PART (A)

# Q No:1

**Interviewer:** So, my first question is, what are the financial barriers or limitations that fashion brands are encountering when they are implementing SDGs?

# Answer:

**Interviewee:** Okay, the first thing is that the cost is very high in the material and as well as in the technologies. Because of the high cost of materials and technologies, fashion brands must face barriers. Secondly, fashion brands get less loans and funds for this, and investors must support this. Thirdly, you can say that we must see whether we are making a profit or not because brands run based on profit.

# Q No:2

**Interviewer:** Okay, so my next question is, the barriers like outsourcing material or lack of government support, how is this impacting the implementation of SDGs?

# Answer:

**Interviewee:** Okay, firstly, the laws, the government does not provide us with any incentives for this. Funds are not provided by the government to motivate us. I hope you got the point. Secondly, there are no clear policies and thirdly, there are no laws related to the environment. There are very weak laws because of which we are not able to continue our sustainable goals.

# Q No:3

**Interviewer:** Okay, so do you believe that not keeping an eye on suppliers' eco-friendliness and not rewarding green practices is a big obstacle for fashion brands to follow SDGs?

# Answer:

**Interviewee:**  Yes, yes, it is. Because if we don't keep an eye on suppliers, we won't know whether they are doing our work in an eco-friendly way or not. Firstly, secondly, fashion brands give real rewards to suppliers to work as environmental free. Secondly, one more thing, if we don't monitor weak suppliers, they can do their work in any way. That is why it is very important to keep an eye on them so that we know whether they are doing their work in an eco-friendly way or not.

# Q No:4

**Interviewer:** Okay, now kindly tell me, how does technology failure or lack of technology development become a barrier in the implementation of SDGs?

# Answer:

**Interviewee:**  It is because if there is no technology, the chain breaks. There is a problem in developing eco-friendly technologies.  And if you have old machinery, it takes a lot of time and effort to upgrade it.  That is why it is a big barrier and nowadays, everything is based on technology.  If there is technology, things will be developed in the right way.

# Q No:5

**Interviewer:** If there are barriers and lack in the environmental training programs, how does it affect the sustainability of our fashion brands?

# Answer:

**Interviewee:** As such, if the employees are aware of this, our practices will be sustainable and secondly, if the training is poor, the execution will also be poor and thirdly, if the implementation is ineffective, then the whole chain will be disturbed. If an employer doesn’t know what his work is and how environmentally friendly it is, then his attitude will be negative, and our work will not also go well.

Part (B)

**Interviewer:** Now I am moving to the next part, where we will talk about benefits.

# Q No:1

**Interviewer:** My first question is, to what extent are the sustainability actions of a fashion brand contributing to a positive reputation? So, is there any impact of this on the purchase and retention of customers?

# Answer:

**Interviewee:** Yes, 100%. Because today's customers demand quality. And they attract customers who are environmentally friendly. And you can see for yourself that we teach our children not to create a mess, keep Pakistan clean, etc. We can teach everyone only if we follow and implement this. So, those customers come to us who take interest in these things. The trust of the customer is built on us. If we buy a quality product from here, it will meet our quality. If we want to gift something to someone, we will look at that specific brand.

Because of this, the purchase will increase.

# Q No:2

**Interviewer:** My next question is, in your opinion, are the sustainable marketing practices that we are implementing, are they helping a fashion brand to enter new markets or increasing its market share?

# Answer:

**Interviewee:** 100%. Because if we adopt sustainable marketing, we enter the new market in such a way that our eco-conscious customers come to this thing. And internationally, we also bring those customers.  And because of this, you can say that our normal brand and this sustainable marketing brand which is running an eco-friendly system is different from other brands.

# Q No: 3

**Interviewer:** Okay, so Is it important for fashion brands to implement sustainable solutions to remain competitive in the international market?

# Answer:

**Interviewee:** Yes, it’s important for fashion brands to adopt sustainable practices to stay competitive globally. More people now care about eco-friendly and ethical products, and brands that don’t adapt risk losing customers and falling behind.

# Q No: 4

**Interviewer:** Okay, so do you think working for sustainable fashion brands will increase motivation and productivity of employees?

# Answer:

**Interviewee:** Yes, working for sustainable fashion brands can boost motivation and productivity, as employees feel aligned with meaningful values and contribute to a positive impact. This sense of purpose fosters engagement and pride in their work.

# Q No: 5

**Interviewer:** And in your opinion, what do you think, how do sustainable marketing practices play a role in attracting or retaining employees?

# Answer:

**Interviewee:** Okay, okay. Because if we work in an eco-friendly way, then it is a proud moment for the employees.  And this gives them satisfaction that yes, we are working in a good brand, in a good organization. And because of this, their productivity, their attitude is positive, their environment is positive, and they have awareness. Because of this, our productivity increases, and they will never want to move to other organizations due to shared values regarding sustainability.

Part (C)

**Interviewer:** Now I will ask you a question in which we are talking about effective techniques.

# Q No: 1

**Interviewer:**So, my first question is that do you believe that our use of recycle, reuse and reduce in our marketing campaigns is an effective technique?

# Answer:

**Interviewee:** It is an effective technique. If a brand adopts this, then it forms its own identity. And obviously, this is a good approach for any country if we follow it. And it is a good habit, we can say. And in other campaigns, our message is given, there is advertisement. And you can say that it is a positive attitude. If we adopt this, it is a positive attitude for our country, for our people.

# Q No:2

**Interviewer:** Alright, so what do you think about this?  If we increase our research or increase our development capacity of our fashion brands, will this also make our sustainability market campaigns more effective?

# Answer:

**Interviewee:** Absolutely. Because when we start a house, we first make a map of it. Right? So, when we introduce ourselves to sustainable marketing, we need research first. What does the customer want?  What does the customer ask from us?  Whether it is good for our environment or not. Because of that, research helps us in this. This is an effective sustainable marketing strategy for campaigns.  If we see, this can lead to continuous improvement.

# Q No: 3

**Interviewer:** So, my next question is, what do you think about this? When we use our green packages material, how is it contributing to the integration of sustainability in our marketing campaigns?

# Answer:

**Interviewee:**This is done so that our environmental impact is reduced. This is appealing to eco-conscious customers. And this is a commitment that the brand shows that we are sustainable. So, if we adopt this, you can say that their trust will also be built. And we are fulfilling a commitment on our part for sustainability.

# Q No: 4

**Interviewer:** Kindly share your experience with me, in which the sustainability marketing technique has been implemented. Or do you think this is a great way to implement your sustainability practices for fashion brands?

# Answer:

**Interviewee:** As you know, our shopper bags of the Sapphire brand have a tree-like initiative. They work as a seed. So, you can see for yourself how good this is. See how good it is for our environment. Because you know that people throw it anywhere, anything can happen. And if we are getting environmental benefits from that rubbish, then this is a huge change in our country. It's a positive approach towards our country and to environmental behaviours.