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Field report on consumer survey
and in-store experiments

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MISTRA FUTURE FASHION

Project 7: Sustainable Consumption and Consumer Behaviour

Deliverable 2.

Field Report Consumer Survey & In-Store Experiments

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Part A - Survey

Purpose of the Survey

Changing consumers' lifestyles towards more sustainable choices and behaviours in the fashion domain can be approached by both: removing barriers at the individual and infrastructural level as well as by promoting incentives for more sustainable choices. To identify such internal and external barriers and drivers of sustainable fashion consumption, a mixed method approach of both, quantitative and qualitative consumer research has been applied.

Internal drivers and barriers to sustainable consumption – focus point of work package 1 of project 7 - are identified by getting a deeper understanding of how actual consumer behaviour evolves during the phases of purchasing, using and disposing. Data on consumers' competence has been gathered by a questionnaire on consumer behaviour (habits, knowledge, time and financial resources) as well as the understanding of communicated information, i.e. labelling.

Consumer Competence – Identifying Internal Barriers and Drivers

Internal drivers and barriers include the whole range of consumer knowledge, attitudes, habits and practical competences, shaped by consumer socialization and education as well as by everyday lifestyles and social norms. While traditional models of consumer choice assume that knowledge, attitudes and behaviour are closely interlinked, empirical consumer research shows that consumers' consumption activities compete for the same limited resources (income, time, cognitive capacity) and are hence rather limited in nature. To explain – and change – consumer behaviour, it is important to take into account the fact that many consumer decisions are made based on heuristics and context and are thus, subject to biases.

To determine the impact of internal barriers and drivers on actual consumption, a questionnaire on knowledge, habits, cognitive capacities and other resources as well as lifestyles influencing fashion consumption has been developed.

The theoretical underpinning of the instruments used in the questionnaire is the Motivation-Ability-Opportunity-Behaviour Model (MOAB) (see also: Knowledge Unit on MOAB). For identifying most relevant instruments for the questionnaire, we also conducted an analysis of the so-called "Sustainable Fashion Pioneers", i.e. lead users in sustainable fashion consumption. Sustainable Fashion Pioneers are defined as being 'ahead of trend', dissatisfied, having high product-related knowledge, use experience, being involvement and opinion leaders (Lüthje, 2004).

Corresponding blogs and fora (such as, www.nicefashion.org/) have been analyzed by applying netnography (Belz, 2010). The results from the netnographic study and in-depth interviews with ten participants of such web based forums allowed the identification of common characteristics of sustainable fashion pioneers. The findings enable the detection of differences between these pioneers and other consumers with regard to their internal barriers and drivers.

Once factors of (sustainable) fashion consumption were selected (based on theory and Sustainable Fashion Pioneers), we draw mainly on prior developed and validated instruments.

The results of this work package feed into the development of in-store experiments, which are the focus point of work package 2. Besides identifying external drivers and barriers - the choice setting factors of sustainable fashion consumption (i.e. the potential and actual access, availability and affordability of sustainable choices) - the role of individual barriers and drivers will be further explored and enriched. The analyses in both work packages (1 & 2) form the basis for the development of a tailored communication toolbox (work package 3), aimed at inducing change of behaviour. To develop effective strategies for changing consumers' lifestyles towards more sustainable choices and behaviours in the fashion domain, the results from the quantitative survey enable the identification of target groups according to their stage of change (cp. transtheoretical model (Prochaska, 1984)). The data provides insight into the actual stage of change a consumer is in.

Theoretical Framework of the Survey

Theoretically, this project draws from recent insights from Behavioural Economics (BE) in combination with the MOAB (Thøgersen, 1994). Consequently, as mentioned above, the questionnaire has been built around concepts, which are part of the MOAB. In the following, the theoretical foundation of the quantitative survey will be briefly introduced.

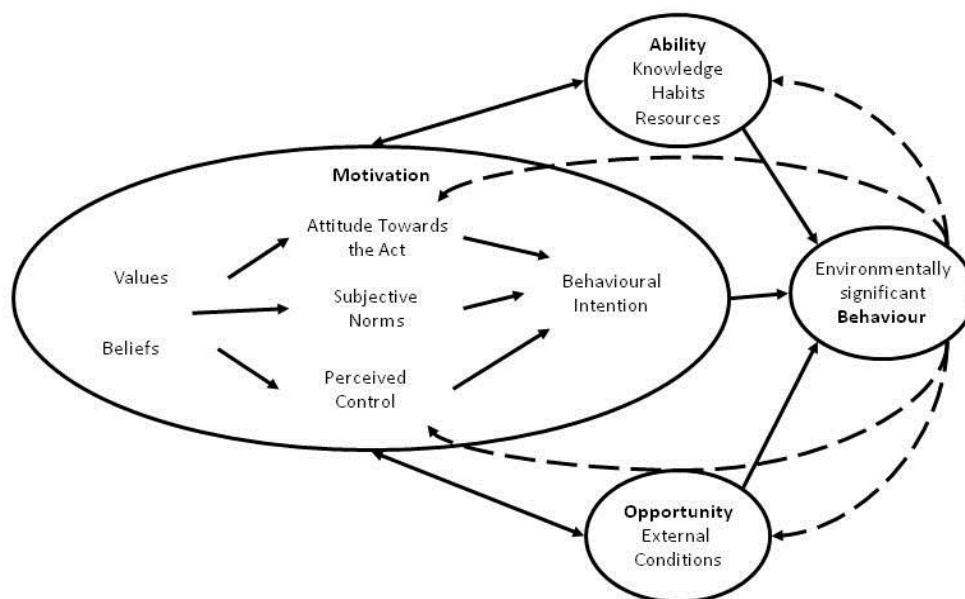
Consumers can have a variety of different reasons or motives to act in a sustainable way. In addition to that, individuals might also vary in the strength of their motivation. According to Thøgersen (2010), several factors influence consumer motivation: "Consumer motivation to act in a pro-environmental way depends on their individual value priorities, environmental concern, attitudes towards specific pro-environmental behavior and internalized norms and sometimes also on their self-efficacy with regard to the specific behavior in question." (Thøgersen, 2010)

Although the intention to act is a necessary condition for sustainable behavior, motivation alone is not sufficient (Thøgersen, 2010). While there is ample evidence on consumers' motivation to act sustainably (Devinney, 2010), most consumers appear to fall short of living up to their own expectations (Beard, 2008). This so called attitude-behaviour gap, i.e. that positive attitudes towards the environment cannot consistently be translated into sustainable lifestyles (Devinney,

2010; Tanner, 2003), indicates the existence of barriers that impede consumers from acting on good intentions (Thøgersen, 2010). Even though the problem how to best overcome this much cited “attitude-behaviour-gap” is still unresolved, research from economic psychology as well as behavioural economics has recently come up with empirically based answers that mostly concentrate on “ability” (i.e. internal factors) and “opportunities” (i.e. external factors along the “triple A” – availability, affordability and accessibility or choice context) as decisive intervening variables shaping consumption behaviour.

For Ability, strong habits or limited resources (e.g. time, money, cognitive capacity, and knowledge) constitute personal characteristics influencing sustainable consumption patterns. In everyday life, lots of consumption activities compete for the same limited resources, which in turn constraints the time and effort consumers will spend on achieving their goal (Thøgersen, 2010). External factors or opportunity include factors such as infrastructure or the “triple A” (i.e. availability, affordability, and accessibility) and choice context (Thøgersen, 2010). Figure 1 illustrates the MOAB Model

Figure 1:



Source: Thøgersen (2010)

Development of Questionnaire & Quality Assessment

The questionnaire was developed based on an extensive review of relevant literature. As most existing scales are available in English, the questionnaire was developed in English.

A first draft of the questionnaire was reviewed by a group of experts, with a special focus on whether scales were still up-to-date. This was especially relevant for those scales, whose evaluation required more technical knowledge. Corresponding changes were made.

Subsequent to the changes made according to the expert feedback, the adjusted version was pretested. The questionnaire came out to be too long as it took more than 60 minutes to fill it in. Consequently, the decision was made to split the questionnaire into two parts, with one part covering the more general fashion consumption related concepts, while the other part was more specifically targeted towards sustainable fashion consumption. The order of scales and questions was adjusted correspondingly. The split-questionnaires were pretested again. Both rounds of pretests were conducted at the Copenhagen Business School, Denmark in December 2011 and January 2012. A sample size of 15 was established for both the first and the second round (split versions). The samples roughly reflected the actual target group of this project in terms of age, with the majority of pretest respondents being between 25 and 30 years old.

As no adjustments were necessary after the second round of pretests with the split-questionnaires, the questionnaire was translated into Swedish. Pilot tests with the Swedish version of the split questionnaires were conducted with a group of 8 students at Stockholm School of Economics, Sweden. No further adjustments were required.

In a final step, a language double check was conducted by GfK Sweden. Besides this language check, GfK did a final quality test and streamlined answer categories, i.e. 7-Point Likert Scales were changed to 5-Point Likert scales, in order to prevent respondent confusion.

Sampling

The target group of this project are Swedish fashion consumers aged 16 to 30 years. Aiming for a representative sample, the collaboration with GfK Sweden yielded a total sample size of 1,175 respondents. Representativeness is guaranteed by age, sex, region and education.

Between 19th March and 13th April 2012, respondents were asked to answer both parts of the questionnaire, with a two week break between the completion of split-questionnaire 1 and split-questionnaire 2. The completion of both parts took approximately 20-30 minutes each.

Questionnaire

In the following, the different concepts used in the questionnaire will be presented in Table 1. The two columns to the left of the table provide information about the concept and the domain, the concept belongs to. The two columns to the right shed light on the origin of the concept, i.e. the source, and how the original concept has been adjusted to fit the needs of the survey.

Table 1: Overview of Concepts used for Questionnaire Sustainable Consumption and Consumer Behavior - MISTRA

| Domain | Concept | Source | Comments |
|------------------------|---|---|--|
| Demographics | <ul style="list-style-type: none"> Gender Age Household composition (form, number of household members, age of household members) Education Rural/urban Monthly disposable income | Own scales | |
| MOAB Domain Motivation | Attitudes – Textile Recycling Attitudes | Domina, T., & Koch, K. 1999. Consumer reuse and recycling of post-consumer textile waste. Journal of Fashion Marketing and management. Vol. 3, 4, 346-359 | <ul style="list-style-type: none"> "garment" replaced with "clothes" to unify wording Did not indicate what Likert scale was used - decided on 5 point Likert |
| | Beliefs – Consumers' environmental beliefs | Dunlap, R.E., Van Liere, K.D., Mertig, A.G., & Jones, R.E. 2000. Measuring Endorsement of the New Ecological Paradigm: A Revised NEP Scale. Journal of Social Issues, Vol. 56, No. 3, pp. 425-442 | <ul style="list-style-type: none"> Original statement "We are approaching the limit of the number of people the earth can support." replaced with "We have exceeded the limit of the number of people the earth can support." as the statement is no longer correct (reviewed by experts). "don't know" answer category added. "unsure" replaced with "neither disagree nor agree" |

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| | Environmental concern | Thøgersen, John, Haugaard, Pernille, Olesen, Anja (2010) Consumer responses to ecolabels. European Journal of Marketing. Vol. 44 No. 11/12 | <ul style="list-style-type: none"> • Environmental concern factor of Questionnaires Personal Factors |
| | List of Values | Kahle, Lynn R. (1983) Social Values and Social Change: Adaptation to Life in America. New York: Praeger Also in Marketing Scales Handbook | <ul style="list-style-type: none"> • Highlighted "how important is it to you & one thing [...] most important to you" • "to you" added to make it easier to read the question/know what expected of respondent |
| | Involvement with clothes | Michaelidou, N., & Dibb, S. 2006. Product involvement: an application in clothing. Journal of Consumer Behaviour. 5: 442-453 | <ul style="list-style-type: none"> • 5 dimensions included: Importance, Pleasure, Interest, Self-expression, Sign value • 6. dimension-perceived risk excluded |
| | Values – Materialism vs. Post-Materialism | 15 items adopted from the materialistic values measure of Richins, Marsha L. Dawson, Scott (1992). Materialism as a Consumer Value: Measure Development and Validation. Journal of Consumer Research. Vol. 19. pp. 303-316 | |
| | Opinion Leaders and Opinion Seekers | Based on Flynn, Goldsmith, and Eastman (1996) – Scale Handbook Goldsmith, R.E., Reinecke Flynn, L. and Moore, M.A. 1996. The Self-Concept of Fashion Leaders. Clothing and Textiles Research journal 1996 14: 242 | <ul style="list-style-type: none"> • Changed to 5-point Likert scale to increase convenience for respondents • New introduction sentence to create reference frame that makes it easier to relate to the "people" expressions in the statement battery: "Imagine you are out shopping with your family or friends" • Decision to create reference frame after pilot-tests identified that respondents had difficulties in relating to statement |
| | Self image/self concept | Malhotra, N. (1981). A scale to measure self-concepts, person concepts, and product concepts. Journal of Marketing Research, 18, 456-464 | <ul style="list-style-type: none"> • "How would you describe yourself according to the following characteristics?" added in order to make it easier for respondents to know what is expected of them (original scale quite abstract) • 7 response points adjust with -3 to +3 |
| | Functions of clothing | Selection of items from Kwon and Parham (1994). Effects of state of fatness perception on weight conscious women's clothing practices. Social Behavior and Personality, 20, 295-307 | <ul style="list-style-type: none"> • Original introduction sentence: "Below are statements about clothes and the ways they may or may not be used or chosen by different women & men." |

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| | | Tiggemann, M. & Lacey, C. 2009. Shopping for clothes: Body satisfaction, appearance investment, and functions of clothing among female shoppers. Body Image 6, pp. 285-291 | Changed into: "Below are statements about clothes and the ways they may be used or chosen by you. [...] I tend to select:" |
| | Values – Hedonic and Utilitarian Shopping Values | Babin, Barry J., Darden, William R., Griffin, Mitch (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. Journal of Consumer Research. 20. 644-656 | <ul style="list-style-type: none"> "Please recall your last shopping trip" added in order to enable reference frame |
| MOAB Domain Ability | Perceived Knowledge – Subjective Fashion Knowledge | Goldsmith, R.E., Reinecke Flynn, L. and Moore, M.A. 1996. The Self-Concept of Fashion Leaders. Clothing and Textiles Research journal 1996 14: 242 | <ul style="list-style-type: none"> Changed to 5-point Likert scale to increase convenience for respondents |
| | Environmental Apparel Knowledge – Objective Knowledge | Kim, H.S., & Damhorst, M.L. 1998. Environmental Concern and Apparel Consumption. Clothing and Textiles Research journal. 16: 126 | <ul style="list-style-type: none"> Changed to 5-point Likert scale to increase convenience for respondents "Do not know" answer category added after pilot-test |
| | Label Knowledge | Thøgersen, John, Haugaard, Pernille, Olesen, Anja (2010) Consumer responses to ecolabels. European Journal of Marketing. Vol. 44 No. 11/12 | <ul style="list-style-type: none"> Label Knowledge factor of Questionnaires Personal Factors Adjust to fashion and cultural context – EU Flower, Bra Miljöval, GOTS, Nordic Swan, Oeko-tex Standard 100 chosen |
| | Label Use | Thøgersen, John, Haugaard, Pernille, Olesen, Anja (2010) Consumer responses to ecolabels. European Journal of Marketing. Vol. 44 No. 11/12 | <ul style="list-style-type: none"> Label Use factor of Questionnaires Personal Factors Adjust to fashion and cultural context – EU Flower, Bra Miljöval, GOTS, Nordic Swan, Oeko-tex Standard 100 chosen |
| | Resources - Time | Own scales | <ul style="list-style-type: none"> Average duration of shopping trip |
| | Resources - Financial | Self-reported | Monthly disposable income – covered in demographics |
| | Skepticism of Environmental Product Claims | Original Measure of skepticism by Mohr, Eroglu, and Ellen (1998) – one item split as double barreled Hustvedt (2006) dissertation | <ul style="list-style-type: none"> Changed to 5-point Likert scale to increase convenience for respondents Adjustment: "environmental" exchanged with "sustainable" in all statements and questions Additionally "(e.g. social, environmental)" added to give assistance In Swedish translation brief definition provided of what term "sustainability" entail as not commonly used in Swedish context |

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| | Self-efficacy | Schwarzer, R., & Jerusalem, M. (1995). Generalized Self-Efficacy scale. In J. Weinman, S. Wright, & M. Johnston, <i>Measures in health psychology: A user's portfolio. Causal and control beliefs</i> (pp. 35-37). Windsor, UK: NFER-NELSON. | |
| MOAB Domain Opportunity | Perceived ability to promote ethical trade | Source: Uusitalo, O. & Oksanen, R. 2004. Ethical consumerism: a view from Finland. <i>International Journal of Consumer Studies</i> . 28, 3, pp214-221 | <ul style="list-style-type: none"> • "ethical" exchanged with "sustainable" • "clothing" added to create reference frame for fashion context |
| | Price | Scholderer, Joachim, Brunsø, Karen, Bredahl, Lone, Grunert, Klaus G. (2004) Cross-cultural validity of the food-related lifestyle instrument (FRL) within Western Europe. <i>Appetite</i> 42. 197-211 | <ul style="list-style-type: none"> • Changed to 5-point Likert scale to increase convenience for respondents • Original Statement 3: "I look for ads in the newspaper for store specials and plan to take advantage of them when I go shopping" adjusted for fashion context: "I look for store specials and sales and plan to take advantage of them when I go shopping." |
| | Price/Quality relation | Scholderer, Joachim, Brunsø, Karen, Bredahl, Lone, Grunert, Klaus G. (2004) Cross-cultural validity of the food-related lifestyle instrument (FRL) within Western Europe. <i>Appetite</i> 42. 197-211 | <ul style="list-style-type: none"> • Changed to 5-point Likert scale to increase convenience for respondents |
| MOAB Domain Behavior | Purchase | Butler, S.M.; & Francis, S. 1997. The effects of environmental attitudes on apparel purchasing behavior. <i>Clothing and Textiles Research Journal</i> 15, no. 2:76-85 | <ul style="list-style-type: none"> • "&/or social" added to cover sustainable issues • Additionally "often" as answer category added • After review 5 point continuum |
| | Frequency Modes of Clothing Acquisition | Own scale | |
| | Environmental Apparel Consumption | Kim, H.S., & Damhorst, M.L. 1998. Environmental Concern and Apparel Consumption. <i>Clothing and Textiles Research journal</i> . 16: 126 | <ul style="list-style-type: none"> • "apparel" exchanged with "clothes" in order to unify the wording • Answer category "often" was added • In Swedish translation additional wording for explaining what is meant by low impact • No indication of which Likert scale used - decided on 5 point scale: never, rarely, sometimes, often, always |
| | Use/ Maintenance (Washing, drying, | Own scales developed in consultation with industry experts | |

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| | dry cleaner, ironing) | | |
| | Disposal/Recycling | Domina, T., & Koch, K. 1999. Consumer reuse and recycling of post-consumer textile waste. Journal of Fashion Marketing and management. Vol. 3, 4, 346-359 | <ul style="list-style-type: none"> • Questions not explicit in paper but indicated • Adjusted to suit cultural and contemporary trends, e.g. swapping parties added for contemporary trends • Original statement 1: order changed - Resale before Consignment shop as respondents in pilot-tests had difficulties in relating to "consignment shop" • Original statement 2: "Garage sales" - "flea markets" added • Original statements 3 & 4 (salvation army/godwill & religious organizations) grouped together under term "charity organizations" • "Other" option added in order to be able to identify potential other disposal forms that the researchers were not aware of |
| | Discarding | Domina, T., & Koch, K. 1999. Consumer reuse and recycling of post-consumer textile waste. Journal of Fashion Marketing and management. Vol. 3, 4, 346-359 | <ul style="list-style-type: none"> • Original Question: What were the reasons for discarding unwanted garments? (by disposal method) adjusted to "Name up to 3 main reasons" • Adjustment in wording: "clothes" instead of garments - same rational as in case of "apparel" |
| | Fashion related behavior | Goldsmith, R.E., Reinecke Flynn, L. and Moore, M.A. 1996. The Self-Concept of Fashion Leaders. Clothing and Textiles Research journal 1996 14: 242 | <ul style="list-style-type: none"> • Order of scale changed: Original 1 = very often - 5 = never, MISTRA: 1 = never – 5=very often • Statement 1: "blogs" added for contemporary reasons • Statement 2: "internet" added for contemporary reasons • Magazines adjusted to swedish context & target group: Elle, Damernas Värld, Café |
| Stages of Change | Stages of Change | Webb, D.J., Mohr, L.A., & Harris, K.E. 2008. A re-examination of socially responsible consumption and its measurement. Journal of Business Research 61; 91-98 Self-assessed socially responsible | <ul style="list-style-type: none"> • "two issues outlined above" added for clarification • Highlights were added for clarification |

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| | | consumer behavior measure based on four stages of change by Andreasen (1995) – used as basis for typology of consumer responses to CSR by Mohr et al. (2001) | |
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Part B - Experiments

Purpose of the Experiments

The results of work package 1, aimed at identifying barriers and drivers of sustainable fashion consumption, fed into the development of work package 2, the in-store experiments. Besides identifying external drivers and barriers – the choice setting factors of sustainable fashion consumption (i.e. the potential and actual access, availability and affordability of sustainable choices) – the role of individual barriers and drivers are further explored and enriched through supplementing consumer and staff surveys.

In-store experiments will investigate how consumers can be nudged into more sustainable choices by just shaping the stimuli of the environment accordingly. Developing and applying in-store experiments on consumer behaviour with different setting stimuli such as communication, price, placement offering sustainable options, health labelling and choice editing enable the comparison of the effectiveness of different choice architectures to simplify and promote sustainable choices.

The analyses in both work packages (1 & 2) form the basis for the development of a tailored communication and instrument toolbox (work package 3.), aimed at inducing change of behaviour.

Background

The in-store experiments of work package 2 accompany around the implementation of an in-store recycling service, launched by Weekday in collaboration with one of the world's leading textile recycling companies, I:Collect, in all their Swedish stores in the beginning of October 2012.

Weekday is a Swedish fashion retailer that has seven shops in Sweden and several across Europe. It was founded in 2000 by Örjan Andersson, Adam Friberg and two of their friends by opening a small second hand store in a Stockholm. Their target group are customer aged between 16 – 30 years. They have several brands, such as MTWTFSS Weekday, Cheap Monday, Weekday Vintage. More can be read here: <http://www.weekday.com/about>

General information on the recycling programme:

Weekday introduced a recycling programme in the beginning of October 2012. The recycling programme comprises that customer bring old clothes, shoes, and other textiles packed in a plastic bag to one of the Weekday stores. Customers are limited to a maximum of 15kg of unwanted textiles per disposal-session. In return, staff members provide customers with a voucher which can be used on one of their next purchases at Weekday. Customers get a voucher of 10 SEK for a normal sized shopping bag and 20 SEK for a larger sized shopping bag filled with old textiles. The recycling programme is not branded as a charity initiative, but rather as an environmental friendly initiative and business, i.e., the voucher is called "pant" and in-store brochures make sure that customer understand the advantage of recycling over landfill. More can be read here: <http://www.weekday.com/magazine/recycle-your-used-clothes-weekday-sweden>

Development of Experiments & Supplementing Surveys

The overall experiment field work is conducted using a three phases approach. In phase 1, the baseline is established. In phase 2, the recycling programme is introduced using communication as stimuli and in phase 3, a follow-up survey is conducted. All phases are described in more detail below.

In Phase 1, a pre-survey was conducted with Weekday customers outside four of their stores in Gothenburg and Stockholm. Purpose of this pre-survey was to gain a better understanding of who the Weekday customer actually is. In order to be able to draw comparisons to the average Swedish consumer, i.e. insights that we gained by means of the overall representative survey conducted in work package 1. The questionnaire used for the pre-survey builds on main elements of the overall representative survey questionnaire. Given the focus of the experiments on the implementation of an in-store recycling service, the pre-survey primarily covered concepts that relate to the textile disposal behaviour of consumers. All domains of the MOAB model related to discarding/recycling were included.

Phase 2 was accompanying the implementation of the in-store recycling system. Weekday's in-store marketing included a brochure, a display stand at the cashier and the I:Co collecting box. In one Gothenburg shop, the in-store communication was reduced to only the I:Co collection box next to the cashier. Information about the participation rate was collected in collaboration with Weekday and I:Co in terms of the number and amount of vouchers given to customers upon textile drop-off. Especially of interest was the effect of the non-existent in-store communication in the one Gothenburg shop compared to all other shops.

Phase 3 included two follow-up studies: a customer follow-up and staff interviews. Based on the experiences of I:Co, participation stabilizes after about a six week of implementation of the recycling programme. Thus, a follow-up survey was conducted six weeks after the introduction – from 15 November 2012. Respondents were participants from the pre-survey as well as new recruited respondents. The latter were recruited in front of the Weekday stores.

The follow-up survey included evaluation and participation measures of the recycling programme as well as the pre-survey's concepts. This ensures comparisons in two ways: a) between Weekday customers and average Swedish consumers (see Work Package 1) and b) to measure the effect the recycling programme on Weekday customers – before and after the introduction of such a recycling programme (pre-survey versus follow-up). The latter is to identify whether such a programme can change attitudes, beliefs and/or behaviour.

The evaluation and participation measures of the recycling programme comprised, for example, satisfaction or convenience of use. Weekday customers who had not used the service were interviewed with regard to the reason for non-participation and their behavioural intention to make use of the service in the future.

The staff interviews were carried out in the same time period. The interviews aimed at gaining insights into the Weekday store staff's evaluation of the in-store recycling service. Focus of this survey is to staff members' perception of the recycling program, as they are one important pillar of the successful implementation of such an in-store recycling system. Thus the questionnaire builds around staff members' perception of the recycling programme, barriers and success factors, convenience as well as some more general information. In order to be able to compare customers and staff views on the recycling system, this questionnaire covers some of the same questions used for the follow-up customer survey.

Sampling of Supplementing Surveys

The target groups of the supplementing surveys are WEEKDAY customers (pre- & follow-up survey) and staff members of the WEEKDAY stores (staff survey).

For the pre-survey, the collaboration with GfK Sweden yielded a sample size of 202 respondents. Interviews were conducted outside four WEEKDAY stores in Gothenburg and Stockholm, i.e. a minimum of 50 respondents per store. Respondents were recruited upon leaving the stores. Additionally, e-mail addresses were acquired for 125 respondents; respondents which will be contacted again for the follow-up survey.

Between 1 and 28 of September 2012, respondents were asked to answer the pre-survey. Gift coupons were used as incentives. The completion of the questionnaire took approximately 15 minutes.

For the follow-up survey, GfK Sweden collected 1000 e-mail addresses in the middle of November 2012 outside five WEEKDAY stores, one in Malmö, as well as the four previously used stores in Gothenburg and Stockholm, i.e. 200 e-mail addresses were collected per store. The survey was then sent electronically to the collected e-mail addresses as well as to the respondents from the pre-survey who indicated their e-mail address. A lottery with gift coupons was used as incentive for respondents aged 18 years and above. For respondents aged below 18 years, the WEEKDAY pant was used as incentive for participation. The completion of the follow-up questionnaire took approximately take 15 minutes. The samples size is 521 responses in total.

For the staff-survey, personal interviews were conducted in the 2nd half of November 2012 with staff members of five stores used for the consumer follow-up survey (one store in Malmö, two stores in Gothenburg, and two stores in Stockholm) plus the store in Uppsala. Interviews were conducted by trained Swedish student assistants on weekdays before 4pm. These times were suggested by Weekday due to lower customer traffic. Interviews took approximately 10 minutes to complete. Highest priority for interviewee selection was given to store managers and fixed staff. Full-time employed staff is assumed to have most customer contact. Second priority was given to external staff, i.e. staff members who work 10 hours or more per week. The target sample size for the staff-survey is a minimum of 30 respondents, with an average of 6 staff members per store. The students who carried out the interviews had received detailed instructions by the research

team in form of a Standard Operating Procedure (see Appendix). In total, 32 staff members have been interviewed

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Appendix

Weekday – Staff interviews

Standard Operating Procedure

General information on Weekday:

Weekday is a Swedish fashion retailer that has 7 shops in Sweden and several across Europe. It was founded in 2000 by Örjan Andersson, Adam Friberg and two of their friends by opening a small second hand store in a Stockholm. Their target group are customers aged between 16 – 30 years. They have several brands, such as MTWTFSS Weekday, Cheap Monday, Weekday Vintage. More can be read here: <http://www.weekday.com/about>

General information on the recycling programme:

Weekday introduced a recycling programme in the beginning of October. The recycling programme comprises that customers bring old clothes, shoes, and other textiles packed in a plastic bag to one of the Weekday stores. In return, the customer gets a voucher of 10 SEK for a normal sized shopping bag and 20 SEK for a larger sized shopping bag filled with old textiles. The recycling programme is not branded as a charity initiative, but rather as an environmental friendly initiative and business, i.e., the voucher is called "pant" and in-store brochures make sure that customers understand the advantage of recycling over landfill.

CBS part in this Weekday initiative:

Weekday is a partner in the Mistra Future Fashion consortium, where CBS leads project 7 on Consumer behaviour and sustainable consumption. CBS accompanies the recycling initiative of Weekday in order to enhance sustainable fashion consumption. Here, we especially focus on the effects of in-store communication and the acceptance of such an initiative. Regarding communication, we have one store in Gothenburg without any communication and will compare the participation rate of customers in the recycling programme. The communication in that specific store will be successively increased and changed. The aim is to increase customer participation rate by in-store communication. Here, we have an in-store experiment running from 3 October – 31 October 2012.

Regarding the acceptance of the recycling programme, we are interested in satisfaction, convenience and other aspects of the recycling programme for the customers. Additionally, we would like to see whether such an initiative can change environmental attitudes and behaviour in general. Here, we ran a presurvey with 200 Weekday customer on general environmental attitudes and behaviour as well as fashion consumption behaviour. These customers as well as additional 300 customer will be asked again after six weeks of the introduction of the recycling programme. Questions from the presurvey will be repeated and new questions on the recycling programme (satisfaction, convenience, etc) will be added. The pre- and the follow-up survey are carried out by GfK Sweden (a leading market research institute).

Additionally, we are interested in the staff and how they perceive the recycling programme as they are one important pillar of the in-store communication. Thus, we need information on their perception of the recycling programme, of barriers and success factors as well as some more general information. This is where you come in.

Your part:

You will carry out a minimum of 30 interviews (in total) with Weekday staff. Your task will be to organize the interviews, carry them out and send the questionnaires to us.

| | |
|-------------------------|---|
| Field phase: | 15 – 23 November 2012 (30 November if necessary) |
| Timing: | weekdays before 4pm (these times were suggested by Weekday because there is the least customer traffic) |
| Interview duration: | 10 minutes/interview |
| Stores: | 2* Gothenburg (Södra Larmgatan 12, Kungsgatan 46), 2* Stockholm (Götgatan 21, Drottninggatan 63), at least one of the two shops given below: Malmö (Södravall gatan 5) and/or Uppsala (Kungsängsgatan 6) |
| Location of interviews: | could be in the stores or outside – please organize with store manager |
| Interviewees: | each store manager (priority 1), fix staff (priority 1), external staff (less than 10 working hours/week) (priority 2) |

Our part:

- Payment: 130 SEK per hour – please note down how many hours you needed. We calculate with 1 hour per interview (including preparation) + some travel time
- You have to write an invoice to us – this will be paid. We will send a template to you.
- We deliver the questionnaire on time

Before interviews:

Weekday provided the store managers contact details. They are informed about the planned interviews and they are willing to participate. Please contact the store managers and agree on dates and times for interviews. You might have to go twice to one shop in order to get a maximum of staff interviewed. We need on average 6 staff members per shop!

Discuss with store manager about the best location for the interviews. If it is possible to carry out interviews undisturbed in the store, use that opportunity. If this is not possible, try to carry out interview outside or in a cafe close to the shop.

Contact details Weekday Store Managers:

- SE0650 Södra Larmgatan 12 411 16 **Göteborg** 031 711 51 50
Henrik Ekström 0767-63 22 26 henrik.ekstrom@weekday.se
- SE0656 Kungsgatan 46 411 15 **Göteborg** 031 131216
Hanna Lindström "ställis". 0705-929653. hanna.maria.lindstrom@hotmail.com
- SE0652 Götgatan 21 116 46 **Stockholm** 08 642 17 72
Pauline Messo 0707-96 54 07 pauline.messo@weekday.se
- SE0655 Drottninggatan 63 111 71 **Stockholm** 08 411 29 70
Sophie Traav 0707-96 38 84 sophie.traav@weekday.se
- SE0653 Södravall gatan 5 211 40 **Malmö** 040 611 95 50
Rebecca Göland 0768-85 44 53 rebecca.goland@weekday.se
- SE0654 Kungämsgatan 6 753 20 **Uppsala** 018 12 60 79
Lina Gustavsson 0761-28 49 31 lina.gustavsson@weekday.se

Make yourself familiar with the questionnaire. We will send you a version ready to be used. You could either have a paper form or a digital form. Please let us know which you prefer. The digital form would be easy to fill in when having a computer or tablet with you. If that is not possible, you can use the questionnaire in paper form. The questionnaire comprises mainly closed questions. This means that you do not need any special interview training.

The interview:

Before you start the interview itself, make sure that the staff is aware of the following:

- Participation is voluntarily

- The reason for this interview is twofold:
 - 1) to learn about how the Weekday staff experiences the recycling programme and improve the recycling programme and
 - 2) to contribute to research on sustainable fashion consumption
- Answers are anonymous, i.e., Weekday will get the results only on a generic level.
(This means also, that we will not present results by shop or city, but only for all interviewed staff members together. This guarantees anonymity.)
- Make the staff member you are interviewing feel comfortable talking to you

When interviewing:

- Read out questions to interviewee and wait for response
- If question is unclear, read again
- Try not to steer answer towards a specific direction, try to influence interviewees as least as possible
- Thank the interviewee for the time and support

After the interview:

- Make notes on anything that was special or you think is worth noting down (even if it seems very unimportant)
- Collect filled in questionnaires
- Send questionnaires (digital or printed) to CBS, when field phase is finished for you:
Wencke Gwozdz
Copenhagen Business School
Department of Intercultural Communication and Management
Porcelænshaven 18A
2000 Frederiksberg
Denmark
e-mail: wg.ikl@cbs.dk

That's it! You are done with the job ;-)

Many thanks for your work!

If you have any question before, during or after the field phase, please do not hesitate to contact me:

Wencke Gwozdz

e-mail: wg.ikl@cbs.dk

tel: +45 3815 3391

mobile: +45 4033 0778