Title: Sustainability in fashion - A qualitative study on the gap between consumers’ interest in sustainability and their conduct in clothing consumption

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Key words: Sustainability, Sustainable development, Sustainable fashion, Internal negotiation, Barriers

Purpose: The purpose of the study is to increase understanding concerning the gap between consumer’s interest in sustainability and their conduct in clothing consumption.

Methodology: This is a qualitative study written with an abductive research approach as a point of departure, which leads to a quote-driven analysis. The material has been analyzed from a hermeneutic, interpretive point of view. The empirical data consists of ten semi-structured in-depth interviews.

Theoretical perspectives: The theoretical framework describes general theories regarding dissemination of fashion trends in society, sustainable consumption and internal negotiation with one self.

Empirical foundation: The empirical data consists of semi-structured in-depth interviews with ten people aged between 20 to 30 years with an interest in sustainability.

Conclusions: The gap between consumers’ attitude towards sustainability and their conduct of clothing consumption exists due to the two concepts contradicting each other on both individual and collective levels. The gap consists of a contradiction between fashion and sustainability and thus creates an internal negotiation for the individual whom in turn is affected by several impenetrable barriers.

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