010). However, this study did not state a hypothesis since it is considered to be more suitable for the positivist approach and hypothesis needs to be tested by using quantitative methods (Liu, 2016). The researchers took the nature of these research approaches into account and they concluded that neither an inductive nor a deductive reasoning would offer the flexibility and accurate result in the same way as an abductive approach would.

3.1.2 Research Design

This study had an exploratory design when gathering data and conducting the research. There are two main research designs, exploratory and conclusive (Saunders et al., 2015). The motivation for the choice of the design was the nature of an exploratory research design as it does not require a perfect understanding of the problem, but rather aims to explore and understand the problem. Furthermore, within the exploratory design, clarification is provided during the process (Malhotra, Birks & Wills, 2012). A conclusive design, on the other hand, focuses on describing a specific problem and tests hypothesis where there is pre-existing information that is clearly defined and structured (Saunders et al., 2015), which makes it more suitable for quantitative research and not qualitative exploratory study.

3.2 Data Collection

3.2.1 Secondary Data

This study includes data that has been collected by other researchers in the same, or similar, study fields. Primarily, the secondary data for this study has been collected through Primo, the digital library database at Jönköping University, which provides over four million full text documents consisting of academic journals, research studies and other publications (Jönköping University Library, 2017). Additionally, Google Scholar was used as secondary source for this study as it provides relevant scholarly literature across the world (Google Scholar, n.d.). When searching for information, terms such as attitude formation, attitude-behaviour gap, fast fashion, ethical consumption and corporate social irresponsibility were used.

3.2.2 Primary Data

In order to receive specific and relevant data regarding the research topic it is appropriate to collect primary data (Given, 2008). It is recommended to collect primary data through in-depth interviews, focus groups and observations (Malhotra et al., 2012). These three research techniques are motivational research techniques as they attempt to explain why consumers have certain behaviour as well as discover and comprehend what motives influence consumers' behaviour that they may not be fully aware of (Kitzinger, 1995). In this study, focus groups have been used for collecting primary data in order to gain a broader understanding of students' attitude-behaviour gap in terms of CSiR in the fast fashion industry. Additionally, the primary data collection included interviews to complement the focus groups in order to gain a more in-depth understanding of the attitude and behaviour among the students (Given, 2008).

3.2.2.1 Focus Groups

Focus groups have been used as the primary source of primary data, complemented by in-depth interviews. The main reason for the choice of conducting both focus groups and interviews was the wide range of data that could be collected from focus groups. That data could in turn facilitate and provide useful information to the in-depth interviews that were

conducted later on in this study. In order to achieve the most optimal outcome of a focus group, certain requirements had to be fulfilled. Stewart and Shamdasani (1990) define a focus group as “a group of interacting individuals having some common interest or characteristics, brought together by a moderator, who uses the group and its interaction as a way to gain information about a specific or focused issue”. The role of the moderator is crucial since the success, or failure rate is highly dependent on capability of the moderator. In order to create comfortable and relaxed atmosphere, where the participants can engage in an inter-personal and free-flowing discussion among each other, it is important that the moderator asks probing questions in an encouraging, flexible and observational manner (Given, 2008). However, it is stated by Stewart and Shamdasani (1990) that one of the most common downsides is the risk of the moderator being biased in his or her way of asking questions.

The general view of the ideal size of a focus group is five to ten participants in order to create a synergetic effect in delivering an efficient discussion resulting in valuable insight of the participants’ viewpoints (Krueger & Casey, 2015; Greenbaum, 1998; Malhotra et al., 2012). There are no set guidelines regarding the number of focus groups needed in research studies, however, the general number is around 4 focus groups Stewart and Shamdasani (1990). It is furthermore important to create a relaxed setting that facilitates proper attainment of participants’ thoughts and opinions about the subject. The focus groups should be homogeneous in terms of demographics, social-economic and personal traits (Given, 2008). The desired interaction and free-flowing conversation between the respondents will not only result in trustworthy and insightful information about beliefs and opinions, but also discover new attitudes that the respondents have not been aware of prior to the focus group discussion (Kitzinger, 1995). Participants of the focus groups can be found in the appendix.

3.2.2.2 Interviews

The data collected through the focus groups served as a foundation for the semi-structured in-depth interviews, which provided a deeper understanding of the attitude and behaviour of the students regarding the thesis topic. The reason for choosing to conduct semi-structured in-depth interview was the nature of this type of interviews being flexible in adjusting to respondent’s answers (Broom, 2005). In a semi-structured interview, there are

open-ended questions where respondents can give any answers, resulting in rich data for the researcher to collect, which is suitable for complex subjects like consumers' behaviour (King, 2004). Adler and Adler (2012) suggest 30 interviews to be the optimal number of interviews in a qualitative research consisting of students. Since the interviews served as supplements to the focus groups, this study conducted six interviews as saturation was reached by the sixth interview. Malhotra et al. (2012) recommend keeping the respondents anonymous since it decreases the risk of social desirability bias among the respondents, where they might answer questions in a way that they believe the society expect them to answer. In order to avoid that problem, all respondents who took part in the interviews for the purpose of this study were anonymous. Furthermore, the social desirability bias that might occur in a focus group is eliminated when using in-depth interviews. Participants of the interviews can be found in the appendix.

3.3 Sample Selection & Composition

Saunders et al. (2015) suggest researchers should specify the target group when selecting samples for both interviews and focus group. The target population of this study consisted of Swedish students and the information required was obtained from this group. According to a yearly report from 2014, students mainly consist of people who are between the age of 22 and 26 years old (UKÄ, 2014). Thus, a majority of students belong to the low end of generation Y as the generation Y consists of people born between 1978 and early 2000 (Petroulas et al., 2010; Lyons, 2016). Carrington et al. (2010) describe that this phenomena aligns with the consumerism era we currently are living in, where people in generation Y have tendencies to purchase clothes on a frequent basis. In addition, the consumers in generation Y are concerned with the environment, culture and the society but simultaneously, they find it highly important to prioritize their own interests and act on desires (Sullivan & Heitmeyer, 2008).

It has been stated McCrindle research (2007) that generation Y is a consumer group with strong values. Generation Y has the knowledge and understanding of what is needed in order to live in a responsible and sustainable way but they do not consider it being their responsibility which leads to contradictions within this generation. They are aware and prone to be sustainable and responsible, but simultaneously, they prioritize their ego (Hume, 2010). The consumers belonging to generation Y are either studying on a higher

level than high school, or are at an early stage in their career. Apart from that, they are technology affine and have grown up with few trade barriers with the ability to consume products from other countries and even continents (Heaney, 2006). Generation Y is the generation group that consumes the most, partly due to the wide accessibility of different products and services (Sullivan & Heitmeyer, 2008).

People are motivated to consume sustainably and responsibly however, the consumerism, marketing, as well as the behaviour of consumers belonging to generation Y somewhat hinders that kind of consumption since their social awareness has not been converted into consumption practices (Daub & Ergenzinger, 2005; McCrindle Research, 2007; O'Shaugnessy & O'Shaugnessy, 2002). Consumerism and certain consumer cultures promoting hedonism have been suggested to have a negative effect on sustainability and society (O'Shaugnessy & O'Shaugnessy, 2002).

For the purpose of this study, all students sampled for the focus groups and interviews belonged to generation Y. The motivation for choosing this sample was its perfect fit into the fast fashion brand's target group, as fast fashion allows students to constantly update their wardrobe with the latest trends at an affordable price. This group was believed to serve sufficiently as a sample for the purpose of this research. In order to gain a fair and realistic representation of the sample, this study included both genders.

A non-probability judgemental sampling was used when choosing a sampling method for both the focus group and the interviews. Neuman (2014) claims that this sampling method is suitable for exploratory studies as it relies on the personal judgement of the researchers to select the sample population rather than the equal chance of being chosen in a probability sampling. This method is inexpensive, convenient and less time consuming. Moreover, this sampling technique allowed the researchers to actively select participants that they thought would fit and serve the research purpose best and give the most accurate insight, which are the fundamental criteria for the judgemental sampling technique (Black, 2006). However, the authors needed to be aware of the risk of being subjective and biased since this method depends entirely on the researcher's judgement. Throughout the entire interview and focus group sessions the researchers tried to overcome this risk by avoiding leading questions and interrupting the respondents when they were trying to express their opinions and beliefs about the subject. The authors created a Facebook group where they

invited the chosen respondents to attend the focus group where there were four different occasions to choose between to attend. Ultimately, the four focus groups consisted of a mixture of respondents in terms of gender and personal characteristics.

3.4 Pilot Tests

The researchers of this study followed the suggestion by Malhotra & Birks (2007) in terms of conducting pilot tests before performing the focus groups and interviews. A pilot test refers to the process of pre-testing the environment and the questions, whether they are requiring too little or too much effort from the participants and also if the questions allow for probing (Denscombe, 2009). According to Stewart and Shamdasani (1990) a pilot test can improve the overall quality of the focus groups and interviews by ensuring the questions asked are well considered and constructed, which will also reduce errors such as confusion and misinterpretation. The researchers put effort into selecting suitable participants for the pilot test based on the same judgemental sampling method that was used to select qualified students in the real focus groups and interviews. There were two separate pilot tests where the first one was a focus group and the second one was an in-depth interview. Both pilot tests provided valuable information which implied the researchers' choice of questions were relevant. Since the pilot tests were considered useful, the researchers decided to use the pilot tests and analyse them like a regular focus group and interview for this study.

3.5 Choice of Questions

Posing the right questions in the focus groups and the interviews is crucial in order to generate a successful discussion and interaction with the participants (Stewart & Shamdasani, 1990). The researchers considered the purpose of this study and its research questions when constructing the questions for the focus groups and the interviews. The aim of these questions was to encourage respondents to engage in a free-flowing discussion regarding their attitudes and behaviour in fast fashion consumption and the questions in the interviews were intended to provide an extension and a deeper understanding of the answers collected in the focus groups (Stewart & Shamdasani, 1990).

The first part of the interview and focus group questions was supposed to provide an overview of the attitude-behaviour gap in the fast fashion industry since this subject might be unclear and hard to define for the participants.. In order to make participants feel it was

acceptable to give any answers they like, the authors emphasized that there are no right or wrong answers in the group discussion, and that every opinion is valuable for the research. Considering the interview questions, it is substantial that the interview is meaningful and motivating for the respondent in order to feel secure and give useful answers (Carson, Gilmore, Perry & Gronhaug, 2001).

Aforementioned, the authors conducted semi-structured in-depth interviews due to their nature of making it possible for the moderator to be flexible in adjusting to respondent's answers in an orderly manner (Broom, 2005). Since the interviews served as supplement to the focus groups, the interview questions were partly based on the answers collected from the focus groups but also from the secondary data collected. Similar to the role as a moderator in a focus group, the interviewer needed to ask probing and open-ended questions in order to create further interest and discussion for the respondents (Given, 2008). Denscombe (2009) describes the most important thing is to probe by making use of open-ended and following-up questions in a semi-structured interview.

3.6 Ethical Considerations

All students who took part in the focus groups and interviews were informed about the purpose of this study and the authors made sure the participants understood that the information gained from the sessions will be confidential and solely be used for the purpose of this research. Ethical fashion could be viewed as a sensitive subject (Creswell, 2014), especially in interviews where the participants revealed more about their inner thoughts about ethical viewpoints that they might not want the public to be aware of. Therefore, in both interviews and focus groups, the respondents were anonymous and participants were given code names. When conducting the focus groups, it was furthermore important for the researchers to be aware of the risk of social desirability bias where the respondents may become influenced by each other. It is easier and less embarrassing to simply stick with the majority and further agree on what have been said by others (Carson et al., 2001).

3.7 Execution of the Focus Groups & Interviews

In order to obtain a relaxed and comfortable environment where the participants can fully express their opinions and engage in a free-flowing discussion, it is crucial to choose a suitable location for the focus groups and interviews to take place in (Carson et al., 2001; Stewart & Shamdasani, 1990). The researchers booked group rooms at Jönköping International Business School for all four focus groups and smaller rooms for the interviews. This was convenient for the participants since all of them were business students that studied at that faculty. Refreshments were offered during the sessions and to avoid any misinterpretation and misunderstanding of questions and answers, the researchers decided to use Swedish as the main language in the focus groups and interviews since all participants were Swedish. Malhotra et al. (2012) explains the advantages of not disclosing the study purpose in the beginning in order for the respondents to freely discuss their attitudes and behaviour and really express their opinion about fast fashion brands, without limiting themselves to any pre-defined perceptions and interpretations. Therefore, the purpose of this study was not revealed prior to the sessions.

3.8 Data Analysis & Interpretation

To be able to draw conclusions from the data collected, the process needs to include both data analysis and interpretation (Spiggle, 1998). The interpretation process can be viewed as the process of translating different opinions and thoughts of the participants into assessable meanings for the researchers (Spiggle, 1998). Since the interviews and focus groups were held in Swedish and the materials gathered needed to be translated into English, the interpretation of words had to be done carefully in order to ensure that what has been said by the participating students was interpreted accurately. Concerning the process of analyzing the collected data, Malhotra et al. (2012) have identified four consecutive steps; assembling, reducing, displaying and assessing the quality of the data. A closer description of all steps, apart from data displaying, will be provided. The reason for not including data displaying is due to that it would be inconvenient considering the design of the primary data collection and the fact that the thesis made use of two different types of primary data collection methods.

3.8.1 Data Assembly

When assembling the data, the researchers were collecting data mainly through notes taken during focus groups and interviews and through recordings. This approach aligns with the suggestions provided by Denscombe (2009) where he states that audiotaped recordings and notes are preferred when assembling primary data of interviews and focus groups. The researchers of this study recorded the interviews and focus groups with a cell phone and a computer that allowed them to have a backup if there would be any recording errors in any of the devices. The audiotaped recordings were supplemented by notes taken by the researchers in order to have a complete documentation of the conversation during the sessions. Moreover, recordings were not only convenient for both the moderator and the respondents but also very discrete in a sense they did not distract attention or disturb the discussions (Malhotra et al., 2012).

3.8.2 Data Reduction

This stage refers to handling the data where the researchers are supposed to structure the qualitative data from the focus groups and interviews and reduce the material that is not considered relevant (Creswell, 2014). Since all the recorded information and notes taken during the sessions were not highly relevant for the research purpose, the researchers had to exclude the parts they found less useful. Malhotra et al. (2012) refer to this stage as coding where the data gets divided into different categories and the researchers try to connect the relative parts of information with each other whereas the residuals that do not fit into any of the categories will be disposed.

3.8.3 Assessing the Quality

In a research study, the researchers are expected to be able to verify the findings, justify their results and argue for having conducted a rational and consistent study that contributes with useful insights to the chosen topic (Stewart & Shamdasani, 1990). These criteria are practically difficult to fulfill due to the complexity of collecting equivalent data in the same setting several times since time changes the circumstances for the research, which could impede consistency in the study (Creswell, 2014).

According to Stewart and Shamdasani (1990), there is another indicator of having conducted a high quality research, which is the trustworthiness of the research result. The findings and results should be replicable for other researchers and they should come to the same conclusion if they were to use the same collected data in their studies. Having this in mind, the researchers have put emphasis on describing each step of the data analysis and interpretation process in order to facilitate for replication of the study for future research. An additional aspect is the integrity of a research that should have diverse sample groups in terms of age and gender. This study used a non-probability judgmental sampling where the researchers ensured that the participants chosen were not only relevant in terms of demographics and personal characteristics but also had multiple viewpoints.

As the target group of this study consisted of Swedish students, the study also included students who were Swedish residents in the age between 20 to 25 years old, however, they were limited to business students which might decrease the diversity. However, the authors considered having only business students relevant due to the academic knowledge and experience this group of students possess. Business ethics is a subject that is familiar to many business students and play an important role in the global industry (Randall, 1994). According to Martinez (2014) students with business majors tend to be more aware of their personal finances which makes them even more relevant to be investigated regarding this chosen topic of attitude-behaviour gap in the fast fashion industry. Moreover, a study conducted on college students, including business students, by Wu et al. (2008) found that students' abilities to reason ethically improve as they go through the stages of college.

3.9 Trustworthiness

Hoyt and Bhati (2007) state that the aspect of trustworthiness is crucial to have in mind when assessing the quality of the collected data, where there might be a potential risk for the researcher to misinterpret words or meanings by the respondents. The researchers must find a balance between flexibility and subjectivity in their interpretations. Morrow (2005) suggests asking the participants for feedback during the interpretation process in order to diminish the possible risk for misinterpretation and affect the general quality of the study negatively. The researchers of this study aimed to achieve as high trustworthiness as possible by being clear when asking questions during the sessions but also by making sure participants were giving clear answers or explanations to any vague statements.

4 Findings

In the following chapter the findings from the primary research will be presented. The authors have divided both the interview and focus group questions into three separate themes based on the research questions of this study. Furthermore, each theme consists of several sub-headings in which the questions are divided. The results in this chapter will serve as the basis for the analysis. Since the questions asked in the interviews and focus groups were not completely the same, not all topics have quotes from both focus groups and interviews. The questions that belong to each topic in the findings, stated in brackets, can be found in the interview- and focus group guides in the appendix.

*The term participants refers to both interview and focus group participants

4.1 RQ 1 What is the Nature of the Attitude-Behaviour Gap?

4.1.1 Attitude Formation (Interview Question 1, 3. Focus Group Question 1)

4.1.1.1 General Attitude Formation

After making sure participants were comfortable, making casual conversation, and offering something to eat and drink, the moderator started off by asking how participants' attitudes are formed in general. Many of them found this question difficult as it was very broad and the moderator had to give examples in some cases. However, most of the participants admitted that their attitudes towards many things are affected by other people, for example influencers, friends and family members. A majority mentioned the importance of their upbringing and how their family have affected their attitudes towards different things during a long period of time. Several participants in addition expressed the effect of social media including influencers, Instagrammers and bloggers and how they affect attitudes towards different attitude objects. Furthermore, they mentioned the importance of music, books, documentaries and movies. A few participants claimed that it depended largely on what the attitude object was and that different people had more or less influence on them, depending on the attitude object.

P2.1 *"My first thought is friends as well as what you see and read on social media. Bloggers and people you follow on Instagram".*

P3.2 *“You know for example what you think about a good looking piece of clothing, it can definitely be due to social media. Even if you want to go your own way, you can absolutely be affected. If I have seen this shirt ten times on different bloggers it will lead to that I think it is pretty nice”.*

P3.3 *“I’m thinking about experience. What you consider to be right or wrong is based on your upbringing but if I would say something about my attitude towards a certain thing I bought or my attitude towards what this school is like, it is experience”.*

P4.1 *“It depends on what subject, or what it is about and depending on what it is, I can agree on that it is people who affect to a large extent but what type of people depends on the subject. If it is clothes, stocks or sports, or whatever it is. Depending on what I think about the person in terms of that subject, that is the person I will listen to. So generally, people, and my own experiences.”*

I1 *“I consume lots of different podcasts and I read a lot of books, watch series, movies based on recommendations and so on. I think i receive too much information to stay unbiased in some way”.*

I3 *“It is a mix of everything from when I was younger. Family, friends and other adults who affect attitudes such as a sports coach or a teacher and then when you get older it is everything from things you see on TV, the news, social media and it can even be people you see out in the streets. In some stages in life you are more susceptible to other people and how much you get affected by other people may depend on how much confidence you have in other people. Hence, different people and different social medias may have more or less impact on attitudes”.*

4.1.1.2 Attitude Formation Considering Clothing

The researchers wanted to gain insight in how the participants form attitudes towards clothes in order to see if there is a difference between how attitudes are formed in general and how they are formed when looking at clothing specifically. Several participants claimed that social media and influencers who post photos of themselves wearing different clothes is a factor affecting attitudes. Many further expressed that their attitudes towards clothes are affected by their friends, people they see in school and by people they see on TV, for example in series, movies etc. When probed whether or not they believe this is specific for clothing, a majority claims it is different with clothing compared to other things.

I3 *“For clothes particularly I would definitely say social media. There are so many influencers, specifically on Instagram and they look for new trends and shop online every day. They are first with most trends and I would say that it affects people to a great extent, the influencers are the ones who shapes my attitude and my view of what my kind of fashion is, and what I tend to follow”.*

I4 *“My surroundings affect me. What I see in school and what friends are wearing, I think it is only clothes that I feel this way about. I would probably not care about people in my surrounding when it comes to for example make-up and food. I think it's due to the fact that such product are not seen by other people in the same way as your clothes”.*

4.1.2 Attitude Towards Fast Fashion (Interview Question 2, 5, 6. Focus Group Question 2)

Participants were asked what comes to their mind when hearing the term fast fashion and what their attitude towards it is. Most of the participants expressed a positive attitude towards fast fashion and mentioned some of the positive factors with fast fashion being trendy, fast and cheap. However, I5, who expressed a positive attitude toward fast fashion, also stated that she has some negative attitudes towards how the clothes are being produced.

I4: *“I really like the concept of fast fashion and I have absolutely no problem that the clothes are cheap and everybody are wearing the same thing. For me, I do not need my clothes to be unique or exclusive whatsoever. Therefore, I would say I am pretty positive towards fast fashion”.*

I5: *“I would say my attitudes are positive, actually more positive than negative. For example, H&M has stores everywhere and they have a huge assortment. However, knowing that all these fast fashion brands have their production in the developing countries with very poor working conditions induce negative attitudes towards fast fashion.”*

When the participants were asked to mention any national and international fast fashion brands they knew of, all students mentioned H&M and in addition, almost all of them mentioned H&M first of all the brands they knew. Zara was also mentioned relatively early by a majority of the participants. Gina Tricot was mentioned by a few as a national fast fashion brand.

I1 *“H&M and Zara are those who pick up on trends first”*

I6 *“Could it be H&M, Zara and Lindex? First and foremost those big ones but then we also have [...] I will have to stick to those because I can't come up with more examples”.*

The moderator followed up by asking if they have ever purchased clothes from fast fashion brands and how often they do it. All participants claimed they had purchased clothes from fast fashion brands and some of them do it more often than others.

I2 *“Yes, I purchase from fast fashion brands pretty often, maybe two or three times a month, at least once a month”.*

I4 *“Yes, of course. It depends on my mood but I would say at least three times a month. I love cheap clothes!”.*

4.1.3 Behaviour Post Fast Fashion CSiR (Interview Question 14. Focus Group Question 3, 5, 10).

Since all the participants were aware of that unethical behaviour is apparent in the fast fashion industry, the moderator was interested in knowing the participant's historical behaviour. They were asked if they have ever taken actions after receiving information about a fast fashion brand being unethical, through either boycotting a brand or stopping to consume fast fashion completely. None of them had boycotted even though they wished they had due to their negative attitude towards CSiR, due to for example the absence of alternatives and because they do not expect fast fashion clothing to be produced ethically.

P3.1 *“No, unfortunately, I think I am too stuck with fast fashion and too lazy to take a stand.”*

P4.5 *“I think people somewhat accept that fast fashion is an unethical business and you sort of get what you pay for. If the clothes are that cheap then the production process cannot be ethical”.*

I2 *“No, when it comes to clothes I have not boycotted, unfortunately.”*

15 *“Actually, I have actively thought about the fact that I should avoid fast fashion after I have heard of a scandal. But it is very hard when the ego controls my behaviour and at the end of the day I really want the clothes, so I would not say that I have boycotted a brand completely but have chosen to decrease the amount of clothes I buy.”*

As it was relevant, the moderator probed participants about what makes them purchase from fast fashion brands following scandals. The participants claim that it is partly about self-interest and that other things than ethical production feels more important. They also claimed that what happens is hard to comprehend due to the fact that it happens somewhere far away from themselves. A third factor mentioned was that there are no alternatives and even though they have not searched for alternatives actively, they do not consider themselves being obliged to due to today's society where information is basically thrown at us.

P4.1 *“It is mostly the esthetical preferences that draws me to certain chains. What alternatives are there? No one knows any ethical alternatives whatsoever. I think it's about the fact that it is too far away from us. If it would have been a little boy, three years old, if I would have received a photo of him holding my shirt, then I would not have been able to buy it”.*

P4.2 *“I think it is all about the fact that our self-interest is too strong. We care about the wrong things”.*

The moderator further asked whether or not participants thought fast fashion companies should be able to keep track of, and control the manufacturers. The participants understood why fast fashion brands have difficulties in controlling production and that it happens in an ethical manner.

P4.2 *“I think it is hard. I understand H&M fully. Of course they cannot keep track of every piece of clothing that is sewed or what conditions there are, it's impossible. They are so big which makes it impossible”.*

P4.1 *“There are so many different links in the production, so you understand why it happens. It is good if they aim to be good, and it seems that they are, I mean, they could have made everything much worse than they do. It seems like they have an ambition to reach a place where they don't need to use their staff in that way but at the same time, we live in a reality where prices are pushed downwards because consumers want*

them to. When it all comes down, if we can push prices downwards, many are willing to turn the other cheek to have their clothes cheaper”.

4.1.4 Key Factors When Purchasing Clothes (Interview Question 4. Focus Group Question 15)

When asking about the most important factors when purchasing clothes, price was a common factor that was mentioned by all participants and some of them expressed that price is absolutely the most important factor when considering a piece of clothing. The participants all agreed on why price is the first thing to consider when purchasing clothes, which is because of the fact that they are all students with a limited budget. Other factors mentioned by the participants were the importance of good quality and the fitting of the clothes as well as the aesthetics. The importance of quality seems to be dependent on what kind of purchase the person is about to make, whether it is a long-term investment in, for example, a jacket or if it is a top one is going to wear for a party. There furthermore seems to be a trade off between price and quality depending on the clothing item and how often the participants intend to wear it.

P1.1 *”Price is probably the most important factor for me and if I were to choose between a shirt that is made in China and another one is made in Sweden and the price differs with 100 SEK, I would have chosen the cheap alternative even if the Swedish one has better quality”.*

P1.4 *”The range and quantity of what is offer, colour and shapes. Price. Quality isn't that important”.*

P2.2 *”It's the way it looks”.*

I4 *”It has to be cheap, especially now when I am a student and I rather have much clothes than a few very expensive pieces of clothing”.*

4.2 RQ 2 What Kind of CSiR would be Required for the Attitude-Behaviour Gap to be Eliminated and Attitudes to be Reflected in Behaviour?

4.2.1.1 Awareness of Current Unethical Fast Fashion Brands and their Processes (Interview Question 7-12. Focus Group Question 2, 4, 7-9)

The moderator asked participants about their attitude towards CSiR and none of the participants were positive towards CSiR which was something obvious for them, and yet, they consume the unethically produced clothes.

14 *“My attitude is negative. I don’t think that anyone would say otherwise.”*

15 *“My attitudes are of course very negative. I feel bad by having this double standard where I first say that I purchase clothes from fast fashion brands and then at the same time I am aware of how the workers are being treated poorly just because my need of buying cheap clothes”.*

16 *“Corporate social irresponsibility is not acceptable and companies should not engage in such behaviour”.*

Participants were asked to name a brand that behaves unethically by violating human rights. All participants immediately thought of H&M. Some participants also expressed that they perceive all fast fashion brands to be more or less unethical. Several also claimed they could not think of any other brand than H&M. Participants seemed to know that unethical incidents happen in production processes and that they are used to hear about such things but it seemed to be relatively hard to think of a certain brand, apart from H&M.

P1.1 *“It’s probably all of them but the biggest ones are obviously the ones you hear more about. It’s H&M, and in addition they are Swedish, hence you hear more from them. You expect better standards when it is a Swedish company. I haven’t heard anything from the other companies”.*

P1.3 *“I think H&M has to take a lot of critique from the whole industry”.*

I4 *“Immediately I think of H&M. But I think most of them are the same, but I think of H&M first and foremost because they are the ones I have heard most about considering child labour and such things”.*

P4.2 *“Hearing that things like this happen, it has become, I should not say part of the everyday life because that may be wrong, but maybe you understand that if they are that fast and that good, maybe you can draw the conclusion that they probably don't have six weeks vacation each year, everyone are not allowed to sit and eat lunch, they probably don't have the salary they should have. I think you can draw that conclusion based on that all the clothes you see on the catwalk are available in every H&M store, and there are like 6000 stores in 60 different markets. You can probably draw the conclusion that everything hasn't happened in a nice way.”*

Participants were furthermore asked if they could mention any specific unethical incidents in the fast fashion industry that have happened. All of the participants seem to be aware of that such unethical incidents are present in the fast fashion industry. However, very few could give specific details about the unethical incidents of what has happened when it comes to the timeline of the incident and which company it was regarding. The participants gave some examples of unethical behaviour that they have heard of and seen in the news and social media about fast fashion industry and majority of them were about poor and dangerous working conditions, extremely low salary and child labour.

P2.5 *“Wasn't there a factory where they produced fast fashion clothes and its roof collapsed?”*

P2.4 *“It feels like there have been many times where H&M has used child labour. I have scrolled through social media and seen something about it. But it is not often that I actually click onto it and read the articles. It feels like people tend to just choose not to read it because of it is terrible and people don't want to face the problem”.*

P3.1. *“I know I have read articles about unethical incidents in the fast fashion industry but I just can't remember what it was.”*

11 *“The most recent incident was something that made Little Jinder, Kakan Hermansson and Zara Larsson cancel their collaborations and make demands. At the same time, I trust the system, it is easy to do that when you are from Sweden”.*

15 *“I do not know any specific detail but I know I have seen articles and images of women working in very confined spaces and it has been revealed that they work 16 hours straight with barely any salary and sleep. But that is what I have heard in general, I cannot give any specific examples.*

14 *“I think we have read about how workers getting hurt in the cotton fields but I cannot give any specific example. I even wrote a thesis about H&M last year and I think it was about child labour.”*

When appropriate, the moderator asked where the participants had gained the knowledge about that event. It seems to be from various sources, for example from school and from the news.

12 *“I think I saw it on the news”.*

14 *“Partly it is a I thing I did in school which I told you about earlier but even before that, I knew a little about what was going on through watching the news where it has been given a it of attention”.*

Since the participants had difficulties giving specific examples of specific unethical incidents that have happened in the fast fashion industry, the moderator wanted to make sure the participants were aware of that such unethical behaviour exist in the industry. All participants claimed that they are aware of the CSiR that is prominent in the industry.

P2.2 *“I would say that I have pretty good awareness of what is going on in that industry. I’m aware of the unethical behaviour but unfortunately, it doesn't affect my consumption of fast fashion”.*

P3.5 *“I know deep within that unethical incidents are happening all the time but it is not something that will stay in my mind”.*

Furthermore, the moderator asked for the reason why they were not able to provide examples. The participants felt guilty and ashamed due to the fact that they turned out be more interested in other things than ethics and human rights.

12 *“I think it has to do with personal interest. I have been more interested in the financial performances of the fast fashion brands than in ethical issues.”*

Furthermore, the participants did not think the reason for them not be able to mention any specific unethical incidents is because of lack of information. They know where to find the information about the topic but simply choose not to read it. However, some of the

participants thought unethical incidents should receive more attention and that media has a significant responsibility to review more of what is happening in that industry. Two of the participants feel some sort of scepticism towards media and think they choose not to report certain incidents intentionally because they believe it is not newsworthy for the general public. This is directly reflected in what the general public is interested in and some of the participants think it is a matter of interest from both the companies and consumers' side.

15 *"People know that such unethical behaviour happens every day but I think media is somehow trying to cover it up. [...] I don't know what kind of role media have but I believe that they choose to not report on it"*

14 *"I actually think there is enough information of unethical incidents out there, I just feel like it should receive more attention than what it already does".*

The moderator asked whether or not they believed such unethical behaviour is common in the fast fashion industry. Furthermore, the moderator asked whether or not participants had an understanding as to why these things happen and if it is inevitable. They knew that people working in the fast fashion brands production sites work under poor conditions. Some mentioned that it is understandable that the fast fashion brands allows these conditions as the consumers demand low prices and the brands still need to earn money. Many claimed that most people are not willing to pay more for their clothing which leads to that working conditions are held poor.

12 *"Yes I believe so, it should not be inevitable but I think it is because of us consumers since we try to push prices down while the companies want to raise the price. We tell the companies that we want better conditions for workers but we are not willing to pay for the better conditions for workers and I think it lies on us consumers, because the consumers have not really demanded anything from the companies".*

13 *"Yes I think so, it is pretty logical. H&M and some other low price chains, you cannot produce things that cheap and earn enough on it, so it is actually implicit, but I think many people do not care. People choose to look away".*

I5 *“I think so since everybody is rather aware of that those who produce clothes and such, does not have good working conditions and that there is a reason to why the factories are placed in poor countries, in order to obtain cheap labour. Most people are not willing to pay more in order to change that, unfortunately”.*

I6 *“I think it happens to a large extent but I also understand that media, especially, try to make it sound much worse than it actually is. It is probably very bad, I'm not arguing against that, but I don't think it is that much of a scandal as media tries make it into. An article that would make me feel like it is really a scandal is if it comes to my knowledge that the workers are treated badly relative to other workers in that country. My comprehension is that one compares with Western countries and we already know that those who live in developing countries, relatively, don't have access to computers, telephones or high-technology equipment like we have access to in our everyday life and of course, we want the developing countries to reach the Western standard but I don't think we should pick on the companies”.*

Furthermore, the moderator probed the participants whether or not they thought fast fashion brands applied measures to make changes on all production sites and in the future or if they simply fixed the current problem, following a revealed scandal. The moderator asked if they had faith in that fast fashion brands applied measures to change things.

P4.6 *“Maybe they don't apply measures but they might keep it in consideration, that they try”.*

P3.5 *Maybe you think more in the future, but then if the same problem exists in a different place, maybe you don't go deeper and scrutinize the entire organization. But if they open a new manufacturing factory they will think about it.*

4.2.2 What Could Cause a Boycott? (Interview Question 16, 17, 19. Focus Group Question 6, 17, 18)

Participants were asked what their reaction would have been if the unethical production happened in Sweden instead of in developing countries in order to understand whether the fact that the production is placed far away has an effect on how the sample behaves. The participants had difficulties in imagining that it would happen in Sweden but those who could imagine it admitted they would have thought about it in a different way if the production was placed in Sweden. They further claimed that it would feel different due to

the closeness and that they would probably know someone who worked in the production site if it was placed in Sweden. Participants also mentioned the fact that people in Sweden are used to that things are ethically correct here. The fact that it would feel more real than it does now, when production is placed far away, was also mentioned. The moderator probed whether or not it was actually worse if the unethical production was placed in Sweden. The participants seemed to agree upon that it is not worse, but it is easier to relate and comprehend what happens if it would happen in Sweden, and therefore, the reaction would be different.

P4.2 *“One perceives Sweden as being an amazing country, child labour would never happen here, therefore it is very hard to imagine it happening.”*

I2 *“Yes it would have been different and I think it is due to that people in Sweden are used to that things are handled in an ethically manner. That is what we have grown up with and how our attitudes have been formed”.*

I3 *“It would probably be different because then it gets more close to us, us Swedes, one of us, kind of. It is not worse but unfortunately, that's what happens, it is regulated based on their laws and rules and therefore it is cheaper for them and therefore, they place their production abroad”*

I4 *“I would have thought about it differently. I think it would have been more realistic. One knows what goes on since it happens in Sweden and then it gets more real. If that was the case I absolutely think I would have acted in a different way. Right now it feels so far away and my first thought is that it does not affect me. I think I would be able to take a step back if it happened in Sweden.*

The moderator asked whether or not they believed they would be affected if people in their surroundings and people close to them would start boycotting fast fashion. Most participants admitted that friends and family affect them to a large extent and that if people in their close surroundings would boycott fast fashion, they would be likely to follow their example. Some however claimed that they believe it requires a big movement and a large amount of people in order to change behaviours. Some participants mentioned the fear of keep purchasing unethically produced fast fashion if others would boycott it as that would make them stand out. There seems to be a willingness to fit in. A few participants mentioned the fact that it is important to form your own opinion and that one should

research in order to make the right decision regarding whether or not to boycott something.

P1.4 *"Yes because then you would suddenly be an outsider and the only person who consumer fast fashion if everybody else distances themselves".*

P2.5 *"I think it needs to happen in the whole group. That everybody distances themselves and takes a stance, that it isn't one single person who boycotts. When it comes to H&M I don't even think Sweden as a whole can do anything, for example if all Swedish people would boycott, because they are international and globally large".*

P3.1 *"I think it would have an impact but successively, not drastically that I would stop fully to shop at H&M but maybe I would try to find other alternatives".*

I2 *"I definitely think so, I think it is easy to be affected by friends. If my friends would talk negatively about H&M, "don't shop at H&M, they do this and that", then it would have affected me into thinking that it may not be that good, maybe I ought to choose a different company instead of them. If one is aware that many people boycott, I think many would start doing so".*

I5 *"I would say that maybe I would have been more keen to boycott but I still think everybody needs to form their own opinions. If one boycotts because someone else does, I don't think it would work in the long run. In that case, maybe after a while one would have bought clothes from fast fashion brands anyways. I think you have to feel it yourself, that this is not okay and I boycott because I don't think it is okay and not because everyone else does so.*

Since a majority of the participants have not considered to boycott unethical fast fashion brands that engage in CSiR, the moderator thought it was relevant to ask if they are more willing to boycott if they get personally affected physically, e.g. getting a rash from the clothes. The moderator received a unified answer saying that they would definitely distance themselves from that specific fast fashion brand that harm them physically. The moderator followed up with a question asking about if they consider it being worse that they get harmed, themselves, than that those workers in production have poor working conditions and may get harmed.

P1.5 *"Then I would completely stop buying from that fast fashion brand because I get physically harmed. But if someone else in the productions get hurt, what can I do?"*

P1.2 *“If the clothes are causing harm that is visible I would definitely stop purchasing”.*

I1 *“If the clothes are causing physical harm, then I would stop buying clothes from there. The price is an important factor [...] but if I get a rash from the clothes I would take a stance”.*

I4 *“Yes, I would boycott. It shows how egoistic I am”.*

4.2.3 Nightmare Situation (Interview Question 29-31. Focus Group Question 21-23)

When approaching the end of the interviews and focus groups, the moderator asked the participants to use their imagination and imagine the worst thing, in terms of violating human rights through unethical production, a fast fashion company could ever do. Most participants seemed to find this question rather hard. Many mentioned child labour, assault and poor conditions in terms of both ergonomics and the amount of time the workers operate without breaks. A few participants further mentioned that they believe the things they mentioned already happen.

P1.4 *“Child labour is the worst for me, I know it is happening right now but I would say that having very young kids working in those factories is very unethical”.*

P2.5 *“People dying in the factories is the worse”.*

P4.5 *“Physical harm such as beating, and women getting sexually harassed”.*

I1 *“That workers hardly sleep, that they share a workspace with 15 other people, sitting on stone floor, operating machines from the 50’s, loud volume, no breaks, no satisfaction whatsoever. If the clothes are handled with chemicals, handling dangerous substances which leads to that you lose your hair”.*

I4 *“I’m thinking of children who handle dangerous substances, sharp objects. Children who handle dangerous things more or less. I think that is terrible. But also using people who are sick, that’s terrible too. I’m thinking that one could use people who are disabled. Older people too, that they would be used would not be okay. But the worst thing would be children, they don’t have a choice.”*

I6 *“Compulsion. Partly slavery, and child labour, I mean you can’t hire kids. Assault, “work or otherwise I will hit you””.*

The moderator followed up with a question asking if the specific mentioned unethical incident would change their behaviour. Most participants admitted that it probably would not make a difference due to various factors. However, most participants seemed ashamed to admit that.

P1.5 *“There still aren’t any alternatives”.*

P4.5 *“I want to say yes but [...]”.*

P4.2 *“I wouldn’t change anything and I would find comfort in that the company would do something about it themselves”.*

14 *“This is very terrible and I wish I could say yes but I actually don't think it would change my behaviour. I would definitely start to think more about it but unfortunately, at this current financial situation that I'm in, it would not change my purchasing behaviour. Maybe in the future when I have more money, then I would love to have those ethical clothes.”*

15 *“I want to say yes but I can’t say it for sure since I don't know how I would actually react. But I think it goes back to what we said earlier about the thought of one individual’s consumption might not make a difference. I definitely want to answer yes to this question and I really hope that I would change my behaviour after I have received information about unethical incidents”.*

Since most participants admitted that they would not change their behaviour, even if the thing they considered to be the worst thing that could ever happen, happened, the moderator asked if, consequently, fast fashion brands could do anything without it having an effect on consumer behaviour. Most participants still held on to what they said in the previous question. Many of them felt ashamed when probed with this question and some claimed that they would change their behaviour if others did.

I1 *“If it would be on that level, it could absolutely change my behaviour, but only if other people did something. I would react if I saw that everybody else did”.*

I2 *“I don't think they can do whatever they want but it's all about that we need to hear about what happened, and that's actually my responsibility. Child labour should be a hard limit, it's not okay, and the same goes for poor working conditions. It's hypocrisy. I don't say it's okay, but still. I feel like the worst person ever right now”.*

I3 *“That's probably what they do now, I assume. Maybe consumers need to become more aware of what happens”.*

I4 *“Yes, unfortunately, it's terrible but yes. Right now I definitely think they can do whatever they like. Children may die every day but I still pay to buy the shirt they made, so I have to say they can do whatever, unfortunately”.*

I5 *“Almost, I think there are limits and I hope there are. But they have some sort of power since they know what consumers want and they know consumers will shop. I hope I can start thinking differently and find alternatives because a piece of clothing is not more important than a person's rights. The importance of human rights should not even be compared with a piece of clothing, obviously”.*

Participants were additionally asked whether they would actually want to support a company who had done things like that, referring to the worst thing participants could ever think about. Several participants mentioned the fact that it is probably only a few people who did the unethical thing and that it is not the entire corporation.

P4.2 *“If this happens, it is not the entire organization collectively who thinks that's the way they should do things but it will be a few people and since I still would shop at H&M, it does not consequently mean that I stand behind everything they have done, I expect those people to go away”.*

P4.4 *“H&M for example are so big, and they get new clothes all the time. It would be easier if it was a smaller shop”.*

4.3 RQ 3 What are the Reasons for the Gaps' Existence?

4.3.1 Factors Contributing to the Attitude-Behaviour Gap (Interview Question: 13, 15, 18, 28. Focus Group Question: 11, 20)

Since participants had never boycotted a fast fashion brand due to unethical production, the moderator asked a probing question regarding the reason for it. Price was mentioned as an important factor to why they do not choose to avoid purchasing ethically produced clothing and they also mentioned the fact that they are students which may imply a weak financial position. They further claimed they value the wide offering and the convenience of being able to go to a fast fashion chain if you need something fast, cheap and

spontaneous. A different factor mentioned was the lack of other alternatives and that certain fast fashion brands offer more or less everything consumers look for. Furthermore, one participant mentioned that one reason for not avoiding unethically produced clothes is due to the fact that CSR is not an issue to which he is committed strongly.

P2.5 *"We don't know any other companies who have better conditions".*

P3.2 *"It's laziness. Convenience".*

P3.4 *"Price and the offering".*

I1 *"I don't consider myself being able to afford the same status, in terms of the status clothes contribute with to one's look, personality or image without buying clothes to that price and it is something I know that I want. It does not cost me anything to not think about CSR, in advantage for a shirt".*

I5 *"It is hard to find other alternatives. I'm sure it exists but the thing with H&M for example, is that they have nice clothes, good prices, good range and are available everywhere. They do have everything. I think it is hard to find a substitute that would be just as good. So even if H&M has a lot of negative sides I think people choose to shop there anyways. I really wish I did not shop at H&M because I feel like a villain when I sit here and talk about it".*

I6 *"CSiR is not an issue to which I am strongly committed".*

Participants were asked whether or not there exists enough information that reports on what happens in the fast fashion industry. Some participants felt that there may exist little information however a few admitted that it probably depends on their own interest and engagement rather than the availability. A few participants further mentioned that the problem may be that the information does not generate a discussion or that people choose to not consider the information enough, and that they choose to look away.

P2.5 *"I think there is too little discussion about it and it was a long time ago you heard anything at all even though you know things probably happen all the time".*

P2.1 *"I don't think it's about how much information there exists about what happens, it's rather more important to change the view of how we consume. To put emphasis on the good things, the ethical alternatives".*

I2 *"There exists much information and I know that there are different TV-shows that examine fast fashion companies, I don't know what it is called but they show it on TV".*

I4 *"It depends on how engaged you are too. But I think it needs to be given more attention".*

As participants had mentioned earlier that they would react strongly if the unethical production was placed in Sweden the moderator further asked if it is more acceptable to have unethical production abroad. The answers received from the interviews were a relatively unclear and ambiguous however they admitted that it is not more acceptable, however not as blatant.

I1 *"From an ethical perspective point a view, it is not acceptable, but subliminally I have to say yes."*

I4 *"No, absolutely not. But now that I think about how I have answered throughout this interview it might seem that I do think it is acceptable to have the unethical production abroad than in Sweden. I feel like such a hypocrite".*

Since this study was about corporate social irresponsibility, which belongs to the general term of sustainability, the moderator thought it might be interesting to ask about the environmental aspect. The moderator asked why participants think the society pays more attention to the environmental issues compared to ethical issues in terms of violations of human rights. One important aspect mentioned was the fact that it leads back to the egoisms that was identified in previous questions. Furthermore, participants mentioned that environmental issues affect them directly and therefore feels more real and close to them.

P4.3 *"Isn't the environment more noticeable, physically? It is thrown in our faces in another way".*

P4.2 *"It is a do or die situation there".*

P4.5 *“It becomes closer somehow”.*

11 *“I think it is because environmental issues have a direct impact on people and it feels more tangible when it affects your everyday life if no one is doing anything. Whereas ethical issues do not have the same impact because it is happening to someone else in somewhere far away from me and my surroundings.”*

4.3.2 Ethical Clothing as an Alternative to Fast Fashion (Interview Question: 20-27. Focus Group Question 12-14, 16, 19)

As participants mentioned there is a lack of alternatives to fast fashion, the moderator thought it would be interesting to ask about the general perception of ethical clothing. The moderator also tried to understand perceptions of what ethical clothing might be like in terms of price, design and quality. The general perception was that such clothes would be much more expensive but that was however the most prominent negative aspect mentioned. Participants further perceived ethical clothing would be of better quality and feel like more of a luxury product. However, a few participants had a perception of ethical clothes as being boring.

P3.5 *“I immediately think it would be more expensive because it is always about labour cost and if the clothes are ethically produced then the labour cost must be higher which will lead to a much higher price for the consumers since the company still wants the same profit margin.”*

P3.4 *“Since the target group of ethical clothing would affect my perception towards it, I would think it will not look luxury. It feels kind of hipster and because of that reason, I think the clothes would be formed based on that group”.*

14 *“My initial thought is better quality, perhaps it looks better as well. Then I also think it will cost more, a lot more.”*

15 *“I might have prejudice about ethically produced clothes but I would say it will be very expensive. But at the same time, the clothes would be well-made and more exclusive compared to the mass production in the current fast fashion industry. This also implies the clothing items are more of an art piece that the sewers have put on more time and love.”*

After asking what participants perception of ethical fashion was, the moderator asked them to describe the target group for such clothes, hence, who they perceive would be interested in buying them. The moderator also probed, when relevant, whether or not they believed that those who think about the environment also are concerned with ethics and unethical fashion. Several participants perceived that the target group for ethical fashion would consist of older people, who have a strong financial position and can afford to consider such problems. Others mentioned that vegetarians and hipsters would fit into the target market, and vegetarians due to their interest in ethics and the environment and hipsters due to a perception of that they always want to try new things. Furthermore, one participant mentioned that people who study within subjects of ethics might be in the target group for ethical clothing. Several participants said they believe that people who for example buy ecological food or has chosen to become vegetarian, hence people who care for the environment and animals, would most probably be interested in ethically produced clothing. Hence, participants believed ethical consumption in terms of better working conditions goes hand in hand with environmental friendly alternatives.

I1 *“I somehow believe it is easier to engage in things if you have already made a change, I am thinking that it has to do with studies on the subject. Maybe that one has studied sociology, sustainability or something like that. Students, but activist students who first and foremost study within that field. It probably has an age limit as well, after a certain age, people have a hard time changing their behaviour”.*

I2 *“People above 50 years old. It sounds terrible but I believe you think a bit more that it is older people who buy such things, and also people with more money and a stronger financial position that has the ability to choose, in contradiction to us poor students. I also think it is people who specifically are concerned with what they buy in shops, food shops, people who choose to buy products with less pigments or no additive”.*

I4 *“To be honest, I think it is the rich ones, the ones with high income. Another group I think about is vegetarians and those who consider human rights and the environment”.*

As participants had mentioned the lack of alternatives to fast fashion, the moderator asked if they could name any brands or stores that have ethical clothes. Participants could not mention a brand that offers ethically produced clothes.

I1 *“When it comes to clothes, I don’t think I know any ethical alternatives, not even one.”*

12 *“The worst of all is that I don't have a clue. Second hand is the closest I can think of when it comes to ethical clothes, which is, technically, not true because it is just clothes that people have tossed away and it could be both ethical and unethical clothes. I don't know any brand that is 100% ethical, definitely not the big chain stores.”*

The moderator further asked if participants had actively searched for alternatives. None of them had actively searched and a few were ashamed because of it, as they just a minute earlier complained about the fact that there are no existing alternatives.

P1.5 *“No, I have not actively looked for any ethical brands. I just base my purchases on what I have seen in marketing campaigns and ethical clothes are not included in them.”*

P1.1 *“No, but at the same time, I have a general perception of ethical clothing being extremely expensive, reaching a point where it is impossible for me to even imagine myself buying them. Then I would automatically not choose ethical clothes and go directly to fast fashion brands again.”*

One focus group started to discuss whether it is their responsibility or the authorities and companies responsibility to establish and follow regulations and policies that work against unethical behaviour. The participants admit that they are ignorant and have tendencies to consume without thinking further of the consequences and its impact on others.

P1.4 *“I think it is, for example, H&M's responsibility to make sure that their standards are followed no matter where the production sites are located, it should be the same standard everywhere. I think it is the companies that have the power to influence the “ethical trend”.”*

P1.2 *“[...] I also believe it is hard with international law since these fast fashion brands have stores and productions all around the world.”*

P1.1 *“It is probably pretty difficult for H&M to keep track of all of their suppliers and subcontractors who are abroad.”*

As none of the participants had searched for alternatives, the moderator thought it was interesting and relevant to ask why they have not been searching for ethical fashion

alternatives. Some reasons mentioned were laziness and lack of interest and unwillingness to pay a higher price for clothes.

11 *“Because I don't expect it to be any cheaper, which is what I am looking for, cheap clothes.”*

13 *“I don't have any interest in ethical clothes, that's it. I don't think you can search for something you are not interested in”.*

The moderator further asked participants how much extra they would be willing to pay for a piece of clothing that was produced ethically. The moderator stated an example “if a shirt from brand X cost 100 SEK, how much could the ethical shirt, with the exact same design cost if it is ethical”. Some participants were not prepared to pay anything extra, even if they knew that the second shirt was ethically produced while others were prepared to pay much more for the ethical shirt than for the regular one. However, the percentage participants were willing to pay extra depended on the total price of the clothing item. One participant further mentioned an aspect of distrust in terms of that that they do not trust that the extra paid money actually goes to the real purpose, which are the workers in the productions.

P2.2 *“I think I would pay double if it costs 100 SEK. But 100% extra does not apply for all the clothing items, if a jacket costs 1000 SEK, then I'm not ready to pay 2000 SEK.”*

P2.5 *“It's hard to say exactly how much extra but the most important thing is that, no matter how much extra, the money really goes to the ones who have sewn the clothes and not to the companies.”*

P4.2 *“It has to be the same price, otherwise I won't buy it”.*

I3 *“I would not give one SEK more for the ethical one. If they are offered at the same price, I can take the ethical one, of course”.*

I5 *“Wow, that's hard. But if you ask what I would have done today I would have chosen the cheapest piece no matter what. I really don't know how much extra I am willing to pay but I think the price should be based on what the person producing the piece of clothing earns. So you pay that little extra in order for that*

person, who produces the clothing, and that he or she will have a good salary, good conditions, breaks and a normal working day”.

The participants were further asked if they believe their consumer behaviour would have an actual impact on how fast fashion companies take on ethical issues. The participants generally thought that their behaviour would not have an impact on production processes but many also admitted that if everybody thought in that manner, there would never be any change.

P3.3 *“I tend to think that it won’t matter if I stop buying but at the same time, I understand that nothing would change if everybody would have the same mindset.”*

P1.5 *“I would also think that if I stop shopping from e.g. H&M, then I know for sure that millions of people will still buy from them and it feels like my individual effort in stopping my purchase from H&M will not lead anywhere.”*

P4.1 *“I don’t think that one single consumer has the power to make a difference but rather the whole industry.”*

I3 *“No I don’t think my clothing consumption would have an impact on those big fast fashion brands like H&M and Zara because they are already well-established around the world, therefore it would not make a difference if me and couple of others stopped buying clothes there.”*

I5 *“I don’t know, maybe if everybody thinks like that. But I think it’s hard for one individual to make a difference. For me, it is also very easy to give myself an excuse by thinking that I don’t buy clothes from fast fashion often enough or is does it matter if I buy one more or less item?”*

The moderator asked whose responsibility it is that clothes are produced ethically and what would be most effective in order to change production into becoming more ethical. Most participants do not consider themselves, or consumers in general being responsible for making sure clothes are produced in an ethical manner. They do see a connection in terms of that consumers demand low prices, which leads to poor working conditions, or low wages. The participants put the largest responsibility on the companies as they are the ones who decide upon production methods. Participants further suggested that laws would be

effective but many of them saw barriers that makes it hard to apply the laws in all parts in the production sites due to that production lies abroad.

P3.4 *"I think a law would have made a big change, that there is more regulations and that you look closer into the working conditions".*

P3.2 *"But it gets chaotic due to the fact that it's between different countries".*

I2 *"Shared responsibility. I think much lies with consumers, it is us who demand, it is us who ask the have these things. Further, it is a shared responsibility between the companies and the countries. It is the companies who choose, who want to earn money on this, the companies say "okay, consumers want low prices and we can offer that through having poor working conditions". It is us consumers who demand but it is still the companies who choose and decide to go through. Much lies with the state due to the laws and rules we have".*

I3 *"it is the companies themselves I would say. They obviously don't want to put money on that so we need a company or an institute that forces them to that, but in the end, it is the companies who need to do something".*

I5 *"It is the company's responsibility that the clothes are produced in an ethical manner but it is the consumers who actively choose to purchase the pieces and are the ones who demand, so it is hard to say who's responsibility it is. If H&M would increase their prices to provide better working conditions, many would maybe have boycotted H&M due to price changes since H&M are seen as a low price chain and you go there because you know that you can get clothes to a good price".*

5 Analysis

In this chapter, the findings presented in the previous chapter will be compared with, and connected to the theories provided in the literature review. The structure of this chapter corresponds to that of the findings chapter with identical themes and subheadings.

5.1 RQ 1 What is the Nature of the Attitude-Behaviour Gap?

5.1.1 Attitude Formation

In accordance with research, participants in the interviews claimed their attitudes can be formed prior being exposed to the attitude object based on for example emotions and affect (Zanna & Rempel, 1988). Participants suggested that their attitudes are affected by what they see, especially in social media in terms of blogs, Instagram and influencers which corresponds to the ABC-model and what it suggests about affect. Attitudes can, according to the ABC-model, be based on feelings and emotional responses a person feels when confronted with the attitude object. One participant mentioned the fact that if she sees a shirt on a blogger, or several bloggers, she might end up having a positive feeling, starting to like that shirt, and hence, form a positive attitude (Olson & Kendrick, 2008). The fact that attitudes can be formed based on past experience was mentioned by a few participants in both interviews and focus groups. One's own, past experience is termed past behaviour in the ABC model which suggest past behaviour does have an impact on attitudes. One may have encountered the attitude object before, without forming an attitude, when the attitude object was encountered. One can then form an attitude at a later stage by observing one's past behaviour (Bem, 1972; Fazio, 1987).

What was considered important by many participants was the effect friends, family and one's upbringing have on how attitudes are formed. Looking at the ABC-model, cognition refers to that attitudes can be formed based on beliefs and thoughts, which in turn are highly affected by one's surroundings, and one's upbringing (Zanna & Rempel, 1988). Participants for example mentioned that they sometimes discover that they say things and have the same opinions as people they are close to.

Looking at the different routes through which attitudes are formed it is difficult to draw a conclusion on what route participants go through in general (Solomon et al. 2013). However, considering clothes specifically, we can conclude something about what route our sample takes when forming attitudes. Many participants mentioned that they sometimes buy clothes quite spontaneously, for example when looking for something to wear to an event which is held close to the purchase, which inclines them to take the third route in line with the individualisation era we live in (Coté & Schwartz, 2002). The third route is termed the experimental hierarchy and implies that the attitude is based on hedonism and consumption. The process starts off with the person feeling something about the piece of clothing, for example when seeing it on social media or when seeing it in a store, and then purchases it and afterwards creates a belief (Solomon et al. 2013).

Participants explained that fast fashion brands often offer good alternatives since one can use the clothing for a specific event and then throw it away without feeling bad if that piece of clothing is not used again due to the low price. Such behaviour is in line with the current individualistic era where clothes are seasonal and thrown away quickly, and where people put their own interests first, in a hedonic manner (Coté & Schwartz, 2002). When considering the fact that the students claimed they are affected by social media, influencers, and by what clothing item people they see on TV wear, it is likely that the attitude is formed through the standard learning hierarchy. The person may see a piece of clothing being worn by e.g. an influencer on social media and forms a belief about that piece of clothing, for example that it is cool or trendy. Next, the person feels that he or she wants to be trendy and cool and based on that, he or she purchases the piece of clothing (Solomon et al. 2013).

5.1.2 Attitudes Towards Fast Fashion

The participants in both focus groups and interviews mentioned H&M first when they were asked to think about a fast fashion brand and all participants had purchased something from a fast fashion brand before. The students claimed that H&M has the widest range of clothes and offer trendy clothes. For some participants, H&M seemed to be an Achilles heel and claimed that it would be hard to stop shopping at H&M but if it was a different fast fashion brand, it would be easier. Many participants claimed there are no substitutes to H&M that offers the same range and style, which makes it difficult for the

sample stop consuming clothes from H&M. Hence, based on the sample, if a brand is important enough for the consumer and there are no substitutes that offer the same thing, CSiR by that same brand does not affect consumer behaviour.

The attitude towards fast fashion was generally positive, however some participants mentioned they have concerns about the manufacturing processes which confirms what previous research suggests about generation Y being aware of the problems in production sites but at the same time wants to buy clothes at cheap prices (UKÄ, 2014; Petroulas et al., 2010; Hume, 2010). Thus, what Carrigan and Attala (2001) state in their study about people being concerned with the ethical issues without it consequently leading to a direct reflection in purchasing behaviour is true for this sample. Even though all participants perceive the unethical production negatively, the spontaneous attitude towards fast fashion was positive due to other factors such as trendiness and low price. The sample claimed that when buying clothes from fast fashion brands, it is not important that the clothes are durable in terms of trend or quality since they are cheap, and furthermore it is tolerable to throw them away after wearing them a few times. Such behaviour aligns what Carrington et al. (2010) suggest about the consumerism era where people change and update their wardrobe on a frequent basis.

When discussing CSiR in the fast fashion context, the participants communicate a negative attitude. The findings gained from this question further supports the attitude-behaviour gap phenomena suggested by Chan & Wong (2012), where the consumers may have negative attitudes towards CSiR, however, the attitudes are not always reflected in their behaviour. In this case, participants expressed a negative attitude towards CSiR and in accordance to a research conducted by Barreto (2006), human rights in terms of violation of human rights tend to evoke strong emotional reactions. However, the negative attitudes towards CSiR, which the students associate with fast fashion brands, contradict their actual purchasing behaviour. Hence, the attitude-behaviour gap is apparent between the participants' attitudes and their actual behaviour.

5.1.3 Behaviour Post Fast Fashion CSiR

Previous research has suggested that consumers react strongly to unethical actions by firms, however this is not completely true for the participants in this thesis (Reeder &

Brewer, 1979; Skowronski & Carlston, 1987). None of the participants, neither in the interviews, nor in the focus groups, have ever boycotted a fast fashion brand following a scandal or unethical behaviour. However, looking at I5 and how CSiR affects her, she has thought about not consuming fast fashion following a scandal which is in line with what is stated in a previous research (Herr et al., 1991), where negative information about firms is supposed to have a large impact on consumer's attitude. However, oppose to what previous research (Rogers, 1998) has claimed about how consumers would discontinue to consume a brand or react strongly to unethical actions by firms if it came to their attention that the brand used child labour, most participants of this study have not even considered to boycott following unethical behaviour.

P1.5 brought up the price factor that hinders consumers from not purchasing fast fashion. According to Carrigan & Attalla (2001), consumers are less likely to priorities ethical alternatives before the low price and convenience, which are benefits offered by fast fashion, when making a purchase decision. Moreover, the most significant factor is the price factor where consumers rather compromise on ethics than on price, which is in line with what P1.5 claimed to be the main reason why boycotting is not an option for him. Furthermore, Carrington et al. (2014) have divided individual's ethical concerns into primary and secondary importance where the primary ones are connected to the individual's values. A person is said to be more likely to act upon primary ethical concerns than on secondary. Apparently, poor working conditions are not primary ethical concerns for this sample since price and convenience are considered more important.

Even if participant would be willing to boycott fast fashion, they still have a perception of that the availability of ethical alternatives is low, which corresponds with what Giddens (1991) found about the interest in slow fashion which has been slow in comparison to for example sustainable food. Furthermore, participants suggest they choose to purchase from fast fashion brands due to aesthetics and they do not perceive the few brands they perceive to be ethical as trendy, which strengthens the fact that ethical alternatives have been perceived as less fashionable (Shaw & Duff, 1991).

5.1.4 Key Factors when Purchasing Clothes

In accordance with previous research conducted by Apell Karlsson et al. (2015) both price and quality were ranked highly when looking at important factors when purchasing clothes. However, the participants viewed the price factor as being the most important factor in their purchase decision which is opposing to Apell Karlsson et al. (2015), where quality is ranked first place. The higher ranking of price may be explained by the limited budget that the participants of this study have (CSN, 2016; SACO, 2009). All the important factors, such as style, price and convenience, mentioned by the participants are benefits that fast fashion can provide (Stevensson, 2012; Sowray, 2015).

5.2 RQ 2 What Kind of CSiR would be Required for the Attitude-Behaviour Gap to be Eliminated and Attitudes to be Reflected in Behaviour?

5.2.1 Awareness of Current Unethical Fast Fashion Brands and their Processes

The first brand the majority of participants thought of as unethical was H&M which may partly be due to the fact that it the first fast fashion brand they initially thought about. Moreover, another factor could be the fact that it is a Swedish company which leads to that media reports more about them than on other brands that are not Swedish. All of the participants claimed they are aware of that fast fashion production is unethical in certain aspects however they present low awareness in terms of specific events that have happened in the fast fashion industry, in accordance with what Arnold (2009) suggests about sweatshop scandals. Participants were aware of that the fast fashion industry is unethical but the participants could not provide examples, which is similar to the findings of Boulstridge and Carrigan (2012). The results from the primary research of this study further align with what has been noticed in the research of Boulstridge and Carrigan (2012) where they claim that wrongdoings by one firm, in this case H&M, can have negative effects on the entire fast fashion industry. Participants knew about the CSiR in the industry but could not provide examples and the few examples that were provided regarded H&M. The reason for not being able to provide examples does not depend on an absence of information, which opposes Apell Karlsson et al. (2015) findings where they argue consumers perceive there to be too little information. This study suggests the real issue is not the lack of information but the lack of interest and the attention paid by both consumers and companies and moreover, the media plays a crucial role.

All participants had a negative attitude towards the unethical production and CSiR which further supports the attitude-behaviour gap phenomena suggested by Chan & Wong (2012), where the consumers may have negative attitudes towards CSiR, however, the attitudes are not always reflected in their behaviour. In this case, all the participants expressed a negative attitude towards CSiR and in accordance to a research conducted by Barreto (2006), human rights in terms of violations of human rights evoke emotional reactions. Even though participants of interviews and focus groups had negative attitudes towards CSiR, the majority had a behaviour that opposes previous research (Reeder & Brewer, 1979; Skowronski & Carlston, 1987), which suggests consumers would react strongly to unethical actions by firms, since the participants have not boycotted any fast fashion brand following CSiR.

5.2.2 What Could Cause a Boycott?

The fact that the sample of this study has claimed they would most likely not change their consumer behaviour in stopping to purchase fast fashion clothes due to the egoism they identified within themselves, the unethical production could therefore, most likely, continue. Hume (2010) has stated that generation Y has all the knowledge and prerequisite to be responsible and ethical, however, they choose to prioritise their ego which can be seen in the answers of the students of this study as well. This self-interest behaviour within the sample is further proven by the unified answer regarding that they would be more willing to boycott if they got personally affected, for example physically. Hence, what Chan and Wong (2012) suggest about that the fact that if the consumption of a product affects the consumer's health directly, the consumer may be more likely to stop consuming that particular product is true. This self-interested behaviour by the sample is in accordance with what has been suggested by Joergens (2006) and Ochoa (2011) in terms of that consumer behaviour might differ depending on the product that is being consumed. Ecological food was brought up as an example by some of the students and they mentioned how it could directly affect their health while wearing ethical clothes does not affect one's health the same way, which is in line with what has been claimed by Chan and Wong (2012).

However, there is an identified social desirability among the students where they believed they would be affected if the people in their social surroundings would start to boycott fast fashion. This leads back to the first questions in the interviews and focus groups where the moderator asked the sample how they form their attitudes were they claimed they are affected by friends and family. Aforementioned, the fear of being different from your surroundings by not acting like them is identified as social risk (Kwon et al. 1991). The clothes that you wear are visible for people around you and if people in your surroundings start to boycott fast fashion clothes, social desirability inclines that you want to fit in which will make you want to act the same way and hence, boycott (Lamb et al., 2010). In line with what has been stated by Öberseder et al. (2011) about that consumers are dependent on how influences such as word-of-mouth from peers affect them when responding to CSiR, the sample of this study claim they would be more likely to boycott a brand due to CSiR if their surroundings did.

Social desirability links back to the ego which was mentioned earlier where the students might change their behaviour due to their desire of fitting in rather than due to the fact that they care for the workers who are being exploited or harmed in the production processes by fast fashion. Since most of the students mentioned they can not personally relate to the CSiR due to it happening far away, there is a matter of psychological distance which makes it more difficult for the students to react and take action following unethical behaviour.

An explanation as to why the sample might not change their consumer behaviour despite the negative attitude towards CSiR in the fast fashion industry could be the phenomenon termed locus of control. Not considering the linkage between one's action and consequences, namely the external locus of control (Ajzen, 2002), contributes to a continuous consumption of fast fashion. The fact that the students, in some cases, do not believe that their individual consumer behaviour would have an actual impact on companies and affecting them to change contributes to the attitude-behaviour gap. However, aforementioned, the students in this study had conflicting locus of control where they, simultaneously, also experience a sense of internal locus of control where many participants in the sample considered their consumer behaviour to have an actual impact on the consequences followed by consumption of fast fashion (Smith et al., 2007).

The students in this sample are able to see the connection of how their demands for a wider range of cheap and trendy clothes affect how fast fashion brands choose to produce their clothes. In addition to the external locus of control, where the students think that their consumer behaviour do not have an significant consequence, most of them do not consider themselves being responsible for the clothes being produced ethically or not. This reasoning is in line with what Hume (2010) claims about generation Y being aware of what is needed to be changed in order for the production to be more sustainable and responsible but they do not see that as their responsibility. Many of the students of this sample pointed out the fast fashion companies and the authorities as the main actors that should be the ones who are responsible for making sure clothes are produced ethically. The companies are believed to have the power, compared to the consumers, to make an actual difference. The sample also expressed the importance of having declared authorities that are responsible for setting ethical standards, even though the students understood the complexity of international law and regulations due to that manufacturing sites being placed abroad. They furthermore understood that brands like H&M have difficulties in keeping track of their suppliers and subcontractors.

5.2.3 Nightmare Situation

Once the participants in this thesis provided the worst thing they could ever imagine a fast fashion brand could do in terms of unethical production, they were probed with a question of whether or not that event would lead to a boycott or at least a change in consumer behaviour. Few participants in neither interviews nor focus groups claimed they would boycott, even after having suggested the worst thing they could ever imagine and this further strengthens the existence of an attitude-behaviour gap. Participants expressed a wish that they would change their behaviour, however, they were also doubting themselves that they would actually do it and some even admitted that they would not. The price factor is salient where the participants are not willing to pay a higher price since they claim they cannot afford to. The participants are hence concerned with the financial risk (Kwon et al., 1991) they perceive is associated with ethical alternatives, or simply no longer consuming fast fashion.

Moreover, the external locus of control (Ajzen, 2002)) is yet another factor concerning participants as they expressed that their change in behaviour would not have significant

impact on the ethical outcome. If others would start reacting to CSiR performed by fast fashion brands, some participants claimed they would too, which implies that social desirability could contribute to changing the behaviour of this samples in accordance with what Lamb et al. (2010) suggests about the effect of the actions of one's surroundings. Hence, the financial risk is a factor that hinders the sample from changing the behaviour and eliminate the attitude-behaviour gap while the social risk may be a factor that could contribute to a changed behaviour and an elimination of the attitude-behaviour gap (Kwon et al., 1991).

The fact that participants do want to be able to honestly say they would change their behaviour but cannot, strengthens what Hume (2010) suggests about generation Y, to which all participants belong. The participants are knowledgeable and have a clear picture of what fast fashion production is like, however they do not consider themselves being responsible for making production more ethical. For students and fast fashion in this situation, Hume's (2010) conclusions are accurate and the participants prioritize themselves and continues to demand low prices even though they are aware of the effects. Hence, what Mascarenhas (1995) suggests about the fact that ethical behaviour has a positive effect on sales may be true, however, for this sample, the contrary is not true inclining that unethical behaviour does not have a negative effect on sales for this sample. Furthermore, what Herr et al. (1991) suggest about the fact that negative information about a firm has a larger impact on consumers than positive information, is not true for this sample which strengthens Dragon International's (1991) findings claiming the contrary.

5.3 RQ 3 What are the Reasons for the Gaps' Existence?

5.3.1 Factors Contributing to the Attitude-Behaviour Gap

In accordance with Connell (2010), the results from the interviews show that there is a perception of an absence of *alternatives* that provide the same kind of benefits that fast fashion brands do but in an ethical manner. If consumers are to consider ethical fashion, it needs to be available, and preferably, as suggested by Billeson and Klasander (2015), be accessible conveniently. One of the things participants of this study valued the most in fast fashion which they do not consider ethical fashion having was *convenience*. In Connell's (2010) study, it was concluded that the importance of *price* was dependent on the financial

position the person is in, which somewhat corresponds to what the sample in this study present when they claim that as they are students and cannot afford to choose not to consume fast fashion, as it provides cheap clothes. One student mentioned the fact that he cannot afford to remain the same status, image, look and personality if he cannot buy fast fashion, which implies that clothes are somewhat associated with *social risk*, since what you wear is visible for your surroundings, which strengthens previous research (Carrigan & Attalla, 2001; Chan & Wong, 2012; Kwon et al., 1991).

McNeill and Moore (2015) explain that the real issue does not necessarily lie on whether the consumers possess relevant information about ethical apparel or not, rather the consumer's personal *interest*. Furthermore, contradicting to what Boulstridge and Carrigan (2012) claim about the lack of information considering ethical clothing and the unethical production of fast fashion, this study suggests the real issue is not the lack of information but the lack of attention paid by both consumers and companies. Generally, most participants claimed they believe there exists enough information about the production in the clothing industry and that the problem lies in the unwillingness to assimilate the information. Hence, what Billeson and Klasander (2015) suggest about information needing to become more visible in order to decrease the attitude-behaviour gap is not true for this sample as most participants perceive there to exist enough information. The fact that the sample considered there exists enough information is in line with what has been said to be characterizing generation Y, which is being knowledgeable about ethical, social, and environmental issues (Valentine & Powers, 2013; Hume, 2010), and their ability to reason ethically will improve throughout the years in college (Wu et al., 2008).

In addition, as Birtwistle and Moore (2007) have identified, the consumers who consume the most fast fashion are also the ones who are the least concerned in ethical issues and this is related to what kind of relationship the consumers have with fashion. If the consumers are highly dependent on fashion in order to express themselves and clothing has a crucial part of their self-identity, then ethical fashion might not be something they prioritise according to Sudbury and Böltner (2011). This reasoning can perhaps explain why the participants had not actively looked for any brands that produce ethical clothes. Hence, there is a lack of interest in ethical apparel and the relationship to fast fashion is strong.

As opposed to the rank order factors presented by Apell Karlsson et al. (2015), where quality was ranked the most important factor when purchasing clothes, the participants of this study viewed the *price* factor as being the most important in their purchase decisions. In Connell's (2010) study, it was concluded that the importance of price was dependent on the financial position the person is in which somewhat corresponds to what the sample in this study presented when they claimed that as they are students, they cannot afford to choose not to consume fast fashion as it offers cheap clothing item. This reasoning further supports what has been claimed by Carrigan and Attalla (2001), where consumers rather compromise on ethics than on price. In addition to the *financial risk*, one can argue that compromising on price will put the consumer in a position where he or she cannot consume as much as they want, or as much as they are used to, leading to a risk of exclusion from his or her social surroundings. Assuming the sample is relying much on clothing to express their self-identity, consuming less may imply a *social risk* where consumers experience social desirability in terms of the need to wear clothes approved by their surroundings (Sudbury & Böltner, 2011).

Furthermore, the sample expressed that they would be affected by people in their surroundings looking at whether or not to boycott fast fashion since clothes, aforementioned, are connected to *social risk* (Kwon et al., 1991). If a person's surroundings have chosen to boycott a certain brand, not boycotting and instead continuing to purchase and wear clothes from that brand may be interconnected with exposing oneself to *social risk*. The *social risk* may, as concluded by Lamb et al. (2010) leads to a social desirability bias contributing to a certain behaviour reflecting their social circle, in this case, boycotting unethical fashion.

Apart from lack of *interest* in ethical fashion, *convenience* of fast fashion, *social risk* and *financial risk* being contributing factors to the existing attitude-behaviour gap, the level of internal and external *locus of control* has an additional effect on students' attitude-behaviour gap. Contrary to what has been claimed by Apell Karlsson et al (2015), where the participants believed their behaviour and actions merely have marginal influences on a company, some of the students of this study considered their actions to have an actual impact on the ethical outcome. Simultaneously, they further experienced external *locus of control* in a sense that they might not believe that they, as an individual, can make a difference through their consumption. Hence, the sample of this study has contradicting thoughts and beliefs. One

cannot say that the students only have external or internal *locus of control* since their answers lean towards both aspects.

Additionally, participants have expressed another contributing factor, not previously discussed or identified in the literature review, that the authors consider is of importance, namely the *psychological distance* towards the unethical production. *Psychological distance* is the sense of how close or far certain events are from the present and oneself (Amaral, 2013). Moreover, *psychological distance* is often translated from *physical distance* where the definition is the ability to relate with people or things that are physically closer to us (Henderson, 2009). The greater the *physical distance*, and hence the *psychological distance* one perceives, the lower likelihood is there that the individual will react. This implies that the students are less likely to act upon unethical behaviour in terms of boycotting an unethical fast fashion brand, which have been confirmed by the students when they admitted they would react differently if the unethical production was placed in Sweden, compared to in developing countries. The fact that the unethical production is placed abroad, implying *physical distance*, makes the subject less concrete and inclines *psychological distance*. In previous research (Lorenzoni & Pidgeon, 2006; Bord, Fisher & O'Connor, 1998) about climate change, it has been suggested that people think that climate changes only affect other people in other nations or in the future, and that they therefore are ignorant towards climate issues. One can argue that the same mentality applies to unethical behaviour. The sample of this study cannot personally relate to the CSiR due to the distance from the unethical events where neither they nor their surroundings are affected.

Furthermore, another conclusion could be drawn from the answer that were given from the question about why the students think the society pays more attention to the environmental issues compare to ethical issues in terms of violations of human rights. Many answers provided by the participants lead back to the *egoism* that has been identified in previous questions. Aforementioned, generation Y have the relevant knowledge and general understanding of sustainability, however, they prioritise their *ego* and consume more than other generations (Valentine & Powers, 2013; Hume, 2010). The students could clearly explain why they think environmental issues get more attention than ethical issues in today's society and they claimed it is because of the identified *egoism*. Consumers would primarily consider environmental issues as they have a direct negative impact on themselves.

5.3.2 Ethical Clothing as an Alternative to Fast Fashion

Neither participants of the focus group, nor the interviews knew any ethical *alternatives* and no participant had searched for ethical alternatives which is contrary to what has been stated by several researchers (Petroulas et al., 2010; Hume, 2010), where they claim that young adults in generation Y, who all of the participants belong to, have the highest awareness of ethical fashion. Furthermore, McNeill and Moore (2015) explain that the interest in ethical production has to do with the general *interest* in ethics and sustainability, and none of the participants expressed an interest for any of the topics which may be the reason for why they have not searched for alternatives. Furthermore, the fact that a general interest in ethics and sustainability is connected to an interest in ethical production seems to be accurate if looking at perceptions the participants have about what kind of people would consume ethical clothing. Even though it is not credible to base a target market for ethical clothing on this sample's perceptions, it is still interesting that participants perceive that hipsters, vegetarians, people who study sustainability or ethics, and people who buy ecological food could be potential consumers of ethical clothing. Hence, the sample did not see themselves as potential consumers of ethical fast fashion, even though they are knowledgeable of the problems associated with fast fashion production.

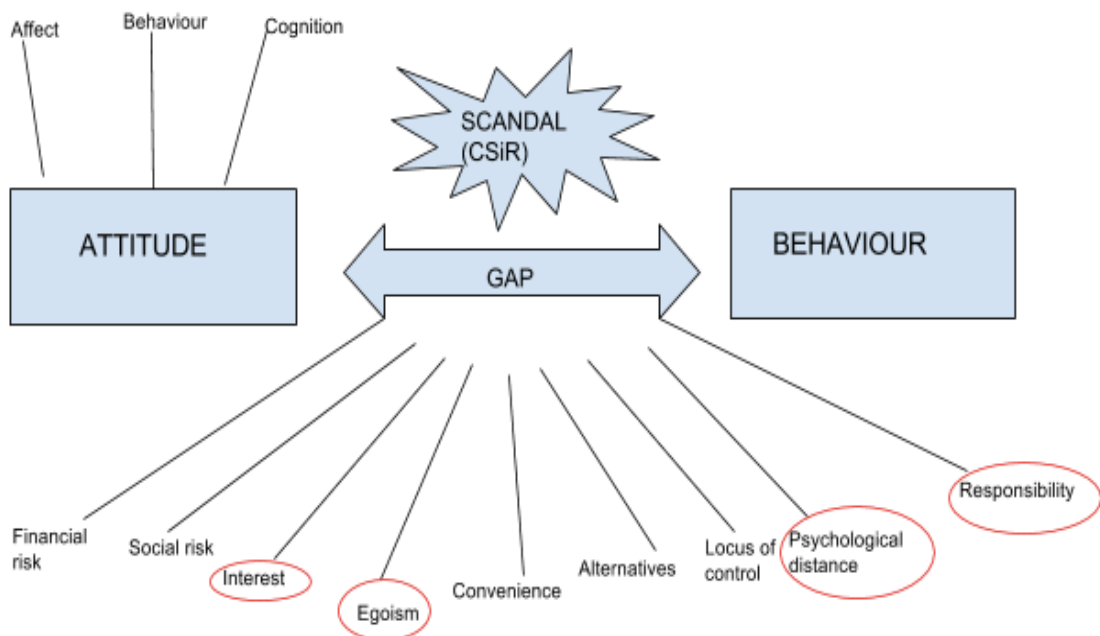
In addition, the participants seem to be afraid of the *financial risk* in a sense that they will not be able to purchase as much clothes as they are used if they start to consume ethical clothes as they are perceived to be much more expensive (Kwon et al., 1991). Many of the participants claimed they were not willing to pay extra to get an ethical alternative even if all other attributes of the piece of clothing, except price, are kept constant. Participants justified their reasoning with the fact that they are students with a limited budget. This reasoning further supports what has been claimed by Carrigan and Attalla (2001), about rather compromising on ethics than on price.

Shaw and Duff (2002) identified two main features regarding consumers' perceptions of ethical clothing, which are that they are expensive and less fashionable. The price factor is true for the sample of this study, however the participants in the interviews did not express a concern about ethical clothing being less fashionable. On the contrary, some participants mentioned that they perceived other factors such as quality and the fit to be improved

when produced in an ethical manner. However, one participant of the focus groups identified both the price factor and the fact that ethical clothing can be perceived less fashionable, in accordance with Shaw and Duff (2002). Additionally, some participants expressed think that only hipsters wear ethical clothes. This reasoning leads back to the *social risk* Kwon et al. (1991) have identified, where clothes are believed to be associated with *social risk* since clothes could affect a consumer's social surrounding and how they form opinions about the consumer. The participants of this study might not want to risk being labelled hipsters by their social groups, hence, this may detract them further from purchasing ethical clothes. McNeill and Moore (2015) claimed that attitudes towards ethical production in clothing is dependent on general attitudes towards social and environmental issues. Hence, the perception of what type of person would fit into the target group corresponds to what has been suggested in previous research. The participants however provided new points of view when suggesting that elderly people would fit into the target group, almost completely based on an assumption that they have a stronger financial position, which reflects the fact that participants perceive ethical fashion to be expensive.

5.4 The model

The following model is an extension of the research model presented in section 2.3 and was established based on the results from the focus groups and interviews. The model serves as an explanation as to what affects the attitude-behaviour gap. Looking at fast fashion, the sample in this thesis has a positive attitude towards fast fashion but simultaneously a negative attitude towards the CSiR performed by the brands in terms of unethical production. However, the negative attitude towards the CSiR is not reflected in their behaviour since the sample still chooses to consume fast fashion, even following a scandal. Hence, the suggested attitude-behaviour gap is evident in this sample. The authors identified nine different factors that, together, contribute to the attitude-behaviour gap and all factors have been suggested by various participants in the sample. However, a consumer does not have to experience all factors are true, hence, the number of factors contributing to the gap may differ from one person to another but the ones presented in the model are prominent for this sample. The nine factors are financial risk, social risk, interest, egoism, convenience, alternatives locus of control, psychological distance and responsibility, where psychological distance includes the physical distance from which it stems. Four of the nine identified factors have not been found by previous researchers and are marked with a red circle in the model.



Proposed model of factors contributing to an attitude-behaviour gap by Friberg & Tu (2017)

6 Conclusion

In order to fulfill the purpose of this study, the following chapter gives answers to the research questions based on the findings and analysis.

6.1 RQ 1 What is the Nature of the Attitude-Behaviour Gap?

The attitude-behaviour gap is prominent for the participants in this thesis when looking at fast fashion. The participants have a negative attitude towards the CSiR that fast fashion brands are involved in and they are aware that unethical events happen in their production sites. However, looking at the behaviour, the participants continue to consume fast fashion, despite the awareness of the CSiR and the negative attitude towards it. The attitude-behaviour gap is rather wide for the participants as the answer to research question two proves there is no act of CSiR alone that could eliminate the gap.

6.2 RQ 2 What kind of CSiR would be Required for the Attitude-Behaviour Gap to be Eliminated and Attitudes to be Reflected in Behaviour?

Looking at the sample in this thesis, it seems almost nothing would eliminate the attitude behaviour gap as some participants of focus groups and interviews admitted that fast fashion brands probably could do anything without it leading to a change in their behaviour. However, some participants mentioned that what would change their behaviour is if others in their surroundings changed their behaviour and they further claimed that child labour and assault include some of the worst things they could imagine. What would make them change their behaviour independently, hence without it being linked to social desirability, would be if they were affected personally. If the participants for example received a rash due to a dangerous substance used in the production of fast fashion, they claimed they would boycott that brand due to egoistic reasons. Furthermore, if the unethical production was placed in Sweden, hence closer to the sample leading to a reduction of the physical- and psychological distance, they would be more likely to boycott the brand.

6.3 RQ 3 What are the Reasons for the Gaps' Existence?

Nine factors have been identified as contributors to the attitude-behaviour gap when looking at fast fashion brands and the CSiR they involve themselves in. All nine factors have been analysed and furthermore visualized in a self-established model, found in section 5.4, describing the attitude-behaviour gap in depth. The nine factors include financial risk, interest, social risk, egoism, convenience, alternatives, psychological distance, locus of control and responsibility and they have been explained thoroughly in chapter five. All factors do not have to be experienced by a consumer in order for the attitude-behaviour gap to be prominent. The factors contributing to the gap may hence be different from one person to another and do not have to sum up to nine factors.

7 Discussion

The final chapter of this study discusses how the findings of this thesis contribute with both managerial and academic inputs. Furthermore, this chapter will discuss the societal impact of the findings and suggests what may have limited the study. Finally, suggestions for future research are presented.

7.1 Purpose

The purpose of our study is to understand and describe student's attitude-behaviour gap and the effect of corporate social irresponsibility by fast fashion brands, linked to human rights.

7.2 Contribution

7.2.1 Managerial Implications

As the results of this research shows that the sample is not affected by fast fashion brands' CSiR in their production more than in terms of their attitudes, fast fashion brands can more or less do anything they find beneficial. CSiR does affect the attitudes of the sample however, the behaviour does not reflect their attitudes. Some fast fashion brands, for example H&M which was the most salient brand in this sample of business students, can go very far in terms of CSiR as long as they do it abroad, thus inducing physical and psychological distance. Thus, managers of salient fast fashion brands do not have to worry about scandals affecting sales to a large extent, at least not considering the participants of this study. The model, which was established in the analysis of this study can be used by managers to understand what factors contribute to a continuation of consumption of fast fashion, despite the CSiR.

7.2.2 Academic Implication

Since we live in an era of consumerism and fast fashion allow people to consume more due to the low price, further research on the topic was needed. The research was done on a sample of Swedish student who belong to generation Y, which further is a generation that has been considered interesting considering sustainability. The research contributes to filling the gap that exists considering the nature of an attitude-behaviour gap when looking

at CSiR in the fast fashion industry, focusing on students who often have a limited budget. Previous research has focused more on an intention-behaviour gap or on environmental issues rather than on ethical ones. The thesis further provides suggestions to what factors serve as contributors to the gap for this particular sample.

7.3 Limitations

Limitations of the study may be that the participants of the focus group were chosen based on the authors' judgement and the participants knew one another relatively well which may have increased the social desirability bias and hence, impacted the findings. Looking deeper at the questions posed, a few of them were broad and complex which may have hindered participants from being able to provide a concrete answer. Hence, some questions required the moderator to give examples which may have biased results assuming participants got affected by the examples provided. In addition, the limitations to this study are those typically associated with a qualitative study, in terms of the inability to generalize the results to an entire population. The findings of this research are limited to Swedish business students belonging to generation Y.

Looking at the model established in this thesis, the factors contributing to the attitude-behaviour gap are not exhaustive and there may exist additional ones. Furthermore, the factors and the relative importance of them may depend on the sample at hand.

7.4 Societal Impact of the Study and Findings

The effect this study has on consumers will be its ability to make them realize that they do not act upon their attitudes and that they are affected by several external factors that are prioritized higher than their personal attitudes. This may lead to that the consumers think twice before purchasing fast fashion clothes in the future. Furthermore, this study will also provide insight to companies in terms of providing them with knowledge of that they can continue to engage in CSiR without it affecting their current consumers' behaviour, looking at the participants in this study. In addition, the study may have an impact on the ethical movement and slow fashion in terms of that the model provided in this research may serve as guidelines as to what consumers consider to be important when purchasing clothes, hence the factors contributing to the current gap.

7.5 Future Research Suggestions

In order to be able to generalize the findings of this research to an entire population, future research could make use of the model established in this thesis and quantify the results.

Through verifying the results through a quantitative study, the relative importance of the nine different factors presented in the model of this research can be measured.

Furthermore, future researcher can examine whether or not the results of this study is true in a different sample, for example an older or a younger generation. It would also be interesting to test the model on a sample considered to be highly knowledgeable and interested in ethical production, for example people who study sustainability, in order to see if the nature of their attitude-behaviour gap is different, if even existent. In this study, the authors have only examined the attitude-behaviour gap from a consumer's perspective, however, it would be interesting to see the fast fashion brands' view of this issue. Hence, examining the attitude-behaviour gap from the company point of view, assuming they do have a negative attitude towards CSiR and unethical production, would be interesting.

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Appendix

Interviews

Participant	Gender	Age	Time (min)
I1	M	22	58:11:00
I2	F	21	46:44:00
I3	F	24	32:18:00
I4	F	21	49:47:00
I5	F	20	49:14:00
I6	M	21	67:09:00

Focus Group 1

Participant	Gender	Age	Time (min)
P1.1	M	24	65:30:00
P1.2	F	24	-
P1.3	F	23	-
P1.4	F	23	-
P1.5	M	23	-

Focus Group 2

Participant	Gender	Age	Time (min)
P2.1	F	24	67:50:00
P2.2	M	23	-
P2.3	F	23	-
P2.4	F	22	-
P2.5	F	22	-

Focus Group 3

Participant	Gender	Age	Time (min)
P3.1	F	25	56:37:00
P3.2	F	24	-
P3.3	F	22	-
P3.4	M	24	-
P3.5	M	24	-

Focus Group 4

Participant	Gender	Age	Time (min)
P4.1	M	25	57:32:00
P4.2	M	23	-
P4.3	M	24	-
P4.4	F	25	-
P4.5	F	26	-
P4.6	F	23	-

Focus Group Guide

***Probing question used in focus group number 4**

****Probing question used in focus group number 3**

Question 1: How are your attitudes formed in general?

Question 2: Can you name any fast fashion brands that you perceive as unethical?

***Question 3:** Should fast fashion brands be able to keep track of, and control the manufacturers?

***Question 4:** Do you believe that the fast fashion brands take measures following a revealed scandal or simply fixed the current problem?

***Question 5:** Why do you still purchase from fast fashion brands despite the scandals?

***Question 6:** Let's say the unethical production happened here in Sweden and not abroad. Would you act differently in terms of potential boycotting?

Question 7: Can you name any specific unethical incidents that have happened in the fast fashion industry?

Question 8: Are you aware of the existing unethical behaviour in the fast fashion industry?

Question 9: Do you think there is enough information about unethical production in fast fashion industry?

Question 10: Have you ever taken action after receiving information about unethical behaviour by fast fashion brands through either boycotting a brand or stopping to consume fast fashion completely?

Question 11: Why have you not boycotted due to unethical behaviour?

Question 12: Have you actively looked for brands that offer ethical apparel?

Question 13: Whose responsibility is it to make sure that the clothes are being ethically produced and which party taking responsibility would be the most effective?

Question 14: Do you think your consumer behaviour have an actual impact on ethical issues and can influence companies' standpoint in ethical matters?

Question 15: What are the most important factors when you purchase clothes?

Question 16: What is your general perception of ethically produced clothes?

Question 17: Let's say you get a rash or other physical harm from wearing fast fashion clothes, are you then more willing to boycott?

Question 18: Are you more willing to boycott if people in your surroundings start to boycott due to unethical production?

Question 19: If a shirt from fast fashion brand X costs 100 SEK, how much are you willing to pay for an ethical shirt with the exact same attributes?

Question 20: Why do you think ethical aspect has not received as much attention as the environment aspects?

Question 21: What is the worst unethical behaviour by fast fashion in terms of violations of human rights?

Question 22: Lastly, would you change your purchasing behaviour if the worst unethical behaviour, that you just mentioned, happened?

****Question 23:** Would you want to support a company that has been involved in the worst unethical behaviour in your opinion?

Interview Guide

Question 1: How are your attitudes formed in general?

Question 2: What comes to your mind when you hear the term fast fashion and what is your attitude towards it?

Question 3: How do you form your attitudes towards clothes?

Question 4: What are the most important factors when you purchase clothes?

Question 5: Can you name any national and international fast fashion brands?

Question 6: Have you ever purchased fast fashion clothes, if yes, how often?

Question 7: Do you know any fast fashion brands that behave unethically in terms of violations of human rights?

Question 8: Can you name any specific unethical incidents that fast fashion brands have been involved in?

Question 9: Where have you gained that knowledge about the incident(s)?

Question 10: (Only applicable if the participant couldn't provide any examples in question 8). Why do you think you cannot provide any examples?

Question 11: Do you believe such unethical behaviour is common in the fast fashion industry? Furthermore, do you have an understanding of why those unethical incidents happen and is it inevitable?

Question 12: What are your attitudes towards corporate social irresponsibility?

Question 13: Do you think there exists enough information about what happens in the fast fashion industry?

Question 14: Have you ever boycotted a fast fashion brand due to unethical incidents related to CSiR?

Question 15: Why have you not boycotted following unethical behaviour?

Question 16: Would you be more willing to boycott if you were personally affected physically, e.g. if you got a rash from the fast fashion clothes?

Question 17: Let's say the unethical production happened here in Sweden and not abroad. Would you act differently in terms of potential boycotting?

Question 18: Is it more acceptable to have the unethical production abroad than in Sweden?

Question 19: Would you be more willing to boycott if people in your surroundings started to boycott due to unethical production?

Question 20: What are your general perception of ethically produced clothes?

Question 21: What target group do you think would be interested in buying ethical fashion?

Question 22: Can you name any brands or stores that have clothes that are ethically produced?

Question 23: Have you actively searched for ethical alternatives?

Question 24: If you have not searched for ethical fashion alternatives, why is that?

Question 25: How much extra would you be willing to pay for a piece of clothing that is proceeded ethically? An example: If a shirt from fast fashion brand X costs 100 SEK, how much are you willing to pay for an ethical shirt with the exact same attributes?

Question 26: Do you think your consumer behaviour have an actual impact on ethical issues and can influence companies?

Question 27: Whose responsibility is it that clothes are produced ethically?

Question 28: Why do you think the ethical aspect has not received as much attention as the environment aspect?

Question 29: If you use your imagination, what would be the worst thing, in terms of violations of human rights, a fast fashion company could ever do in their production?

Question 30: If the thing you suggested to be the worst thing you could imagine happened, would you change your purchasing behaviour?

Question 31: (Only applicable if the participant would not change their behaviour). Considering the fact that the worst thing you can imagine would not change your behaviour, do you thin fast fashion companies can do anything without it having an affect on your behaviour?